



FOR IMMEDIATE RELEASE  
July 27, 2020

Contact: Sara Martin  
(C) 202-603-6675  
[sara.a.martin@usps.gov](mailto:sara.a.martin@usps.gov)  
[usps.com/news](https://usps.com/news)

## **U.S. Postal Service Offers Its First Loyalty Program** *Added Incentives for New Businesses and Microbusinesses*

WASHINGTON, DC — In appreciation of its business customers, the U.S. Postal Service announces a USPS Loyalty Program designed to help smaller businesses. The program will launch nationally Aug. 1.

Registered business users of USPS [Click-N-Ship](#) will earn credits by purchasing postal products they are already using for their shipping needs. Priority Mail and Priority Mail Express postage purchased online through Click-N-Ship will generate credits that can then be applied to future purchases of these products. Existing business accounts will be auto-enrolled in the program.

Business customers will earn \$40 in credits for every \$500 spent on Priority Mail and Priority Mail Express postage through Click-N-Ship. There is no limit to how many credits the business customer can earn. Once received, users can apply their credits to subsequent purchases of Priority Mail and Priority Mail Express directly in the shipping cart when they check out. Credits expire one year from the date of issuance.

New business users will receive an additional \$40 Welcome Bonus credit for the first \$500 spent on Priority Mail and Priority Mail Express postage. New users are those who have established a new account or those with accounts that have not been active in the prior 13 months.

In addition, the Postal Service is offering a one-time \$20 Introductory Bonus for any registered Click-N-Ship business user for purchases made in August and September this year. This bonus, in addition to both the \$40 Welcome Bonus and the \$40 in credit for \$500 spent on Priority Mail and Priority Mail Express postage, will help microbusinesses get back on their feet as the country continues reopening.

### **Incentives Increase Through Loyalty Tiers**

Loyalty Tiers recognize and reward existing [Click-N-Ship](#) users for their ongoing business throughout the year. They provide increasing levels of benefits that users can access as they grow their business and shipping volumes.

All participants will be enrolled in the Base Loyalty Tier when the program begins Aug. 1. Assignment to the tiers begins Jan. 1, 2021, and will continue annually thereafter, providing a long-term pathway to growth for small businesses as they ship with USPS.

Business users who spend \$10,000 on Priority Mail and Priority Mail Express shipping via Click-N-Ship during calendar year 2020 will be assigned to the Silver Tier. Users who spend \$20,000 on Priority Mail and Priority Mail Express shipping in 2020 will be assigned to the Gold Tier and will then receive Commercial Base Pricing for their purchases. More information can be found at [usps.com/loyalty](https://usps.com/loyalty).

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

###

**Please Note:** For U.S. Postal Service media resources, including broadcast quality video and audio and photo stills, visit the [USPS Newsroom](#). Follow us on [Twitter](#), [Instagram](#), [Pinterest](#), and [LinkedIn](#). Subscribe to the [USPS YouTube channel](#), like us on [Facebook](#) and enjoy our [Postal Posts blog](#). For more information about the Postal Service, visit [usps.com](#) and [facts.usps.com](#).