

[Informed Delivery® Interactive Campaign FAQs](#)

Overview/General

1. Where can I learn more about Informed Delivery® interactive campaigns?

Review the *Informed Delivery Overview*, *Interactive Campaign Guide*, and *Campaign Image Requirements* available on the [Informed Delivery for Business Mailers](#) website for detailed information on interactive campaigns.

2. What is a grayscale scanned image?

During the process of sorting the mail, USPS® digitally images the address side of every letter-size mailpiece that runs through automation equipment. (At this time, USPS does not image flats.) USPS is using these images to provide digital notifications to Informed Delivery users in advance of the delivery of physical mail.

3. Which mailpieces are eligible for Informed Delivery® campaigns?

Informed Delivery interactive campaigns can be conducted on all letter-size mailpieces that are scanned on USPS® automation equipment, regardless of the class of mail. At this time, not all flat-size mailpieces are scanned through automation equipment and USPS does not provide images of flats to consumers. USPS requires mailers conducting a campaign on flat-size pieces to include a Representative Image. If no campaign is conducted on flat-size pieces, consumers will only see a message stating, “A mailpiece for which we don’t currently have an image is included in today’s mail” if a flat scan is detected.

4. Are letter-size and flat-size mailpieces included in Informed Delivery® notifications?

Images are currently only provided for letter-size mailpieces that are processed through automation equipment. Visibility for campaigns on flat-size mail is limited due to how flats are processed. USPS® began ingesting Carrier Route bundle scans for flat-size mail in December 2017, which resulted in increased visibility. There is still room to improve, however, and we are continuing to test ways to improve visibility for flats.

5. As a mailer, is there a way to have my mail excluded from Informed Delivery®?

Although mailers do not have to conduct Informed Delivery campaigns, there is no option for organizations to opt-out of having their mail included in Informed Delivery dashboard or email notifications.

6. How many days are the mailpiece images and campaigns available to consumers?

Mailpiece images will appear on the Informed Delivery online dashboard for a seven day period. If a user has opted-in to receive email notifications, he or she may access those images as long as they remain in their inbox.

7. How many mailpiece images are included in Informed Delivery® notifications?

Informed Delivery users will see up to 10 mailpiece images in the email notification. The remainder of their household's mailpiece images are available on the online dashboard.

8. Where will my interactive campaign be displayed?

Interactive campaigns will be shown at the top of a user's email notification or dashboard, before other grayscale scanned mailpiece images. Package tracking information will appear below all mail images in the email notification and in a separate page for the dashboard or mobile app.

9. Is there a fee for Informed Delivery® campaigns or will there be one in the future?

At this time, conducting an Informed Delivery interactive campaign with a Ride-along Image or dual campaign (Ride-along and Representative Image) is provided at no additional cost to mailers. The Postal Service® does, however, reserve the right to monetize new aspects of Informed Delivery in the future.

10. When consumers move, will they still be able to see mailpiece images for mail delivered to their old address?

Refer to the *Informed Delivery* [FAQs](#) for information on this topic.

11. Why might I be unable to access my consumer dashboard, even if I am enrolled in Informed Delivery as a consumer?

If a mailer accesses his or her business account in the [Business Customer Gateway \(BCG\)](#), and then attempts to log in to their consumer account afterwards, [usps.com](#)® may only recognize the BCG business account credentials. Simply clear the search history and cookies to fix this problem.

[Users & Households](#)

12. Where can I find how many users and households are currently signed up for Informed Delivery®?

USPS® maintains the *Users and Households Data file (Excel)*, broken down by 3- and 5-digit ZIP Codes™, which is available for download on the [Informed Delivery for Business Mailers](#) website. This file is updated weekly.

13. What is the difference between a “Registered User” and an “Email-enabled User” for Informed Delivery®?

All Informed Delivery users have a dashboard that displays Informed Delivery images and package tracking information and is accessible on [usps.com](#)® or via the USPS® mobile app. The number of “Registered Users” represents this full number of Informed Delivery subscribers. “Email-enabled Users” represent the number of “Registered Users” that have opted-in to receive Informed Delivery email notifications in addition to their dashboard and mobile app view. The *Users and Households Data file (Excel)*, which is available for download on the [Informed Delivery for Business Mailers](#) website, shows the breakdown of “Registered Users” and “Email-enabled Users.”

14. How is USPS® acquiring users for Informed Delivery®?

USPS promotes Informed Delivery using traditional marketing and acquisition efforts, such as Direct Mail, email, retail signage, etc. Interested consumers can register for a personal account on usps.com® and then sign up for Informed Delivery. For more information, go to [consumer-related FAQs](#).

15. How will USPS® know which consumers on my mailing list have Informed Delivery®?

USPS maintains the list of Informed Delivery users and their email addresses. Organizations conduct mailings as usual, and USPS applies an interactive campaign to an Informed Delivery user when a mailpiece is processed on automation equipment, prior to delivery.

16. Can I get a listing of Informed Delivery® users from USPS®?

No. USPS cannot legally provide names or addresses of customers or Informed Delivery users to mailers.

Campaign Submission

17. How do I submit a campaign?

There are two ways to submit an Informed Delivery® interactive campaign: electronically via *PostalOne!*® or manual entry via the Mailer Campaign Portal (MCP). The *PostalOne!* team, who can be reached directly by emailing USPSInformedDeliveryeDoc@usps.gov, provides programming requirements and facilitates the required Customer Acceptance Testing (CAT) process. The self-service Mailer Campaign Portal provides mailers the ability to enter and initiate interactive campaigns, view campaign data and results, create campaign templates, store media, and more, all in one convenient location through the USPS® [Business Customer Gateway \(BCG\)](#).

18. What is the status of Mail.dat for the *PostalOne!*® system? Are the file formats for Mail.xml finalized, and when will changes to these files be implemented?

Mail.dat has supported campaign submissions via *PostalOne!* since January 2017 and Mail.xml has supported submissions since April 2018.

19. What is the status of the Mailer Campaign Portal?

The self-service Mailer Campaign Portal is currently available on the [Business Customer Gateway \(BCG\)](#) under the “Other Services” tab. This Portal provides businesses and organizations the ability to initiate interactive campaigns, view campaign data and results, create campaign templates, store media, and more, in one convenient location. It is important to note that the Postal Service® acknowledges several known defects and observations associated with the Portal that are listed later in this document.

20. What are the known defects and observations?

The Postal Service® has identified several defects and observations in the Mailer Campaign Portal and reports that we are working to resolve and improve. **None of these defects or observations affect an organization’s ability to conduct a campaign**, however, they can impact other parts of the

Informed Delivery® campaign entry experience, including reporting. All of these defects are scheduled to be fixed in future releases. These defects and observations include:

- Reports:
 - i. Pre- and Post-campaign Reports:
 - 1. Are considered “timed-out” if they have not completed processing in 30 minutes. These queries should be deleted. In the case of Pre-campaign Analysis reports, ensure each file is ≤30MB. For Post-campaign Reports, try Generating Reports one at a time, instead of selecting multiple campaigns at once.
 - 2. Use of these special characters \ / : * ? " < > | when **naming** the Post-campaign Report can result in the report hanging/not processing.
 - ii. Post-campaign Summary Report:
 - 1. Use of a comma in the original entry of the Brand Display Name, Campaign Title, or Campaign Code can shift characters in this report to the incorrect column. The user will have to delete the erroneous data to get the cell headings to line up with the correct data.
 - 2. The Click_Through Rate (Column I) is not calculated. Use this formula in Cell I2:
=sum(H/D).
 - iii. Post-campaign Detailed Report:
 - 1. Start Date and End Date (Columns F & G) are presented as 00:00:0 when the file is first opened. To resolve this issue, select the Columns, right click on them, and change the format to Date (per image below).
 - 2. Start Serial and End Serial (Columns H & I) are populated with null instead of being blank for MID level campaigns. This does not impact the report.
 - 3. Mailpiece ID (Column K) is presented in scientific notation instead of a number. To resolve, select the column, right click, and reformat as General or Text.
 - 4. Email ID (Column M) is also showing as a scientific notation, however, resizing the column resolves this issue.
 - 5. WhenEmailWasOpened (Column O) may be populated with null instead of being blank for "Record_Type" of Email. No impact to report.
 - 6. For any fields/columns showing #####, simply resize the column.
- General:
 - i. Access: If the Business Customer Gateway (BCG) redirects a first-time user to the landing page when he or she attempts to login, it may be because the Portal is conducting an address validation check prior to entry.
 - ii. Navigation: When creating a campaign, the text “Campaigns” appears as a breadcrumb in the upper left-hand corner and appears to redirect the user elsewhere—the hyperlink is not currently functional.
 - iii. Draft Campaigns: Users must always select the “Edit Media” option to edit URLs or images prior to submitting a campaign.
 - iv. Campaign Preview: When using the campaign “Preview” function, images and links in the dashboard view and sample email are NOT functional. Users must select the “Test Link” text beside the URL in the campaign Build step to test the URL.
 - v. Campaign Submission:

1. When editing a Submitted campaign, the user must go through the final submissions process again, otherwise, the campaign will return to Draft status. The Status may still indicate that is it Submitted.
 2. Some mailers have reported issues when submitting a campaign near the submission deadline (11:59 AM the day before the campaign start date). USPS suggests uploading a campaign at least half an hour prior to this deadline as a precautionary measure.
 3. If a user does not select a mailpiece shape, the Portal will automatically categorize the shape as a “Flat” campaign. If this event, a letter-size campaign without a Representative Image will display a message reading “A mailpiece for which we do not currently have an image is included in today’s mail.”—not a grayscale image of the mailpiece. Should a user neglect to pick a mailpiece shape, all other campaigns are still processed as normal.
- vi. Templates:
1. Campaign templates saved before March 20th should be deleted or modified. The Ride-along and Representative images are reversed.
 2. Selecting the “Actions” dropdown box on the “Templates” page immediately redirects the mailer to the detailed page for that specific template. To delete a template or take other actions, mailers should use the dropdown box on the template detail page.
- Production Notifications:
 - i. In email notifications, Informed Delivery campaigns should always appear at the top (above mailpieces without campaigns applied). Due to a sortation issue, a consumer who receives over 10 mailpieces in a single day may not receive their Informed Delivery campaign via email (it would only be posted to their dashboard).
 - ii. In addition to decreased overall visibility, even if a flat-size mailpiece receives a scan event, due to a sortation issue, consumers may not receive the campaign or associated message via email (it would only be posted to their dashboard).

21. How many days prior to the campaign start date do I need to submit a campaign?

All campaign information should be submitted by 11:59 AM the day before the campaign start date. This means a campaign should be submitted at least 12 hours before the campaign activates. This is a **requirement** for campaigns entered in the Mailer Campaign Portal and highly recommended for campaigns submitted via *PostalOne!*[®].

22. When do campaigns start and end?

Campaigns begin and end at midnight of the campaign start and end dates chosen by the mailer. For example, if a campaign start date is Wednesday, December 20, the campaign would first be applied the morning of December 20 (at 12:00:01 AM) to mail that was processed the evening of December 19 and morning of December 20. If the end date is Wednesday, December 27, the campaign would be applied the final time the morning of December 26, it would not be applied on December 27.

23. Can I preview my campaign prior to activation?

The functionality to preview an email or dashboard view of a campaign is available in the self-service Mailer Campaign Portal. *PostalOne!*[®] campaign submissions can be previewed in the Portal by creating a Draft campaign with the same elements. Draft campaigns are subject to deletion 30 days after creation. Note that the links in the sample email are not functional at this time; the sample digest provides positional information only. Reference resources on the [Informed Delivery for Business Mailers](#) website to learn more about navigating the Portal.

24. Can I run campaigns on continuous mailings?

Yes. This requires the entry of campaigns on a daily basis, however. Campaigns on continuous mailings may best be facilitated through the *PostalOne!*[®] process.

25. Can I run multiple campaigns on the same Mailer Identifier (MID)?

Yes. Mailers can conduct multiple campaigns on the same MID if the campaigns run sequentially or if they provide unique and sequential Intelligent Mail[®] barcode (IMb[®]) serial ranges for each campaign.

26. Can mailers have their Mail Service Provider (MSP) initiate and analyze Informed Delivery[®] campaigns or do mailer owners have to submit campaigns themselves?

MSPs can initiate and analyze campaigns on behalf of the mail owner. MSPs are critical to the process of using the Mailer Identifier (MID) on the mailpiece and, in most cases, applying the Serial Number range within the Intelligent Mail[®] barcode (IMb[®]). It is important to note that whichever organization inputs the campaign has access to the campaign data, management, and reports.

27. Where can I view and manage all of my campaigns?

Organizations that use the Mailer Campaign Portal to enter campaigns can view all campaigns (Draft, Submitted, Active, Cancelled, and Completed) in the Portal. A *Mailer Campaign Portal User Guide* is available on the [Informed Delivery for Business Mailers](#) website. At this time, mailers submitting campaigns through *PostalOne!*[®] need to edit and manage their campaigns using *PostalOne!*. USPS anticipates that in late 2018, campaigns entered through *PostalOne!* will flow into the Portal for the purposes of viewing, cancelling and Post-campaign reporting.

[Campaign Elements](#)

28. Can elements of a campaign be created separately or by different team members?

Yes. USPS[®] understands that many people may be involved in the development of an Informed Delivery[®] campaign, including gathering necessary campaign elements (e.g., the Mailer Identifier (MID), Intelligent Mail[®] barcode (IMb[®])/Serial Number range, start/end dates, images, URL, etc.). However, one person must work in the Mailer Campaign Portal or with the *PostalOne!*[®] Customer Acceptance Testing (CAT) team to ensure all campaign elements and content are complete. If organizations delegate Informed Delivery campaigns to an MSP, they must work through the MSP's representative to access their campaign information.

29. What is a Mailer Identifier (MID) and why do I need one? How can I apply for a MID?

The MID is a field within the Intelligent Mail® barcode (IMb®) that is used to identify mailers; a MID is required in the IMb. A MID is assigned by USPS® to a mail owner, mailing agent, or other service providers who request one. A MID is either a 9-digit or a 6-digit numeric code and is assigned based on annual mail volume. MID's are assigned through centralized USPS processes, generally through the Mailer ID system on the [Business Customer Gateway \(BCG\)](#). Refer to the *User Access to Electronic Mailing Information and Reports Guide* on PostalPro for step-by-step instructions on using the MID system.

30. Do mailers have to use a unique Mailer Identifier (MID) for Informed Delivery campaigns? What are my options if I don't have one or want an additional MID?

The MID does not have to be unique to a single campaign, however, the MID on the mailpiece does trigger the interactive campaign. An interactive campaign is applied based on the MID only or, **more commonly**, a combination of the MID and Serial Number range within the Intelligent Mail® barcode (IMb®) on the mailpiece. Over 95% of test mailers have conducted campaigns using the MID and IMb Serial Number approach. Testing of Personalized campaigns, with a single IMb serial number, began in April 2018 in *PostalOne!*

31. If I have a mailing that uses multiple Mailer Identifiers (MIDs) on the mailpieces, but all the Informed Delivery® campaign details are the same, would it be considered one Informed Delivery campaign?

No. Informed Delivery campaigns are triggered by the MID in the Intelligent Mail® barcode (IMb®), so a separate campaign would need to be created for each MID used. Many of the campaign elements can be the same (e.g., Brand Display Name, Campaign Title, etc.), even if more than one MID is used.

32. What is a Customer Registration Identification number (CRID)? When and why do I need one?

A CRID is a USPS® generated numeric code of up to 15 digits that uniquely identifies a business at a location. Each Mailer Identifier (MID) is owned by a single CRID at any given time, and each mailing permit is owned by a single CRID at any given time. There is no association with CRIDs triggering interactive campaigns.

33. What is a Service Type Identifier (STID)? How does it relate to Informed Delivery®?

The STID defines the mailpiece as full-service or basic and is also used to determine the disposition of undeliverable-as-addressed (UAA) mail and the form of address correction that a mailer desires, if any. The STID is not relevant to Informed Delivery. Informed Delivery only uses the Mailer Identifier (MID), Intelligent Mail® barcode (IMb®) Serial Number range, and the 11-digit Delivery Point Code.

34. Can I conduct multiple interactive campaigns at once? If yes, how?

Yes. As long as the Serial Number ranges within the Intelligent Mail® barcode (IMb®) do not overlap while the campaigns are active, mailers can run multiple campaigns at once. Alternatively, mailers can enter campaigns via *PostalOne!* using a Personalized level campaign.

35. Can I run campaigns on individual mailpieces?

USPS began offering the option to run Personalized (mailpiece-level) campaigns via *PostalOne!*® in April 2018. Personalized campaigns apply the interactive campaign based on individual Intelligent Mail® barcodes (IMb's®). For Personalized campaigns, only the first record in the Mail.dat or Mail.xml file will flow into the Mailer Campaign Portal for viewing, cancelling or reporting purposes - when this improvement is implemented in late 2018. Campaigns can be run at the Mailer Identifier (MID) level or a combination of MID/IMb Serial Number range as well.

36. When should I start and end my campaigns?

USPS® suggests that mailers start their campaign three days before and end three days after the target in-home dates. The in-home dates are based on the class of mail, how the mail is sorted, and where it is entered.

37. What makes a campaign unique?

A unique campaign consists of a unique campaign code, different start and end dates, customized image(s), and a URL that links to online digital content that is clickable by Informed Delivery® users.

38. What are Ride-along Images and Representative Images? Are both images required for an interactive campaign?

A Ride-along Image is a color image provided by the mailer that is clickable/interactive for the user through the provided URL. The Ride-along Image URL is also used in the "Learn More" link in the interactive campaign. The Ride-along Image is placed below the grayscale scanned image or Representative Image in the Informed Delivery email notification and dashboard.

A Representative Image is a color image chosen by the mailer that is used in lieu of a flat-size image or in place of a grayscale letter-size image (grayscale images of flat-size mail are not provided at this time). The Representative Image is not clickable/interactive.

The Ride-along Image is always required. A Representative Image is required for campaigns on flat-size pieces. Regardless of the images used, a single target URL is required to conduct an interactive campaign.

39. Are there specific creative requirements for Ride-along Images and Representative Images?

For information about specifications (e.g., file type, file size, dimensions) for supplemental content, reference the *Campaign Image Requirements* on the [Informed Delivery for Business Mailers](#) website. Additionally, USPS® requires supplemental content to be designed using an RGB (red, green, and blue) Color Type—not CMYK (cyan, magenta, yellow, and black). CMYK is commonly used for physical and printed materials; RGB is required for digital images.

40. What URL can I use for my campaign and how can I track click-throughs?

USPS® requires a simple URL, such as <https://companyname.com>; however, mailers can send their customers to a unique page within a website if they wish. Mailers can track their URL and click-throughs using any type of analytics tool. USPS® tracks click-throughs by putting a "tag" in front of the URL provided by the mailer. USPS strongly suggests that mailers use a unique URL within the

Informed Delivery® campaign – one that is not used elsewhere in marketing materials or printed on the mailpieces – so that mailers can best measure results.

Campaign Data

41. What sort of data will mailers get from USPS®? Do mailers have to share data with USPS?

Both Pre- and Post-campaign Analyses are available to mailers. See our *Interactive Campaign Guide* on the [Informed Delivery for Business Mailers](#) website for more information. USPS is interested in receiving feedback from mailers on system functionalities as well as information on any additional lift or return on investment that they see from participating in Informed Delivery® campaigns. Mailers are not required, however, to share data beyond what is needed to initiate a campaign.

42. What type of Pre-campaign data does the Postal Service® provide participating mailers?

Organizations have the opportunity to use the Mailer Campaign Portal to conduct an optional Pre-campaign Analysis that allows them to evaluate their campaign reach. See our *Interactive Campaign Guide* on the [Informed Delivery for Business Mailers](#) website for more information.

43. How long is campaign data available to organizations in the Mailer Campaign Portal?

There is no retention limit on Pre- and Post-campaign data in the Mailer Campaign Portal at this time. Retention periods will be programmed later in 2018.

44. What type of Post-campaign data does the Postal Service® provide participating mailers in the Summary Report?

For specific information about information provided in Post-campaign Analyses, reference the *Interactive Campaign Guide* on the [Informed Delivery for Business Mailers](#) website.

45. What type of Post-campaign data does the Postal Service® provide participating mailers in the Detailed Report?

See our *Interactive Campaign Guide* on the [Informed Delivery for Business Mailers](#) website for more information regarding Post-campaign Analyses.

46. In my Summary Report, why might the campaign email open rate be irregularly high (e.g., over 100%)?

A campaign's email open rate may seem irregularly high if open rates are looked at on a daily or weekly basis, as opposed to holistically over the entire campaign.

47. In my Summary Report, why might the percentage of physical pieces included in email seem irregularly high (e.g., over 100%)?

The percentage of physical pieces included in email is calculated by dividing the number of emails by the number of physical pieces. A single mailpiece can be sent to a Delivery Point (address) with two or more email-enabled Informed Delivery users. In this case, multiple email notifications are sent containing the same mailpiece image and campaign.

Mailer Campaign Portal Questions

48. Is the Mailer Campaign Portal available to all interested organizations?

Yes. All mailers, Mail Service Providers (MSPs), and organizations can access the Mailer Campaign Portal via the [Business Customer Gateway \(BCG\)](#) to begin conducting Informed Delivery® campaigns. Reference the *Mailer Campaign Portal User Guide* on the [Informed Delivery for Business Mailers](#) website for information about how to navigate the Portal.

49. How can I access the Mailer Campaign Portal?

All mailers with a [Business Customer Gateway \(BCG\)](#) account can navigate to the Mailer Campaign Portal. To access the Portal, organizations must log in to the BCG by entering a valid username and password in the corresponding fields; the Portal can be found under the “Other Services” tab. For support with BCG functionality, contact the *PostalOne!*® Help Desk at 1-800-522-9085 or by email at Postalone@usps.gov. For Mailer Campaign Portal support, contact USPSInformedDeliveryCampaigns@usps.gov. At this time, use of the Portal indicates acceptance of its known defects (see Q20).

50. How can I upload files to conduct a Pre-campaign Analysis?

Mailers can initiate this optional report on the “Welcome Page” of the Portal or under the “Campaigns” tab. This report provides mailers with the opportunity to evaluate their campaign reach and see how many Informed Delivery users there are within a particular mailing list at a given point in time. The file is comprised of 11-Digit Delivery Point ZIP Codes™ from the IMb. For a listing of specific criteria for creating this file, reference the *Interactive Campaign Guide* on the [Informed Delivery for Business Mailers](#) website.

51. How do I view Post-campaign Analyses in the Mailer Campaign Portal?

The Summary Report and Detailed Report are available via download on the Post-campaign Analysis tab. More information on navigating to Post-campaign Analyses is available in the *Mailer Campaign Portal User Guide* on the [Informed Delivery for Business Mailers](#) website.