



LIVINGPRINT

Webinar Q&A's 2022/02/02

Q: What KPI's are available?

A: Sender receives a notification every time the QR code on the LIVINGMAIL postcard is scanned.

Q: Where can I find the onboarding form?

A: <https://onboarding.livingprint.com/>

Q: Can LIVINGMAIL be used with the USPS Informed Delivery Program?

A: Yes, senders can upload a Representative image of the Postcard and include a Ride-Along image and piece with a Target URL.

Q: Can you upload a video to LIVINGMAIL and not just pictures?

A: Yes, absolutely! The app supports up to 5-minutes of content including video, music and photos.

Q: What email address do I send my questions on LIVINGPRINT and LIVINGMAIL to?

A: help@livingmail.com

Q: Once we receive the print ready file can we resize? Can we just capture the QR code and place it on a different size piece?

A: You will receive a PDF with print-ready art that you can resize. You can extract the QR code from the artwork and place it on any other art or size piece you would like. It is recommended to screenshot it on the PDF received for bulk printing and use it on the new piece to test it for scannability based on color, contrast, size, and resolution.

Q: Is there an ability to upload custom backgrounds and music, or to edit the layout templates at all? Looks like there's a very nice base to start with, curious on the creative flexibility of some of the elements.

A: Not at this time. There is currently a huge library of templates with backgrounds, music and layouts to choose from and the library is constantly growing. If you have design suggestions or ideas for additional backgrounds, music and templates, please send those to help@livingmail.com

Q: Can the linked content be edited after the cards are printed?

A: No, not at this time. The QR code has an embedded link to the LIVINGMAIL slideshow.

Q: As a choice vendor, can we suggest you create a branded explainer video for our 900 locations?

A: Yes, this has already been done for you! Print Shops can share the LIVINGMAIL Explainer Video posted here: https://www.youtube.com/watch?v=DUD_qzuNXM8 and embed it into their own branded websites and marketing materials. Print Shops are also encouraged to do a 'self-promo' video using the LIVINGMAIL app to create a video and LIVINGMAIL postcard and to send it to their customers promoting their printshop and this new exciting service.

Q: Can the URL that the QR code is set to be updated at a later time? We print mail 3 months at a time for a customer.

A: Not at this time but this is something we have added to the development wish list. We are always open to suggestions and ways to improve the service. Please email those suggestions to help@livingmail.com

Q: Does the end user need to download the app to view the slideshow?

A: Yes, the app is required to view the LIVINGPRINT Slideshow. (This is because it is not a video, it is a custom built Flutter player that allows us to add more interactive experiences. Keep an eye out for custom interactive features in the future!) We plan on adding in a Web Player in the near future which will allow the content to be viewed in your device's default browser without needing the app installed, however this is currently in development and not yet live.

Q: Do you offer a "self-promo" option where we can record our own postcard and mail out?

A: You can create a "self-promo" postcard in-house using the LIVINGMAIL app for only \$1.99 and mail it out to all of your customers! To do this fill out the onboarding form at onboarding.livingprint.com if you have not already, then enter the address on the provided flier as the recipient when sending the card. Then you will receive the PDF that you can print and mail in bulk with no additional charges beyond the original \$1.99 in app.

Q: Is it \$1.99 / postcard or a flat \$1.99 to design a specific card?

A: The cost is a flat \$1.99 to design a specific card then you can charge your customers whatever you want PER postcard when you print and mail them. When you use the address on the flier you receive after onboarding we provide a PDF version of the postcard that you can use with no additional charges beyond the original in-app charge of \$1.99.

Q: Does this tech qualify for the USPS emerging tech postal discounts?

A: We have a question pending with the USPS on this. It definitely seems that it would qualify for the 2022 Emerging and Advanced Technology Promotion with a 2-3% postage discount as the statement on this promotion from the USPS is that "This Promotion will help you utilize the latest technologies to create an exciting and engaging customer experience with the mail." More information on this promotion can be found [here](#). We will report back with our official findings on our [FAQ page](#)

Q: Will you have the ability for us to upload directly without the customer?

A: The upload needs to be done from the LIVINGMAIL app from either you or your customer. You could do it on behalf of your customer if desired. Some print shops have even discussed going on-site to customers' locations and filming and creating the LIVINGMAIL for them as part of the service they could charge for as another revenue source. Trish Witkowski of FoldFactory stated during the Webinar: "I love the idea of offering to help the customer make the best LIVINGMAIL postcard they can make. "Send us your photos and videos and we'll put it together for you!" or DIY - your choice"

Q: Will our clients who create an account on LIVINGMAIL be marketed to by LIVINGMAIL for individual postcards or additional products?

A: They will receive push notifications that we send out and if we begin email marketing campaigns for those that have downloaded the LIVINGMAIL app then yes. They are not sectioned out in any way as of now as a "bulk" user vs a standard user.

Q: Makes me think about informed delivery - is there a way to let them know in the image scan/address side that something "alive" and exciting is coming that day?

A: Yes absolutely. You can add that verbiage to the Ride-Along image of the Informed Delivery campaign for the piece. AccuZIP has Professional Services to help you set up Informed Delivery campaigns. Visit: <https://www.accuzip.com/products/professional-services/informed-delivery-campaign-setup/>

Q: Does the video tech you are using allow for engagement like at the end of the video click here for more info and it leads them to a lead gen form?

A: The embedded video does not allow for this currently but we have added this to the development wish list. The video you include in the slideshow could direct the recipient/LIVINGMAIL slideshow viewer to a URL to then collect data from. This could be done now with the App in its current form however it will require an update from the development team.

Q: How long will QR Codes / Video be up on the server to scan?

A: For now, indefinitely! We host it and stream it as part of the service.

Find more FAQs on LIVINGPRINT at: <https://livingprint.com/faq>