



INFORMED DELIVERY®

Interactive Campaign Guide

Purpose of the Document

This guide provides interested mailers with a “how to” explanation for initiating an Informed Delivery interactive campaign.

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Change History

Document Version	Section(s) Updated	Change Description	Author	Date
1.0	All	Initial document created	Carrie Bornitz	02/28/2017
2.0	Appendix C	Added missing header record and CAT information	Carrie Bornitz	04/03/2017
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2.2	All	Updated document to reflect beta testing of self-serve Mailer Campaign Portal	Carrie Bornitz	09/09/2017
2.3	All	Updated document with new information regarding the self-serve Mailer Campaign Portal	Carrie Bornitz	12/01/2017

1. Background

Informed Delivery is an optional, free feature that gives residential consumers the ability to digitally preview their mail and manage their packages from one convenient location.

- Through Informed Delivery, users (also referred to as subscribers) can view images of letter-size mail and color images from participating mailers via email notification, online dashboard at informedelivery.usps.com, or mobile app.
- Package tracking information on Priority Mail Express®, Priority Mail® and other parcels is available through the Informed Delivery dashboard and mobile app only.
- This feature offers consumers the convenience of seeing what is coming to their mailbox – anytime, anywhere – even while traveling.

Participating mailers can provide supplemental content, allowing users to take immediate action on a mailpiece.

For the purposes of this document, supplemental content refers to Informed Delivery “interactive campaigns” or just “campaigns.” The United States Postal Service (USPS)® currently offers the basic campaign functionality described in this document for no additional fee. Monetization opportunities for additional features are under consideration.

Figure 1 depicts a sample Informed Delivery email notification—referred to as a “daily digest”—with an interactive campaign that is included with the grayscale scanned image of a business letter. Underneath the scanned image is clickable supplemental content, also known as a “Ride-along Image.” The mailer name and a clickable “Learn More” link are provided as part of a basic campaign. The bottom image illustrates a scanned handwritten letter.

1.1. Availability

Informed Delivery is available to eligible residential consumers in the majority of ZIP Codes™ across the country, including Alaska, Hawaii, and Puerto Rico. Not every address in a ZIP Code is eligible for Informed Delivery. For instance, a multi-unit building that is not individually identified and coded down to a unique Delivery Point ZIP Code™ at the unit level is not eligible for Informed Delivery.

1.2. How It Works for Consumers/Mail Recipients

USPS uses existing processes that provide digital images of the exterior of mailpieces as they are processed through automation equipment; we use those images to provide digital notifications to users in advance of the delivery of physical mail. The scanned images can be viewed in a user’s email notification, the USPS Mobile® App, or on the user’s personal dashboard at informedelivery.usps.com. The process flow is depicted in Figure 2.

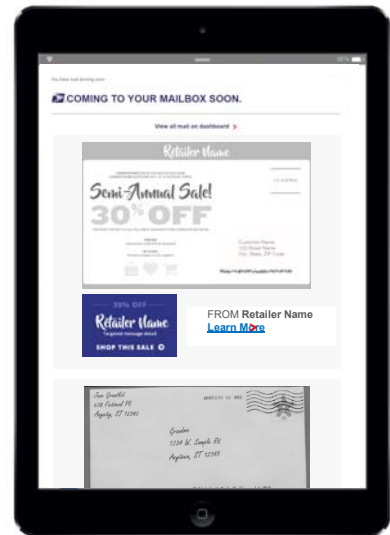


Figure 1: Depiction of Informed Delivery email digest

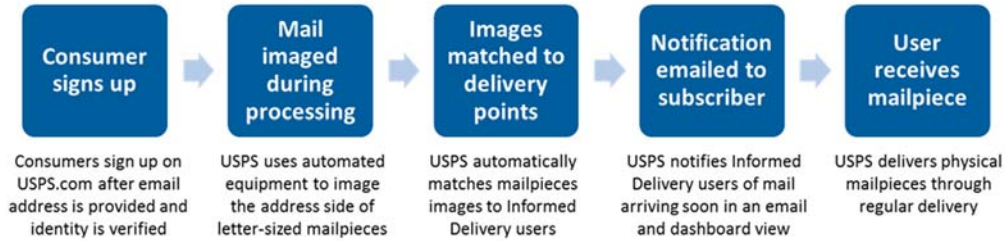


Figure 2: Process flow that enables Informed Delivery

Figure 3 depicts how a physical mailpiece image (without a campaign) is displayed on the user’s Informed Delivery Mail Dashboard. Within the dashboard, mailpiece information is maintained for a period of seven calendar days. Users have the ability to toggle between their “Mailpieces” and “Packages” tabs to preview mailpiece images or to manage and track packages. Learn more about this consumer-facing feature and sign up at informedelivery.usps.com.

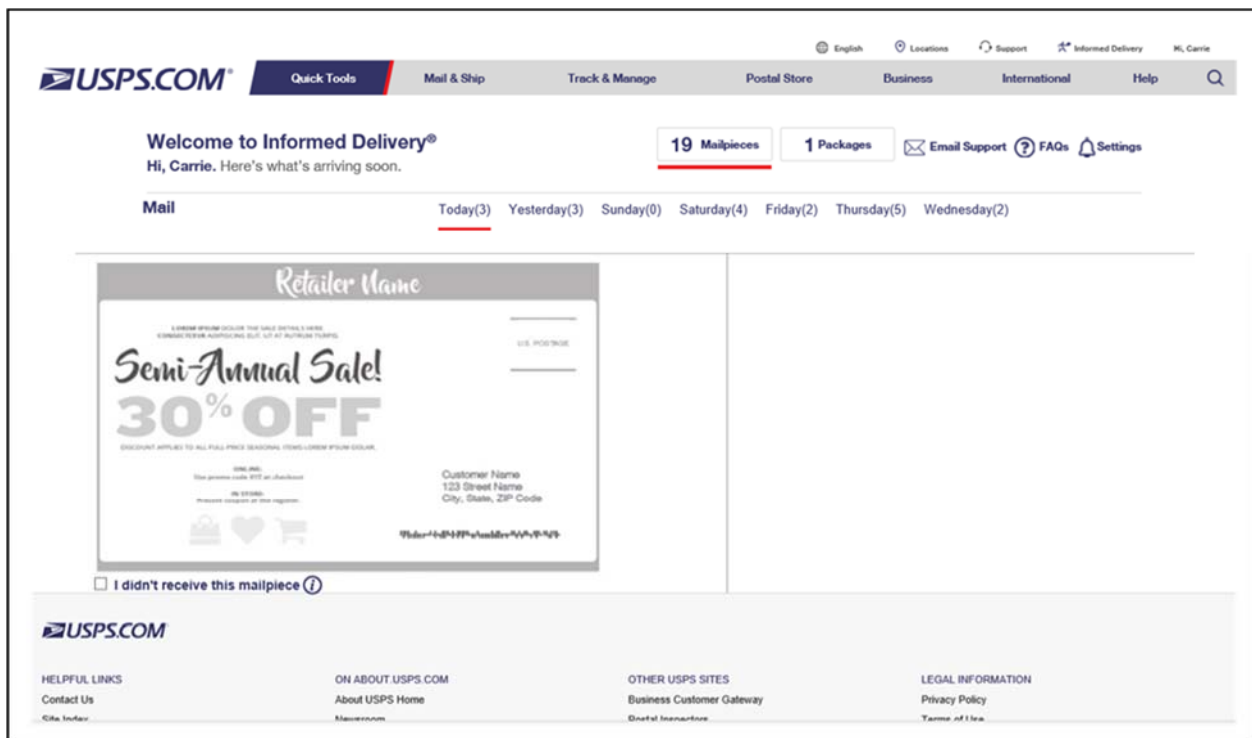


Figure 3: Example of Informed Delivery dashboard view

1.3. How It Works for Mailers/Mail Owners

As noted above, Informed Delivery users will see images of their mail, regardless of whether or not a mailer conducts an interactive campaign. Mailers can enhance their hardcopy mailings by conducting a campaign that includes custom images and a website link (URL). This information will appear in the user’s email notification, the USPS Mobile App, or on the dashboard at *USPS.com*®. This information is referred to here as supplemental content.

- Each unique set of customized supplemental content is associated with an individual mail campaign. Multiple campaigns can be conducted at one time for a single mailing. Multiple mailings and campaigns can be conducted simultaneously.

- Each campaign is triggered by and mapped to a single Mailer ID (MID) within an Intelligent Mail® barcode (IMb®) that is used on the mailpiece and can be customized to be active during a defined date range.
- The IMb is comprised of five fields: the Barcode ID, Service Type ID (STID), MID, Serial Number, and Routing Code. These fields provide intelligence such as mail class, service requested, mailer identification, unique Serial Number tracking, and the Delivery Point ZIP Code of the customer. More information on the MID and the IMb can be found in Appendix B.

When the Informed Delivery application receives a mailpiece scan for an enrolled Informed Delivery user and the MID or the MID/Serial Number in the IMb is associated with an active mailer campaign, that user will see customized supplemental content that the mailer provided USPS. The process for this is illustrated in Figure 4.

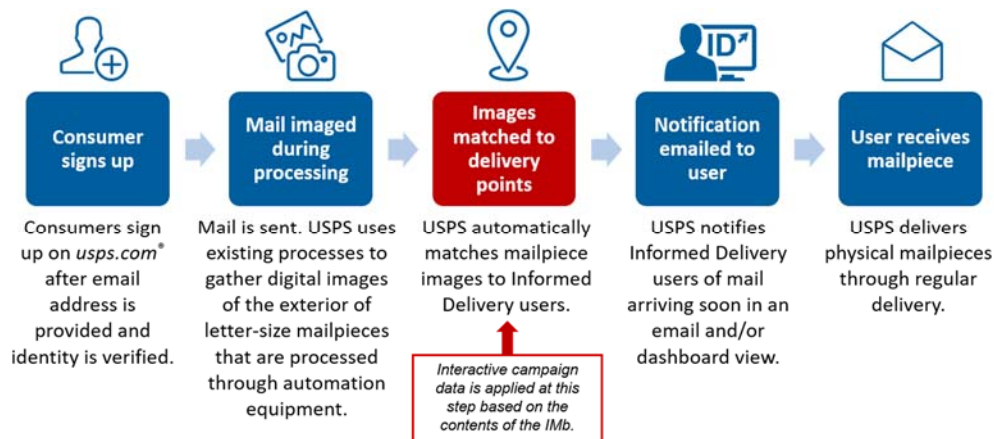


Figure 4: Process flow showing when USPS applies Informed Delivery campaigns

The interactive campaign content is currently displayed below the image in the email and Informed Delivery dashboard (see Figure 5). USPS is considering additional template designs in the future.

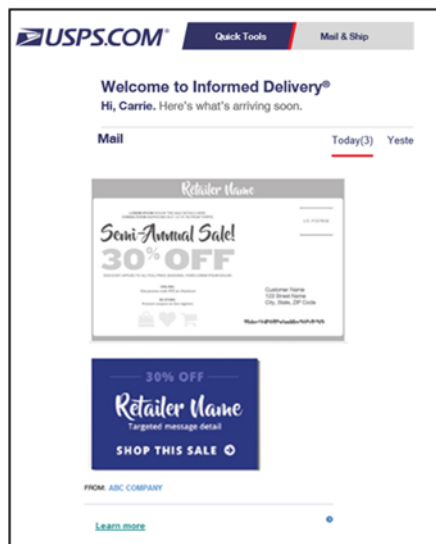


Figure 5: Example Informed Delivery dashboard view with interactive campaign

2. Benefits for Mailers

Informed Delivery allows mailers to:

- Take advantage of a new digital channel, tying hardcopy mail to digital content.
- Receive an additional digital impression for the intended recipient **and** additional impressions for other household members who are Informed Delivery users.
- Experience high email open rates (~70% daily average).

Informed Delivery interactive campaigns provide additional benefits, allowing mailers to:

- Enhance the presentation of the scanned mailpiece images that consumers are already receiving.
- Give the mail recipient or other household members the opportunity to take action immediately on their mailpiece by clicking on a campaign image/website link – regardless of whether or not they retrieve mail from the physical mailbox.
- Coordinate multi-channel campaigns.
- Collect information on campaign reach and results (e.g., open rates, click-through rates) through data analytics.

3. Participation Criteria

Virtually any mailer can conduct an Informed Delivery campaign if the following criteria are met:

- Mailpieces must be automation compatible
- Mailpieces must contain a valid IMb
- Mailer or MSP must be IMb certified

A campaign can be initiated by the mailer or by their designated MSP (advertising agency, printer, freight shipper, presort bureau, etc.).

4. Campaign Information

The overall campaign process is simple; mailers create and initiate hardcopy mail as usual and provide USPS data elements and supplemental content to facilitate an Informed Delivery interactive campaign. Detailed campaign information is provided in the following sections.

4.1. Levels of Interactive Campaigns

There are 3 levels of campaigns:

- **MID:** All mailpieces with this MID have the same campaign applied, therefore, all Informed Delivery users see the same campaign.
- **IMb Serialized:** All mailpieces with a defined Serial Number range within the IMb create a unique campaign. This campaign level provides the ability to apply different campaigns to groups of customers and the ability to use a “shared” MID, such as one that might be used in large businesses with multiple business units or one provided by a Mail Service Provider (MSP).
 - The majority of interactive campaigns conducted use this level.
- **Personalized:** USPS began offering mailers the ability to test mailpiece-level campaigns via *PostalOne!*® in April 2018. Personalized campaigns allow the ability to apply a unique interactive campaign to each user, based on an individual IMb. More information regarding personalized campaigns can be found in Appendix D.

Important Note: The key to activating IMb Serialized level campaigns is defining a unique and sequential Serial Number range for each campaign treatment desired. Dividing the mailing list into campaign groups **prior to printing/addressing the actual mailpieces or assigning the IMbs is critical**. See Appendix C – The Mailing Life Cycle – for more information on this topic.

4.2. Types of Interactive Campaigns

There are two types of Informed Delivery campaigns available, depending on the supplemental content provided by the mail owner or MSP. They are described below. See Figures 6 and 7 for images.

Ride-along Image and Target URL (basic campaign):

- Campaign includes the USPS grayscale scanned image of a letter-size mailpiece and an image provided by the mailer, currently placed below the grayscale image in the email and dashboard. In all cases, the Ride-along Image is clickable (interactive), as is the additional “Learn More” link. These are both linked to the same URL.
 - **Important Note:** a Ride-along Image and URL is **required** to conduct an Informed Delivery campaign.

Representative Image, Ride-along Image, and Target URL (dual campaign):

- In addition to the required Ride-along Image and URL, this campaign type includes an image that is provided 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 to consumers, however, scan events are captured for some flat-sized mailpieces during processing.)
 - Representative Images are static, they are not clickable/interactive
 - These images must be clearly branded and must be directly related to the hardcopy mailpiece.

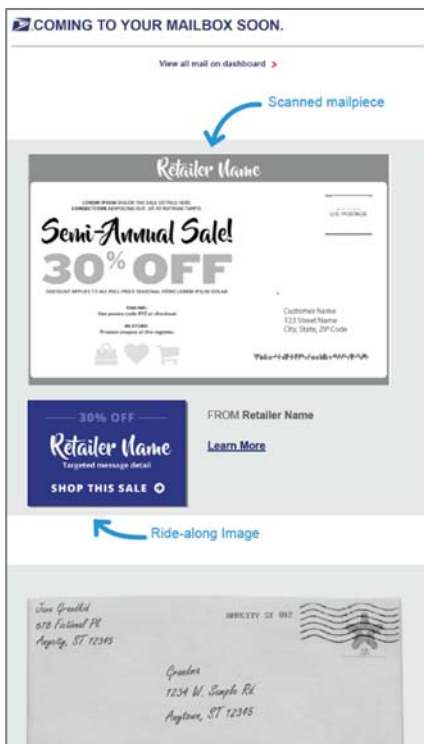


Figure 6: Informed Delivery notification - basic campaign.

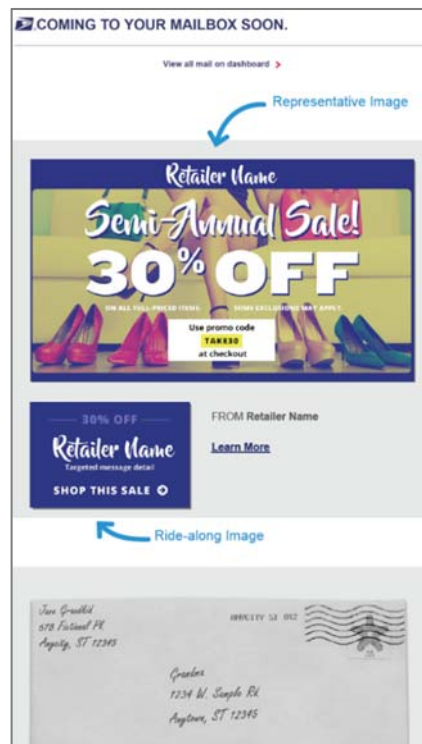


Figure 7: Informed Delivery notification - dual campaign

- **Important Notes:** Representative Images are **optional** for letter-size mailings (including postcards), however, they are **required** to conduct a campaign with a flat-size mailing. Flats are not processed through USPS automation equipment the same as letters and postcards. When a scan is detected on a flat, the interactive campaign is applied. USPS is working diligently to improve visibility for flat-size campaigns.

4.3. Campaign Data Elements

These are the key data elements that are required to conduct a campaign, regardless of the submission method:

- Brand Display Name (also referred to as Campaign Display Name)
- Campaign Title
- Campaign Code (must be unique for every campaign)
- Campaign Start Date
- Campaign End Date
- MID on Piece
- IMb Serial Number Range (required for IMb Serialized)
- Supplemental Content (e.g., Ride-along Image, target URL, Representative Image)

See Section 5.4 for additional information on campaign submission options. The entry/submission of data elements varies depending on the submission option chosen.

4.4. Image Requirements

Mailers have a wide range of options for their Ride-along and/or Representative Images. Existing mailpiece artwork or website content can be used or a completely different image can be created by the mailer. The key to encouraging a consumer response, as with any marketing or messaging, is to ensure that the Ride-along Image includes a clear call to action (such as “Get Started” or “Shop Now→”) along with a compelling offer. Representative Images must be clearly branded and related to the actual hardcopy mailpiece. When using a Representative Image, a color image of the mailpiece itself or portions of art from the mailpiece is highly recommended.

Representative and Ride-along Images must:

- Not exceed 200 kilobytes (preferred is not to exceed 100 kilobytes).
- Be in JPEG (.jpg) format.
- Meet minimum or maximum pixel height/width, which varies per image type.
- Must be representative of the brand or mail owner and directly related to the mailpiece.

Important Note: 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, but RGB is required for digital images.

Our *Campaign Image Requirements*, available at usps.com/informedeliverycampaigns, provides campaign samples and information on allowable image sizes and content.

4.5. How to Submit a Campaign

There are two ways to submit an Informed Delivery campaign: via the Mailer Campaign Portal or *PostalOne!*. Campaigns entered in the Portal must be submitted no later than 12:00 PM (noon) local time the day prior to the campaign start date. This timing is also highly recommended for *PostalOne!* to allow adequate processing time.

4.5.1. Mailer Campaign Portal (MCP)

This online tool allows users to enter campaigns manually.

- The Portal is accessed via the [Business Customer Gateway](#) (BCG) under the “Other Services” tab.
- Users can also edit campaigns, view campaign data and results, create campaign templates, store media, and more, all in one convenient location.
- The Portal is generally used for a lower volume of campaigns or less complex campaigns.
- The Portal underwent beta testing from September 2017 through March 2018. In that time, the Postal Service fixed known defects, however, there are still several known defects and observations that USPS is working to resolve and improve.
 - A full and current list of defects and observations are listed in the *Interactive Campaign FAQs* on the [Informed Delivery for Business Mailers](#) website
 - None of these defects affect an organization’s ability to conduct a campaign or impact how the campaign is displayed to the user.
- See our *Mailer Campaign Portal User Guide* on the [Informed Delivery for Business Mailers](#) website for more information on how to create a campaign in the Portal.

4.5.2. PostalOne!

This web-based tool allows users to submit interactive campaigns electronically.

- Campaigns are submitted with Mail.dat or Mail.xml files.
- Mailers use PostalOne! to enter more complex, higher volume, or personalized campaigns.
- Edits to campaigns must be conducted through this channel.
- More details about *PostalOne!* submissions can be found in Appendix D.
- At this time, only the Post-Campaign Summary Report is available for campaigns entered via *PostalOne!*. This report will be provided at the completion of the campaign, upon request, by emailing us at USPSInformedDeliveryCampaigns@usps.gov.
- Campaigns submitted via *PostalOne!* will flow into the Mailer Campaign Portal for the purposes of viewing, cancelling and reporting in late 2018.

5. Campaign Stages

There are three basic stages in the campaign process: Pre-Campaign, Campaign, and Post-Campaign.



5.1. Pre-Campaign

There is one type of Pre-Campaign Analysis report offered by the Postal Service.

5.1.1. Pre-Campaign Analysis Report

This **optional** 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.

Important Note: The 11-digit Delivery Point ZIP Codes that comprise a Pre-Campaign Analysis file are taken from the IMb of a recent mailing list. This delivery point information is not stored in standard customer databases.

The file must meet the criteria below:

- The header must read ZIP11.
- Each entry **must** be an 11-Digit Delivery Point ZIP Code.
 - To delete line items without 11-digit codes, import the file containing the codes into Excel. Once in Excel, filter the data based on length, delete the non-11 digit codes, and save the document in .csv format.
- Include leading zeroes.
- Remove duplicate codes.
- Save as a Comma Separated Values (.csv) file (using lowercase .csv).
- Break files into 30MB or less.

ZIP11
06601240216
06913468020
10057606837
10152586868
10252957523
10325892761
10420689175
10583557676
10686726107

Figure 8: Example of Pre-Campaign data submission

Important Note: To verify the contents of the Pre-Campaign data, right click the file and open with a text editor such as Notepad.

Figure 8 provides an example of how the Pre-Campaign file will look once it’s ready for uploading. Uploading a file that does not meet this criteria above will result in an error. Regardless of your intended campaign submission method, use the Mailer Campaign Portal to upload the file. See our *Mailer Campaign Portal User Guide* for details on how to upload a file.

USPS cross-references this list against a current Informed Delivery user list and provides an aggregate response indicating how many consumers are in the DPBC list provided by the mailer (USPS is prohibited from providing lists of Informed Delivery users). Pre-Campaign files can be submitted at any time, even after a campaign has been activated.

The completed Pre-Campaign Analysis report includes the following data:

- **Pre-Campaign List Size:** Total number of 11-digit Delivery Point ZIP™ Codes included in .csv file.
- **Eligible 11-digit Delivery Point ZIP Codes:** Total number of eligible 11-digit Delivery Point ZIP Codes included in the .csv file.
- **Unique Eligible 11-digit Delivery Point ZIP Codes:** Total number of unique eligible 11-digit Delivery Point ZIP Codes included in the .csv file
- **# of Subscribers:** Count of subscribers in Unique Eligible 11-digit Delivery Point ZIP Codes.
- **Subscriber Saturation (%):** # of Subscribers divided by Unique Eligible 11-digit Delivery Point ZIP Codes (Col D / Col C).
- **# of Email Enrolled Subscribers:** Count of subscribers who receive emails in Unique Eligible 11-digit Delivery Point ZIP Codes. (Not all subscribers opt in to get emails.)
- **Email Enrolled Saturation (%):** # of Email Enrolled Subscribers divided by Unique Eligible 11-digit Delivery Point ZIP Codes (Col F / Col C).

Pre-Campaign List Size	Eligible 11-digit Delivery Point ZIP Codes	Unique Eligible 11-digit Delivery Point ZIP Codes	# of Subscribers	Subscriber Saturation (%)	# of Email Enrolled Subscribers	Email Enrolled Saturation (%)
103231	98978	97603	6137	6.3%	1534	1.6%

Figure 9: Pre-Campaign Analysis

5.2. Campaign

The campaign itself is activated based on the requirements of the mailer/MSP, which are dictated by the campaign data elements. The start date of the campaign, the duration of the campaign, and the campaign images are all provided by the mailer/MSP. As mail is processed, campaigns are applied (see Figure 4 for the process flow).

In relation to the campaign elements, only the Brand/Campaign Display Name and supplemental content are presented to the Informed Delivery user. The other campaign elements provided are used in the background to activate the campaign for the defined time period.

As stated previously, mailers/MSPs can apply a single campaign to every customer receiving a mailing, apply different campaigns to groups of customers, or, if submitting campaigns via *PostalOne!*, they can create personalized campaigns for each customer.

As a reminder, campaign activation is based the piece going through automated processing, using **the MID in the IMb on the mailpiece**, which can belong to the mail owner or brand, Mail Service Provider, or Ad Agency.

- When conducting a MID-level campaign, all mailpieces with that MID on the piece will have the campaign applied.
- When conducting an IMb serialized campaign for groups of customers, all pieces with the **MID on the piece and within the designated IMb Serial Number range** will have the campaign applied. Remember, the Serial Number Ranges in the IMb can be assigned prior to or during printing.
- When conducting personalized-level campaigns via *PostalOne!*, the campaign will be applied based on the **individual IMbs**.

5.3. Post-Campaign

We know that data analysis is important to measuring success and determining where to direct marketing funds and resources. Although USPS cannot provide IMb line-level detail results due to privacy regulations and policies, we are able to provide insight into the performance of campaigns at an aggregate level. We are also interested in having mail owners share campaign results to help determine conversion rates related to Informed Delivery interactive campaigns.

Important Notes: After initiating a Post-Campaign Analysis report request in the Mailer Campaign Portal, the Summary and Detailed Reports are made up of three stages: Queued, In Process, and Completed. Processing time varies, and results will appear once the analysis is completed. Additionally, if a consumer forwards an email to another individual, the new recipient’s action (e.g., email open, click-through) is captured in the Post-Campaign Analyses as long as he/she clicks on the link within the campaign date range.

5.3.1. Post-Campaign Summary Report

This report provides the general results of an individual campaign, including information on the number of physical mailpieces processed, the number of users/mail recipients that were sent an email, the email open rate, and the number of click-throughs. These reports are available to the mailer (or designated MSP) for download via the Mailer Campaign Portal for campaigns entered in the Portal.

At this time, only the Post-Campaign Summary Report is available for campaigns entered via *PostalOne!*. This report will be provided, upon request, at the completion of the campaign. Mailers **must** request this report by emailing USPSInformedDeliveryCampaigns@usps.gov.

The Summary Report includes the following data:

- **CAMPAIGN_DISPLAY_NAME:** The name displayed in the “From” field of the campaign (sometimes referred to as Brand Display Name or Display Name).
- **CAMPAIGN_TITLE:** A mailer generated title for a campaign.
- **CAMPAIGN_CODE:** A mailer generated unique code for a campaign.
- **MAILPIECES:** The number of campaign-related mailpieces identified during mail processing that were sent to a unique Delivery Point Code (DPC) address.
- **EMAILS:** The number of campaign-related emails generated from the number of physical pieces. All email users in a household are counted in this metric.
- **EMAIL_OPEN:** The number of instances where a sent email was opened.
- **EMAIL_OPEN_RATE:** The number of email opens divided by the number of emails.
 - This metric can seem irregularly high (e.g., over 100%) if organizations look at it on a weekly basis, as opposed to holistically over the entire life span of a campaign. This can happen if users who receive their mailpiece one week do not open their email until a later week.
- **CLICK_THROUGH:** The number of click-throughs generated from emails, dashboard, or app.
- **CLICK_THROUGH_RATE:** The number of click throughs divided by the number of mailpieces.
 - This metric can seem irregularly high (e.g., over 100%) if a single mailpiece is sent to a Delivery Point with two or more email enrolled Informed Delivery users.

CAMPAIGN_DISPLAY_NAME	CAMPAIGN_TITLE	CAMPAIGN_CODE	MAILPIECES	EMAILS	EMAIL_OPEN_RATE	EMAIL_OPEN	CLICK_THROUGH	CLICK_THROUGH_RATE
ABC Company	ABC October	ABC102017	6167	1564	1106	0.7	10	0

Figure 9: Post-Campaign Summary Report

5.3.2. Post-Campaign Detailed Report

This report provides line level detail of the counts in the Summary Report using 5-digit ZIP Codes. This level of detail is often required for in-depth analysis of how a particular mailing campaign performed. While USPS cannot provide IMb or Delivery Point Code information due to our privacy policies, this additional line level detail can help mailers determine how Informed Delivery users responded compared to non-users.

The Detailed Report includes the following data:

- **BRAND_DISPLAY_NAME:** The name displayed in the “From” field of the campaign (sometimes referred to as Campaign Display Name or Display Name).
- **MAILER_ID:** A Mailer ID (MID) is a six-digit or nine-digit numeric code that USPS assigns to a mail owner or MSP.
- **CAMPAIGN_CODE:** A mailer generated unique code for a campaign.

- **CAMPAIGN_TITLE:** A mailer generated title for a campaign.
- **SUBMITTER_CRID:** A Customer Registration Identification (CRID) is a USPS-generated numeric code of up to 15 digits that uniquely identifies a USPS customer at a location.
- **START_DATE:** The start date of the campaign as specified by the mailer.
- **END_DATE:** the end date of the campaign as specified by the mailer. The cut-off is at 12 AM of the end date. Mail processed on the campaign end date will not be included in any reports.
- **START_SERIAL:** If the campaign is based on IMb Serialized or Personalized (not MID level) – indicates a 6- or 9-digit starting Serial Number.
- **END_SERIAL:** If the campaign is based on IMb Serialized or Personalized (not MID level) – indicates a six-digit or nine-digit ending Serial Number.
- **ZIP5:** The ZIP Code of the subscriber (recipient).
- **MAILPIECE_ID:** A unique identifier for each piece. Automatically generated by USPS.
- **DELIVERY_DATE:** The date that a mailpiece was processed for delivery. All times show as 5:00 GMT.
- **EMAIL_ID:** A unique identifier for each mailpiece. Automatically generated by USPS.
- **WHENWASEMAILSENT:** The time stamp of when an email was sent using GMT time zone.
- **WHENWASEMAILOPENED:** The time stamp of when an email was opened using GMT time zone.
- **IMAGEPOSITIONINEMAIL:** The position in which the image was displayed in an email (1 means it was the first image, 2 means it was the second image, etc.)
- **WHENCLICKEDTHROUGH:** The time stamp of when a link from a campaign was clicked using GMT time zone.
- **SOURCE:** Where the click-through originated. Possible values: Website=Learn More; Website Image=Ride-along; Email=Learn More; Email Image=Ride-along.
- **RECORD_TYPE:** Distinguishes if the line of data is correlated to a mailpiece (Piece), a sent email (Email), an email open (Open Details), a piece that was sent to a user who isn't enrolled in emails (Non-Email), a piece that was not included in an email due to the user already having 10 images in their daily email (10>pcs), or click-throughs (Click Details).

	A	B	C	D	E	F	G	H	I	J
1	BRAND_DISPL AY_NAME	MAILER _ID	CAMPAIGN_CODE	CAMPAIGN_TI TLE	SUBMITTE R_CRID	START_ END_D DATE ATE	START_SE RIAL	END_SERI AL	ZIP5	
2	ABC Company	333333	ABC October 2017	ABC102017		00:00.0 00:00.0	793928567	794204535	1450	

Figure 10A: Post-Campaign Detail Report (shown in two separate images due to file width)

	K	L	M	N	O	P	Q	R	S
1	MAILPIECE_ID	DELIVERY_DA TE	EMAIL_ID	WHENWASEM AILSENT	WHENWASEM AILOPENED	IMAGEPOS ITIONINEM AIL	WHENCLICKED THROUGH	SOURCE	RECORD_TYPE
2	62834762540	10/3/2017 5:00	4838435971	10/3/2017 11:18	10/3/2017 13:05	1			Open Details

Figure 11B: Post-Campaign Detail Report (shown in two separate images due to file width)

Appendix A – Interactive Campaign Checklist

Follow these steps to create an Informed Delivery interactive campaign with the Postal Service™.

✓	Campaign Checklist
<input type="checkbox"/>	<p>1. Choose your campaign submission method:</p> <ul style="list-style-type: none"> • Mailer Campaign Portal – Available on the Business Customer Gateway (BCG) under the “Other Services” tab. • <i>PostalOne!</i>® – Contact the <i>PostalOne!</i> support team at USPSInformedDeliveryDoc@usps.gov to get started.
<input type="checkbox"/>	<p>2. Determine campaign and mailing list breakdown:</p> <ul style="list-style-type: none"> • Apply a single Informed Delivery campaign to all mailpieces/customers. • Apply different campaign treatments to different customers in the same or different mailings. • Apply different campaigns to each individual customer [Only available via <i>PostalOne!</i> at this time] • Also assign a Campaign Title and Campaign Code to the interactive campaign and define the mailpiece shape: letter/postcard or flat.
<input type="checkbox"/>	<p>3. Determine Mailer ID (MID) on Piece and, if relevant, the Intelligent Mail® barcode (IMb®) Serial Number Range:</p> <ul style="list-style-type: none"> • MID can belong to the mail owner, ad agency, printer, or other Mail Service Provider (MSP). <ul style="list-style-type: none"> ○ Existing MIDs can be used; full service IMb is not required. ○ MID must be printed in the IMb on the mailpieces. • Gather Start and End IMb Serial Number Ranges – if doing IMb Serialized campaigns, a unique and sequential range is required for each campaign or treatment.
<input type="checkbox"/>	<p>4. Develop supplemental content:</p>
<input type="checkbox"/>	Design creative for your Ride-along Image (<i>required</i>).
<input type="checkbox"/>	Determine your target URL (<i>required</i>).
<input type="checkbox"/>	Decide if you want to keep the grayscale mail processing image or use a color Representative Image (<i>optional for letters/postcards, required for flats</i>).
<input type="checkbox"/>	<p>5. Determine campaign timeline:</p> <ul style="list-style-type: none"> • USPS suggests a Start Date of 2-3 days prior to your first expected in-home date. • USPS suggests an End Date 2-3 days after your last expected in-home date.
<input type="checkbox"/>	<p>6. Submit campaign(s):</p> <ul style="list-style-type: none"> • Mailer Campaign Portal – Enter your campaign details and supplemental content within the Portal. • <i>PostalOne!</i> – Submit campaign(s) using Mail.dat or Mail.xml via <i>PostalOne!</i>.
<input type="checkbox"/>	<p>7. Analyze Results:</p> <ul style="list-style-type: none"> • Mailer Campaign Portal –Download Post-Campaign Analyses directly in the Portal. <ul style="list-style-type: none"> ○ Summary Report – Download information regarding the number of physical mailpieces, number/percentage of emails opened, and number/percentage of click-throughs. ○ Detailed Report – Download detailed information, such as the time stamp of when a user opened an email. • <i>PostalOne!</i> – Contact USPSInformedDeliveryCampaigns@usps.gov to get a copy of your Post-Campaign Summary Report after your campaign is complete.

Appendix B – Mailer ID (MID) and IMb Information

The MID and the IMb on the mailpiece are the key to activating Informed Delivery campaigns.

- Grayscale scanned images are linked to Informed Delivery users based on the Delivery Point Code (DPC) within the IMb. This is the 9-digit ZIP Code plus a 2-digit Delivery Point value.
 - Only consumers/mail recipients that reside in a dwelling that has a unique 11-digit Delivery Point Code can participate in Informed Delivery; this also applies to multi-unit dwellings.
- Campaign images and URLs (supplemental content) are linked to mailpieces based on the MID in the barcode on the actual mailpiece.
 - A MID provided in electronic postage statement documentation (eDoc) has no impact on the Informed Delivery campaign. See Appendix C for *PostalOne!* programming and submission information.

Type	Field	Field Length (Digit)	Comments
Tracking Code	Barcode Identifier (BI)	2	Identifies source as Postal or Mailer as well as applicable presort level
	Service Type Identifier (STID)	3	Identifies services requested on mailpiece
	Mailer ID (MID)	6 or 9	Assigned by the Postal Service to identify business entity or customer
	Serial Number	9 or 6	9 (when used with a 6 digit Mailer ID) 6 (when used with a 9 digit Mailer ID)
Routing Code	Delivery Point ZIP Code	none, 5, 9, or 11	Used to route the mail to its final delivery point
Total Data Payload		31 maximum	

Figure 11: Excerpt from IMb 4-State manual (Rev H, 4/20/2015, Page 52)

Appendix C – The Mailing Life Cycle

There are generally many different people involved in the daily mailing operations of sending invoices and insurance documents, staying in touch with customers, or creating and conducting a Direct Mail campaign. Input on decisions related to campaigns can come from key stakeholders throughout the company, such as Finance, IT, Marketing, Data Analytics, Legal, Accounting, etc.

Additionally, there are many companies that provide support for day-to-day mailing operations or Direct Mail marketing campaigns. Mail Service Providers (MSPs) support mail owners with mail printing, addressing, barcoding, sorting, distribution, and/or commingling. Ad Agencies support mail owners with media decisions, campaign creative, mailpiece design, and more.

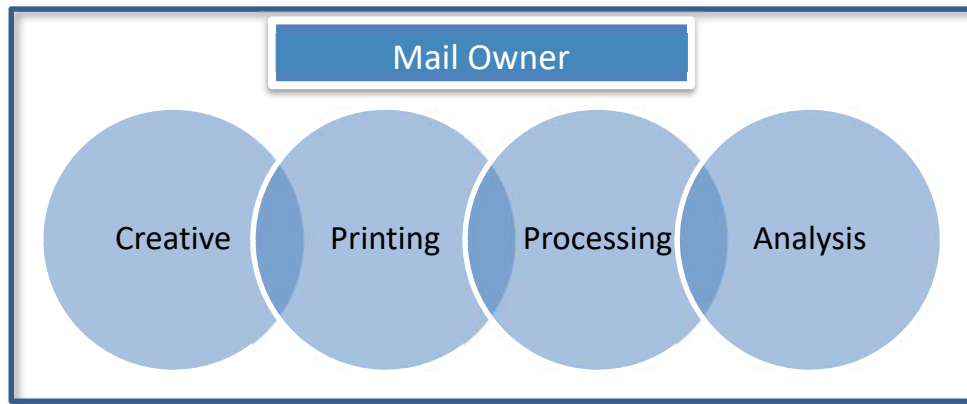


Figure 13: Illustration of functions and/or businesses involved in the mailing life cycle

Organizations should involve key stakeholders and support teams in the development cycle of an Informed Delivery interactive campaign too. Since the MID and MID/IMb Serial Number range on the mailpiece is key to activating a campaign, the person responsible for this data element is critical to campaign success. Properly dividing your mailing list prior to addressing your mailpieces is key.

Example:

A company is mailing to 15,000 customers. This company uses a single 6-digit MID. This company tests three different mailpiece treatments to see which one gets the best response rate. This company creates three unique vanity URLs to go in these mailpieces to track visits to their webpage and attribute them back to each mailpiece type.

To apply a different Informed Delivery campaign to each mailpiece type, the company needs to ensure that their mailing list is broken down into three separate/unique lists. Each list would be printed separately, in succession, so the company will end up with three unique, sequential and non-overlapping ranges of IMb Serial Numbers. With this result, the company can apply three unique Informed Delivery campaigns as well, each with its own supplemental content (Ride-along and/or Representative Image, and URL).

Mailpiece Treatment	Number of Customers	URLs	IMb Serial Start	IMb Serial End
1	5000	http://abcco/blue	000000001	000005000
2	5000	http://abcco/green	000005001	000010000
3	5000	http://abcco/red	000010001	000015000

Figure 14: Illustration of mailing list breakdown for Informed Delivery campaign use

Appendix D – *PostalOne!* Specifications

Mailers using the *PostalOne!* Mail.dat or Mail.xml file formats are able to submit Informed Delivery interactive campaign information electronically.

- The Informed Delivery Mail.dat or Mail.xml files are sent as part of a larger Mail.dat or Mail.xml job that contains presort and postage statement information; other presort and postage supporting files are also submitted along with the Informed Delivery files.

Details regarding the specific programming requirements and processes can be found in the [PostalOne! release notes](#). Additional *PostalOne!* RMR and file format information can be found on [PostalPro](#). Mailers must access this material to learn more about the details of *PostalOne!* prior to conducting an Informed Delivery interactive campaign. An overview of the required *PostalOne!* onboarding can be found below.

***PostalOne!* Onboarding & Contact Information**

All mailers that wish to conduct/submit campaigns using *PostalOne!* are required to work with the Informed Delivery Program Office (IDPO) and *PostalOne!* Customer Acceptance Testing (CAT) office. The *PostalOne!* team can be reached directly by emailing USPSInformedDeliveryDoc@usps.gov.

***PostalOne!* Onboarding Check List**

Follow the steps outlined below to set up your Customer Acceptance Testing (CAT) [Business Customer Gateway](#) (BCG) account and conduct an Informed Delivery campaign using *PostalOne!*:

- Email the Informed Delivery eDoc team at USPSInformedDeliveryDoc@usps.gov stating initial intent to start testing Informed Delivery Campaigns using *PostalOne!*. Please provide the following information:
 - Point of contact name
 - Phone number
- Coordinate with USPS to determine if the mailer submitting the campaign has participated in *PostalOne!* Customer Acceptance Testing (CAT) in the past.
 - If the organization **has** participated in *PostalOne!* CAT, please acquire the *PostalOne!* CAT credentials below. These credentials will allow the organization to create a Mail.dat eDoc job for an Informed Delivery campaign.
 - Username
 - Password
 - Customer Registration ID (CRID)
 - Mailer ID (MID)
 - Permit account number
 - ZIP Code™ related to the Permit

Set Up Your *PostalOne!* CAT Account with Permit

1. Visit the USPS [BCG CAT](#) environment.
2. Create a BCG account:
 - a. Click on “Register for Free”
 - b. Choose a username and password
 - c. Provide security information
 - d. Provide phone and email contact information
 - e. Provide company name, information, and address
 - i. A BCG Business Account will be granted upon completion of these fields. The user will be automatically assigned a mailer CRID and MID. Those credentials appear

on-screen within the application and will be sent to the registered email address on file.

3. Email the Informed Delivery eDoc team the following information:
 - a. CRID
 - b. MID
 - c. Company name, address, and point of contact
4. Request that a Permit Imprint Postage Payment Account be created and activated.
 - a. **Note:** The Permit should be funded with a large test balance amount so that Mail.dat jobs with postage and campaign data can be submitted.
5. Once the CAT BCG account has been created, the CAT office will link the newly created Permit to the mailer test CRID.
6. The CRID, MID, and Permit Account Number information can now be used to prepare and submit Mail.dat jobs with Informed Delivery campaigns to *PostalOne!* CAT.
7. The *PostalOne!* CAT Mail.dat client can be downloaded from the *PostalOne!* [BCG CAT page](#) after logging in.
8. The Informed Delivery eDoc team will validate the eDocs data and provide feedback if data needs to be corrected to be eligible for production environment.

Any questions or information related to *PostalOne!* or the process outlined above can be sent to the Informed Delivery eDoc team. All general campaign questions related to supplemental content specifications, reporting, etc., can be directed to the IDPO.

Appendix E – Legal Terms

CUSTOMER/SUBMITTER OBLIGATIONS REGARDING INTERACTIVE CONTENT AND IMAGES

By submitting Content to USPS in connection with any Informed Delivery campaign, you agree to the terms and conditions specified below and to faithfully comply with all other rules, regulations, technical specifications and requirements for Informed Delivery campaigns. “Content” as used herein includes Ride-along images and links, Representative images, interactive links, and text or any other content that you provide to USPS by any means whatsoever (including but not limited to email, upload through PostalOne!, or otherwise), other than the physical mailpiece and any USPS-generated greyscale image thereof.

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