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USPS Loyalty Tiers Add Up to Additional Incentives for Small Businesses

WASHINGTON, DC — The U.S. Postal Service recognizes the unique needs and challenges of business customers. Every dollar counts. In appreciation, new changes will be implemented Jan. 1 in the USPS Loyalty Program to enable small businesses to grow faster.

The USPS Loyalty Program provides savings to businesses and enables ongoing growth. Registered business users of the Click-N-Ship feature on usps.com can earn credits from purchases of Priority Mail and Priority Mail Express products. The credits can then be used toward future purchases of these products.

Loyalty Tiers will be added based on a business customer's qualifying shipping totals from the previous calendar year. A higher tier will equal a larger benefit. There is no limit to the amount of credit that can be earned.

Existing USPS business customers are automatically enrolled in the Loyalty Program at the Base Loyalty tier, earning \$40 of credit for each \$500 spent in qualifying Priority Mail and Priority Mail Express products.

Silver tier is reached when a business user reaches \$10,000 worth of purchases of Priority Mail and Priority Mail Express labels in the prior calendar year. Silver tier businesses earn \$50 of credit for each \$500 spent.

Gold tier business users will have access to Commercial Base Pricing, with up to 20 percent savings on Priority Mail and Priority Mail Express shipments. Gold tier status is achieved with \$20,000 purchased on Priority Mail and Priority Mail Express labels in the prior calendar year.

In addition, new USPS business customers using Click-N-Ship are eligible for a one-time \$40 Welcome Bonus credit upon shipping at least \$500 combined at Priority Mail Express Retail and Priority Mail Retail rates.

“Earlier this year we introduced the USPS Loyalty Program to support small-business customers at a time when they needed it most,” said Mary Anderson, small-business engagement director. “We are so pleased to be enhancing the benefits for our loyal small businesses. With the start of Loyalty Tiers, as their business volumes grow, so will their program benefits.”

Visit usps.com/loyalty for more information or to register for the USPS Loyalty Program.

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

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