Campaign Parameters

Opt-in/Opt-out Scenarios Explained
OPTED-IN & CAMPAIGN PARAMETERS USED BY TARGET WEBSITE

Mail pieces with unique serials get scanned and sent to Informed Delivery.

User A
MID = 123456  Serial = 798012345

User B
MID = 123456  Serial = 798012346

User C
MID = 123456  Serial = 798012347

Informed Delivery appends the MID and Serial from each mail piece to the URL supplied by the mailer, making the URL unique to each household.

When recipients click the Informed Delivery URL, they are all directed to the same website.

The destination website reads the MID and Serial from the URL and can customize the experience or offer for a specific customer. The work of providing personalization is done by the target website.

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OPTED-IN & CAMPAIGN PARAMETERS NOT USED BY TARGET WEBSITE

Mail pieces with unique serials get scanned and sent to Informed Delivery.

Informed Delivery appends the MID and Serial from each mail piece to the URL supplied by the mailer, making the URL unique to each household.

When recipients click the Informed Delivery URL, they are all directed to the same website.

If the destination website has no software or data to be able to present different experiences or different offers to mail recipients, all users will get the same offer.

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OPTED-OUT OF CAMPAIGN PARAMETERS

Mail pieces with unique serials get scanned and sent to Informed Delivery.

When mailers opt out of the appended MID and Serial, Informed Delivery presents the URL provided by the mailer without any additional data.

When recipients click the Informed Delivery URL, they are all directed to the same website.

The destination website presents the same experience to all mail piece recipients because it has no additional data to use to be able to differentiate users.