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.

United States Postal Service®, Product Innovation, Version 3.0

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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
2.1	All	Updated language for naming conventions, minimum campaign requirements, and contact info for Program Office and *PostalOne!* support	Carrie Bornitz	06/20/2017
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
2.4	All	Updated document to reflect resolved defects; added new Appendices (Pre-campaign and Post-campaign file formatting)	Carrie Bornitz	08/31/2018
2.5	All	Updated to clarify campaign levels and applying campaigns to groups of customers	Carrie Bornitz	11/19/2018
2.6	All	Update related to new functionality or fixes	Carrie Bornitz	2/25/2019
2.7	All	Updated to clarify new submission deadline for interactive campaigns.	Carrie Bornitz	10/4/2019
2.8	All	Updated to reflect changes to post campaign reporting	Carrie Bornitz	11/22/2019
2.9	All	Updated with revised Terms & Conditions	Carrie Bornitz	1/14/2020
3.0	All	Updated with revision to https	Fernando Mello	6/4/2020

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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/subscribers can view images of letter-size mail and color images from participating mailers via email notification, online dashboard at informeddelivery.usps.com, or mobile app.
- Package tracking information on Priority Mail Express®, Priority Mail®, and other parcels is available as well.
- 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.

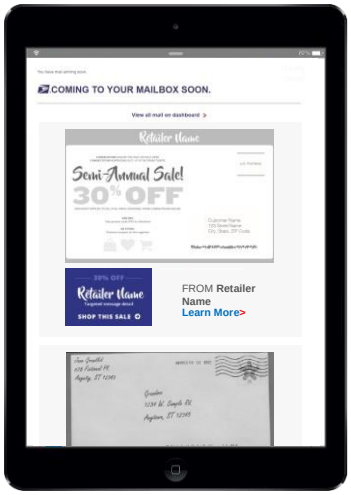

Figure 1: Depiction of Informed Delivery email digest

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 an "email digest"—with an interactive campaign that is included with the grayscale scanned image of a marketing 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; those images are used 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 informeddelivery.usps.com. The process flow is depicted in Figure 2.

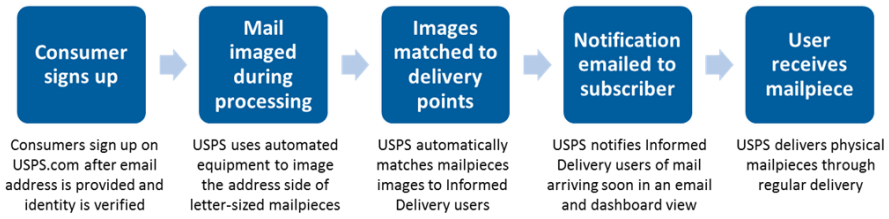

Figure 2: Process flow that enables Informed Delivery

Figure 3 depicts how a physical mailpiece image (without an interactive campaign) is displayed on the user's Informed Delivery dashboard. Within the dashboard, mailpiece information is

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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 informeddelivery.usps.com.

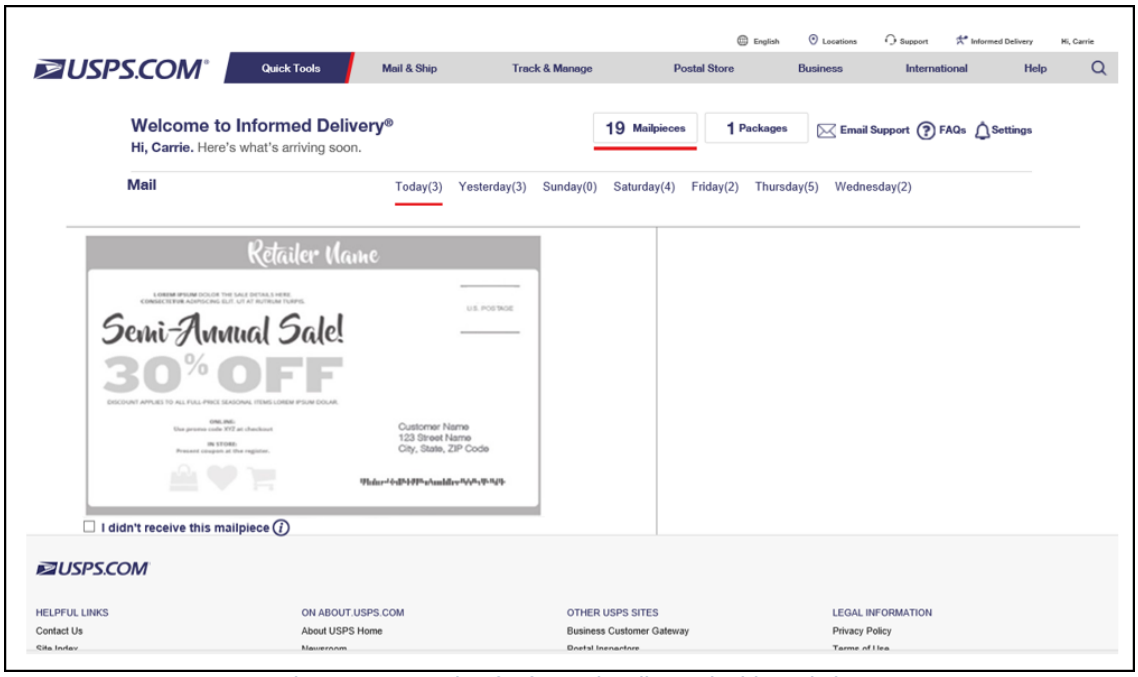

Figure 3: Example of Informed Delivery dashboard view

1.3. How It Works for Mailers/Mail Owners

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 digest, the USPS Mobile App, or on the dashboard at *USPS.com*®. This information is referred to as supplemental content.

- Each unique set of customized supplemental content is associated with an individual mailing. Multiple interactive 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, customized to be active during a defined date range.
- 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.

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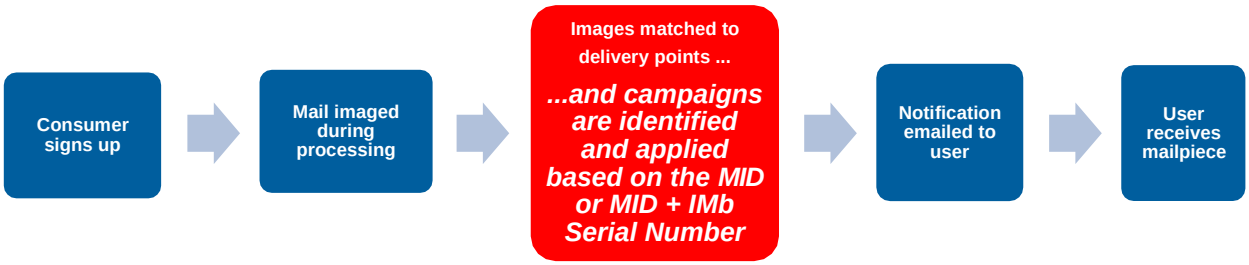

Figure 4: Process flow showing when USPS applies Informed Delivery campaigns

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.

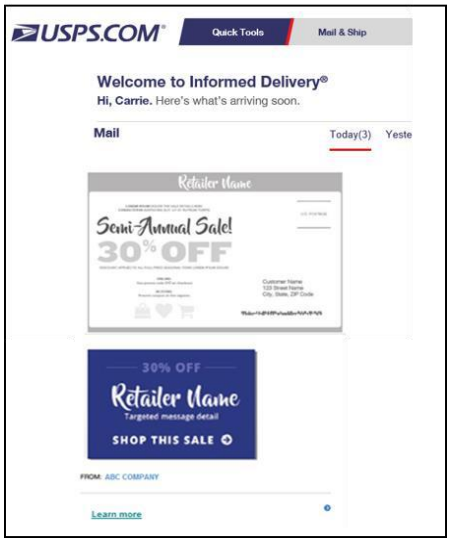

Figure 5: Example Informed Delivery dashboard view with interactive campaign

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 (over 60% daily average).

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

- Enhance 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:

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- Mailpieces must be automation compatible
  - Available for First-Class Mail®, Periodicals, or USPS Marketing Mail™ letter-size, postcard, or
    flat-size pieces such as large envelopes, catalogues, and magazines.
- Mailpieces must contain a valid IMb.
- Mailer or Mail Service Provider (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. Creating a Campaign

The overall campaign process is simple; mailers create and induct hardcopy mail as usual and provide USPS data elements and supplemental content to facilitate an Informed Delivery interactive campaign. Mailers need to determine the level of campaign they will conduct, the type of campaign, the supplemental content that will be used, the campaign start and end dates, etc. Each of these are described in the sections below.

4.1. Levels of Interactive Campaigns

There are two levels or breakdowns of campaigns available (Figure 6):

- **MID:** All mailpieces with this MID have the same campaign applied, therefore all Informed Delivery users see the same campaign.
  - This method cannot be used with shared MID's.
- **IMb Serialized**: All mailpieces with the same MID and 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 MSP.
  - These campaigns are defined with 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 IMb's is critical.
    - See Appendix C—The Mailing Life Cycle—for more information on this topic.
  - The majority of interactive campaigns are conducted using this level.

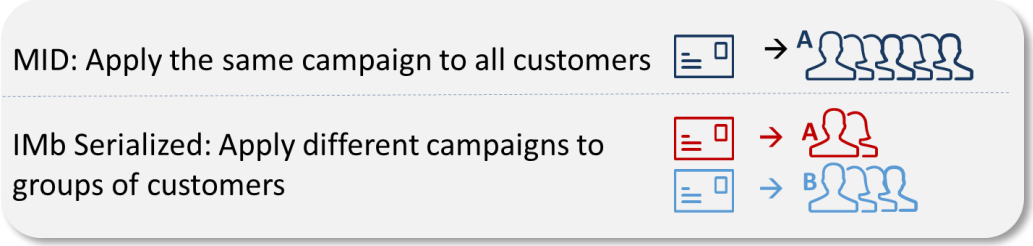

Figure 6: Illustration of MID and IMb Serialized Campaigns

- **Personalized**: USPS tested mailpiece-level campaigns via *PostalOne!*® in April-July 2018. Additional testing is suspended while system performance enhancements are conducted. Personalized campaigns will eliminate the need to do mailing list sortation and segmentation prior to printing or IMb assignment and it will allow the ability to apply a unique interactive campaign to each user, based on an individual IMb. Additional information on the availability of personalized level campaigns will be provided when available.

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4.2. Types of Interactive Campaigns

There are two types of Informed Delivery campaigns available.

Ride-along Image and Target URL (basic campaign - Figure 7):

- This 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. All URLs must begin with https. The "Learn More" field name/text is not editable.
  - **Important Notes**: A Ride-along Image and URL are **required** to conduct an Informed Delivery campaign. All URLs must lead directly to a landing page directly associated with the physical mailpiece. See our INFORMED DELIVERY® INTERACTIVE CAMPAIGNS: MAILER/SUBMITTER TERMS AND CONDITIONS OF USE AGREEMENT for full details.

Representative Image, Ride-along Image, and Target URL (dual campaign - Figure 8):

- 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 <u>not</u> clickable/interactive.
  - These images must be clearly branded and must be clearly and directly related to the hardcopy mailpiece. See our INFORMED DELIVERY® INTERACTIVE CAMPAIGNS: MAILER/SUBMITTER TERMS AND CONDITIONS OF USE AGREEMENT for full details.

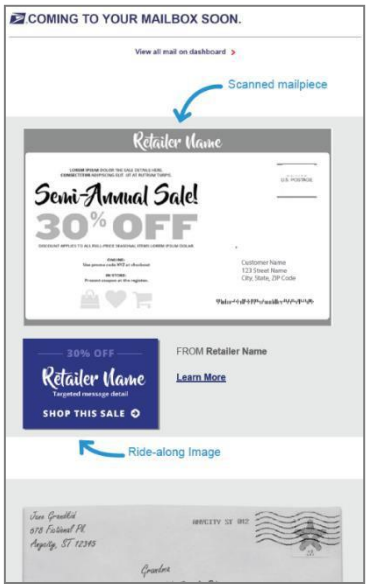

Figure 7: Informed Delivery notification - basic campaign

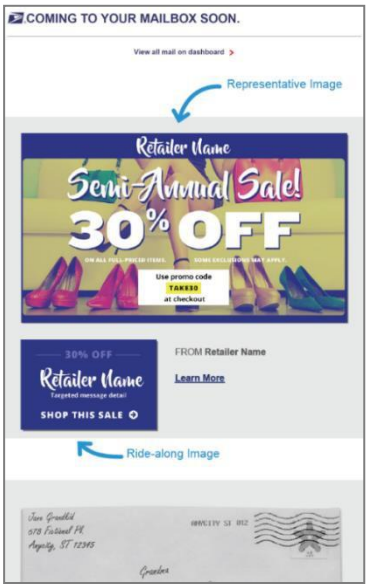

Figure 8: Informed Delivery notification - dual campaign

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, so campaigns on flat-size mail will have fewer campaign records than campaigns on letters/postcards. When a scan is detected on a flat, the interactive campaign is applied.

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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
- Mailpiece shape (letter/postcard or flat)
- IMb Serial Number Range (required for IMb Serialized level campaigns)
- Supplemental Content (e.g., Ride-along Image, target URL, Representative Image)

See Section 4.5 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 directly related to the actual hardcopy mailpiece. See our INFORMED DELIVERY® INTERACTIVE CAMPAIGNS: MAILER/SUBMITTER TERMS AND CONDITIONS OF USE AGREEMENT for full details.

Representative and Ride-along Images must:

- Must be representative of the brand or mail owner and directly related to the mailpiece.
- 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 use 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/informeddeliverycampaigns,* provides campaign samples, information on allowable image sizes and content, and suggestions on how to check sizing and color type.

4.5. Campaign Submission Methods and Timing

There are two ways to submit an Informed Delivery campaign: via the Mailer Campaign Portal (MCP) or *PostalOne!*. Campaigns entered in the Portal must be submitted no later than 12:59 PM local time the day prior to the campaign start date. This timing is also highly recommended for *PostalOne!* to allow adequate processing time. *PostalOne!* campaigns must be submitted and the campaign files must be fully processed by midnight the day prior to the campaign start date or the campaign submission will fail. We recommend submission no later than 7:00 p.m. EST to meet this timeline.

4.5.1. Mailer Campaign Portal (MCP)

This online tool allows users to *enter campaigns manually* in just a couple of minutes.

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- 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. There is no mailpiece volume/limit (minimum or maximum) for Portal use. It is recommended that mailers use the Portal for their first interactive campaign.
- There are several known defects and observations in the Portal that USPS is working to resolve.
  - 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* with other required documentation.

- Campaigns are submitted with Mail.dat or Mail.xml files.
- Mailers should use *PostalOne!* to enter more complex or higher numbers of campaigns.
- Edits to campaigns must be conducted through this channel.
- Campaigns submitted via *PostalOne!* flow into the Mailer Campaign Portal for the purposes of viewing, cancelling, and reporting as of August 2018.
- More details about *PostalOne!* submissions can be found in Appendix D.

5. Campaign Stages and Reporting

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

5.1. Pre-Campaign

This defines the process of gathering the required campaign elements and determining the submission method as described in Section 4. For an overview of how to conduct a campaign in seven simple steps, see the Interactive Campaign Checklist in Appendix A.

5.1.1. Pre-Campaign Analysis Report

USPS offers an **optional** Pre-Campaign Analysis report. For this analysis, USPS cross-references an uploaded list against a current Informed Delivery user list and provides an aggregate response indicating how many consumers in the list are Informed Delivery users—at a given point in time. This information is provided in aggregate as 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 Pre-Campaign list/file must contain 11-digit Delivery Point ZIP Codes that are taken from the IMb of a recent mailing list. MSP's are most commonly able to provide this information from the IMb. This delivery point information is not stored in standard customer databases.

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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 **102,400 KB (or 100MB)** or less.

ZIP11
06601240216
06913468020
10057606837
10152586868
10252957523
10325892761
10420689175
10583557676
10686726107

Figure 9: Example of properly formatted Pre-Campaign .csv file

Figure 9 provides an example of how the Pre-Campaign file will look once it is ready for uploading in the MCP. If the file does not meet this criteria, it will not be uploaded or processed.

Regardless of the intended campaign submission method, use the MCP to upload the properly formatted ZIP11 .csv file. See the *Mailer Campaign Portal User Guide* on the Informed Delivery for Business Mailers website for details on how to upload a file.

- If an invalid file is uploaded in the Portal, the mailer will receive an error message explaining the file issue(s) that prevented a successful upload.
- The report will be provided within the Portal when it is done processing. Processing time varies based on the file size.

Important Note: To verify the contents of the Pre-Campaign data, right-click the file and open with a text editor such as Notepad. Appendix E outlines the step-by-step process for ensuring that the Pre-Campaign file is correctly formatted.

The completed Pre-Campaign Analysis report, which is provided in the Portal, includes the following data:

- **Pre-Campaign List Size:** Total number of 11-digit Delivery Point ZIP™ Codes included in the .csv file uploaded into the Portal.
- **Eligible 11-digit Delivery Point ZIP Codes:** Total number of eligible 11-digit Delivery Point ZIP Codes included in the .csv file (not delivery points with users, but eligible delivery points).
- **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 the Unique Eligible 11-digit Delivery Point ZIP Codes in the .csv file.
- **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).

A	B	C	D	E	F	G
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	10031	10.3%	5501	5.64%

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Figure 10: Pre-Campaign Analysis Report

5.2. Campaign

Campaigns are activated based on the requirements provided by the mailer/MSP, which are dictated by the campaign data elements—as described in Section 4.

The start date of the campaign, duration of the campaign, and campaign images that are provided result in the campaign being applied to each mailpiece, based on the information in the IMb (see Figure 4).

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 apply the appropriate campaign for the defined time period.

5.3. Post-Campaign

USPS understands that data analysis is important to measuring success and determining where to direct marketing funds and resources. The Post-Campaign Summary and Detailed reports provide a wealth of information related to an individual campaign.

5.3.1. Post-Campaign Summary Report

This report provides the general aggregated 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.

- For campaigns submitted through the Mailer Campaign Portal or *PostalOne!*, post-campaign reports are available for download via the Portal.
- As of October 2019, post-campaign reports run daily overnight rather than on-demand by mailer request, with the most recent reports at the top of the batch.

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. *This is not the total number of mailpieces in the mailing—just those identified as going to Informed Delivery users.*
- **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 (Col F/E).
  - This metric can seem irregularly high (e.g., over 100%) if organizations look at it on a daily or regular basis, as opposed to holistically over the entire life span of a campaign. This can happen if users who receive their mailpiece do not open their email until a later date/time.
- **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 (Col H/D).

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- 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.

A	B	C	D	E	F	G	H	I
CAMPAIGN_DISPLAY_NAME	CAMPAIGN_TITLE	CAMPAIGN_CODE	MAILPIECES	EMAILS	EMAIL_OPEN	EMAIL_OPEN_RATE	CLICK_THROUGH	CLICK_THROUGH_RATE
ABC CO	1.A.1698	ABC CO July 2018	10096	5576	3678	66.0%	29	0.29%

Figure 11: Post-Campaign Summary Report

5.3.2. Post-Campaign Detailed Report

This report provides line level detail of the counts in the Summary Report. This level of detail is often required for in-depth analysis of how a particular mailing campaign performed. This additional line level detail can help mailers determine how Informed Delivery users responded, at the household level, compared to non-users (personal information about a specific user is not provided).

- This report is available for download via the MCP, to the user that entered the campaign in the Portal or submitted the campaign electronically via *PostalOne!*.
- As of November 2019, post-campaign reports are available through Batch reporting in the Mailer Campaign Portal allows for Post-Campaign Summary and Post-Campaign Detailed reports to run daily overnight rather than on-demand by mailer request, with the most recent reports at the top of the batch.

Important Note: Additional file formatting is required for this report. If not correctly formatted, some columns may display in scientific notation or be otherwise unreadable. Follow the formatting steps outlined in Appendix F for ease of viewing and using the Detailed Report.

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:** The six-digit or nine-digit numeric code that was submitted for the campaign.
- **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 (not MID level) – indicates a six- or nine-digit starting Serial Number.
- **END_SERIAL:** If the campaign is based on IMb Serialized (not MID level) – indicates a six-digit or nine-digit ending Serial Number.
- **MID_SERIAL:** The full 15-digit MID and the IMb Serial Number of that specific mailpiece.
- **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.

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- **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: RIDEALONG_EMAIL; RIDEALONG_EMAIL_IMAGE; RIDEALONG_WEBSITE; RIDEALONG_WEBSITE_IMAGE.
- **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 (>10pcs), or click-throughs (Click Details).
    - >10pcs type indicates that a specific campaign did not appear in a user's Daily Digest email because the user received at least one other campaign and 10 or more mailpieces in total. However, there is a known defect with this record type. Please disregard this record type until this defect has been resolved.

	A	B	C	D	E	F	G	H	I	J
1	BRAND_DISPLAY_NAME	MAILER_ID	CAMPAIGN_CODE	CAMPAIGN_TITLE	SUBMITTER_CRID	START_DATE	END_DATE	START_SERIAL	END_SERIAL	MID_SERIAL
2	ABC Company	333333	ABC July 2018	ABC071018		00:00.0	00:00.0	793928567	794204535	3.33E+14

Figure 12A: Post-Campaign Detail Report (shown in two separate images due to file width, without formatting)

	A	B	C	D	E	F	G	H	I	J
1	BRAND_DISPLAY_NAME	MAILER_ID	CAMPAIGN_TITLE	CAMPAIGN_CODE	SUBMITTER_CRID	START_DATE	END_DATE	START_SERIAL	END_SERIAL	MID_SERIAL
2	ABC Company	333333	ABC July 2018	ABC071018		13-Aug-19	30-Aug-19	793928567	794204535	33333333

	K	L	M	N	O	P	Q	R	S	T
1	ZIP5	MAILPIECE_ID	DELIVERY_DATE	EMAIL_ID	WHENWASEMAILSENT	WHENWASEMAILOPENED	IMAGEPOSITIONINEMAIL	WHENCLICKEDTHROUGH	SOURCE	RECORD_TYPE
2	1450	6.28E+10	7/10/2018 5:00	37088173493	7/10/2018 13:05		1			Open Details

Figure 12B: Post-Campaign Detail Report (shown in two separate images due to file width, without formatting)

For additional information on campaign report access and other campaign related information, visit the Informed Delivery for Business Mailers website. Our full listing of known report issues/defects is in the FAQs on this website.

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Appendix A – Interactive Campaign Checklist

Follow these steps to create an Informed Delivery interactive campaign:

✓	Campaign Checklist
☐	**1. Choose your campaign submission method (Section 4.5):** • Mailer Campaign Portal – Available via Business Customer Gateway (BCG) under "Other Services" tab. • *PostalOne!®* – Contact the *PostalOne!* team at USPSInformedDeliveryeDoc@usps.gov to get started.
☐	**2. Determine campaign level and mailing list breakdown (Section 4.1):** • Apply a single Informed Delivery campaign to all mailpieces/customers. • Apply different campaign treatments to different customers in the same or different mailings. • At this time, also assign a Campaign Title and Campaign Code to the interactive campaign and define the mailpiece shape: letter/postcard or flat.

☐	**3. Determine MID on Piece and, if relevant, the IMb® Serial Number Range (Section 4.1):**
	• MID can belong to the mail owner, ad agency, printer, or other Mail Service Provider (MSP).
	  ○ 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.

☐	**4. Develop supplemental content (Section 4.2):**
☐	Design creative for your Ride-along Image (*required*).
☐	Determine your target URL (*required*).
☐	Decide if you want to keep the grayscale mail processing image or use a color Representative Image (*optional for letters/postcards)*
☐	**5. Determine campaign timeline (Section 4.5):** • 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.
☐	**6. Submit campaign (Section 4.5):** • Mailer Campaign Portal – Enter your campaign details and supplemental content within the Portal. • *PostalOne!* – Submit campaign(s) using Mail.dat or Mail.xml.

☐	**7. Analyze Results (Section 5):**
	• Download Post-Campaign Analyses directly in the Portal (regardless of submission method).
	  ○ 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.

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Appendix B – Mailer ID (MID) and IMb Information

The IMb on the mailpiece, and the contents within it, are the key to getting mailpiece images to users and activating Informed Delivery interactive campaigns.

- The IMb is comprised of five fields: Barcode ID, Service Type ID (STID), MID, Serial Number, and Delivery Point ZIP Code. These fields provide intelligence such as mail class, service requested, mailer identification, and unique Serial Number tracking.
    - For the purposes of Informed Delivery, we only use the last 3 fields of the IMb (not the BI or the STID).
- Grayscale scanned images are linked to Informed Delivery users based on the Delivery Point Code (DPC) field within the IMb. This is the nine-digit ZIP Code plus a two-digit Delivery Point Code value.
    - Only consumers/mail recipients that reside in dwellings that have 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 each individual mailpiece processed based on the MID in the Intelligent Mail Barcode (IMb) on the actual mailpiece.
    - A MID provided in electronic postage statement documentation (*PostalOne!* eDoc) has no impact on the Informed Delivery campaign. See Appendix D 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 13: Excerpt from IMb 4-State manual (Rev H, 4/20/2015, Page 52)

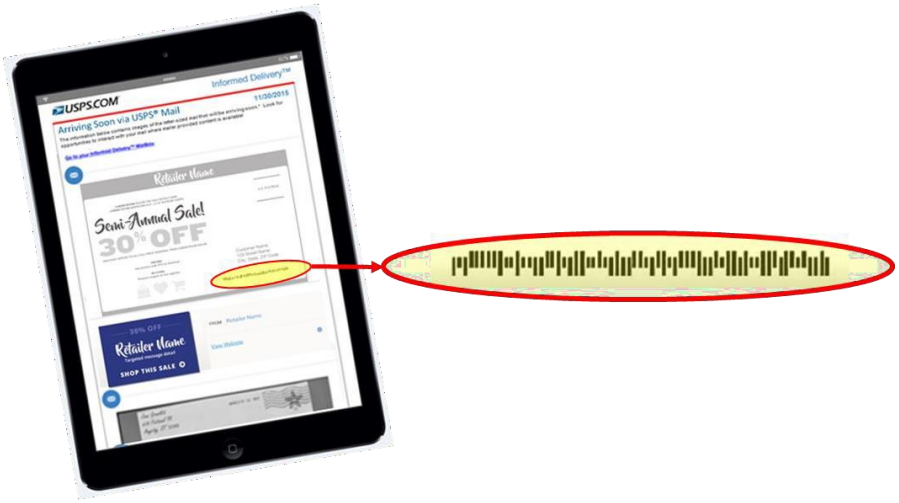

Figure 14: Illustration of IMb contents on individual mailpiece

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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.

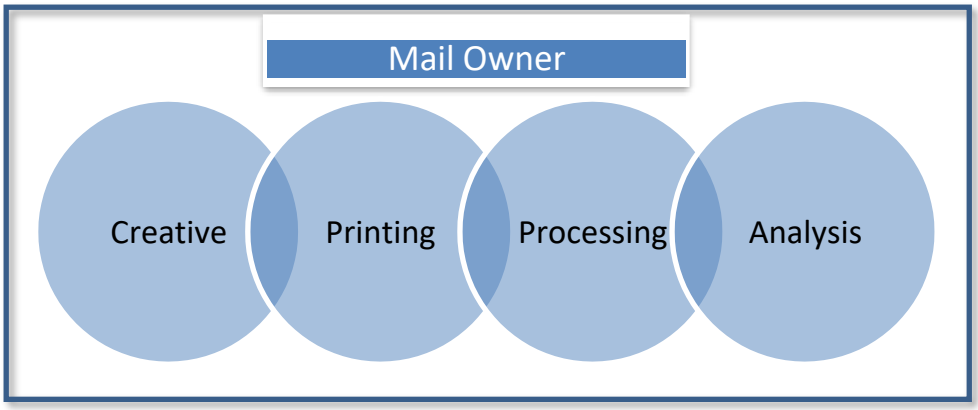

Figure 15: Illustration of functions and/or businesses involved in the mailing life cycle

Organizations should involve key stakeholders and support teams in the development cycle of an Informed Delivery interactive campaign too.

Since the MID or, more commonly, the MID + IMb Serial Number on the mailpiece is key to activating a campaign, the person responsible for this data element is critical to campaign success. Properly segregating your mailing list prior to assigning the IMb or placing it on the mailpieces is key.

Example:
A company is mailing to 15,000 customers. This company uses a single six-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 (or groups of customers), 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, 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 16: Illustration of mailing list breakdown for Informed Delivery campaign use

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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.

Documents regarding the specific programming requirements and processes for *PostalOne!* campaign submissions are provided as links on the Informed Delivery for Business Mailers website. 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 *PostalOne!* Customer Acceptance Testing (CAT) office for Informed Delivery interactive campaigns. This *PostalOne!* team can be reached directly by emailing USPSInformedDeliveryeDoc@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 USPSInformedDeliveryeDoc@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

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   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., must be directed to the USPSInformedDeliveryCampaigns@usps.gov email.

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Appendix E – Formatting Pre-Campaign Analysis File

To run a Pre-Campaign Analysis, the following file formatting requirements must be met or the file upload will fail:

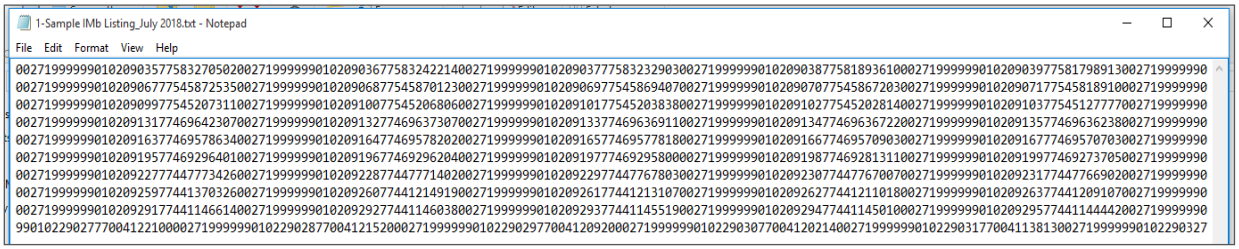
- The column header must read ZIP11.
- Each entry must be an 11-Digit Delivery Point ZIP Code. Any entry that is not an 11-Digit Delivery Point ZIP Code should be deleted.
- Include leading zeroes.
- Remove duplicate codes.
- Save as a Comma Separated Values (.csv) file (using lowercase .csv).
- Break files into 102,400 KB (or 100MB) or less.

The following steps will provide guidance on how to format your Pre-campaign analysis file correctly, including how to (1) extract the 11-digit Delivery Point Codes (DPC) from IMb's and (2) confirm that every entry contains only 11-digit DPCs.

11-digit DPCs are a key part of the Intelligent Mail Barcode (IMb). There are five fields in the IMb—the DPC is in the last/fifth field (see Appendix B). The easiest way to identify DPCs is from a recent mailing that was conducted. The printer/vendor should have access to this data. Keep in mind that most customer databases do not store DPCs.

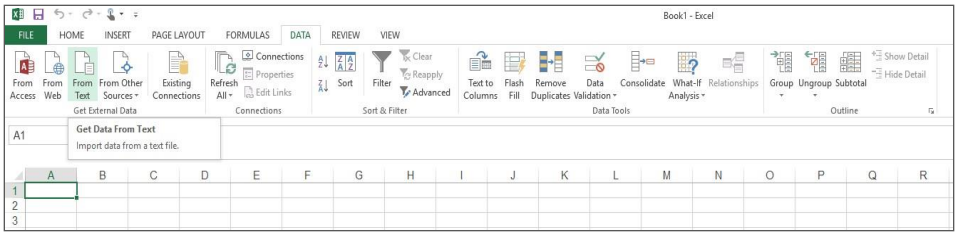
1. Extract DPCs out of an IMb to prepare the Pre-Campaign Analysis file.

1.1. Open the IMb file in Notepad to ensure you have only IMb's in the file, and save it to your computer.

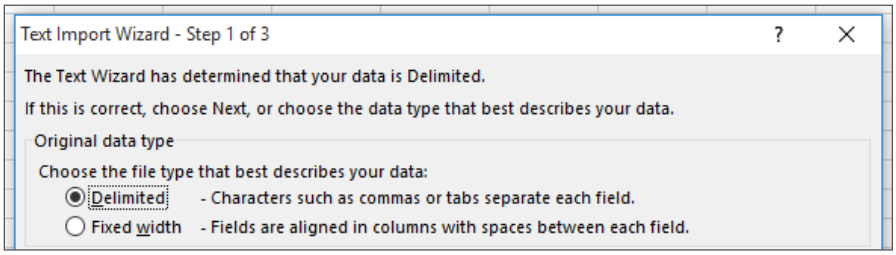


1.2. Open a new instance of Microsoft Excel, and import the Text file by following the steps below.

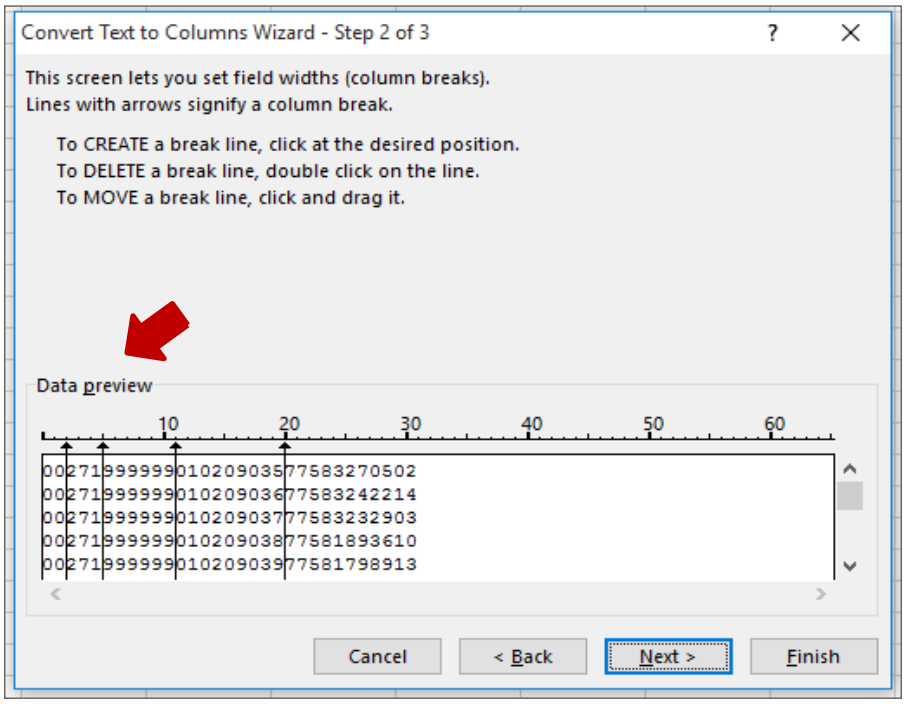
1.2.1. Open the Data tab, and then select "From Text" in the "Get External Data" section. **Note:** If you are working in Excel 2016 in O365 or later, the Text Import Wizard (below) may no longer be enabled. To enable it, navigate to File❼Options❼Data and select "From Text (Legacy)" under the "Show legacy data import wizards" section.



1.2.2. Select the file that contains your IMb's and click "Import." The Text Import Wizard will appear.



1.2.3. Using your mouse, click to the right of the first two characters of the numbers showing in the "Data preview" section. This will insert an arrow as shown below. Repeat this step four more times to insert these arrows in between each of the five IMb sections. Select "Next."
Important Note: Your MID could be six or nine digits in length—and your IMb Serial Number is also six or nine digits long. It is imperative that you know the MID used before you complete this step.



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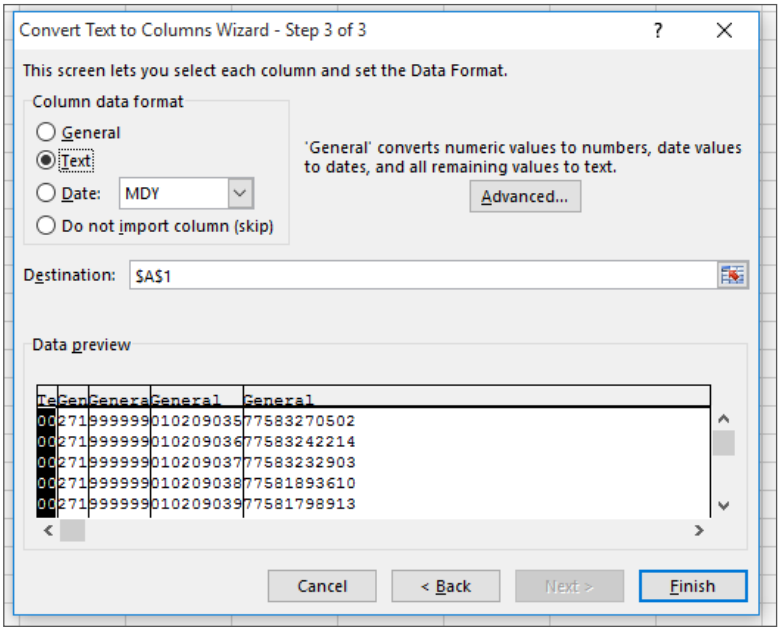
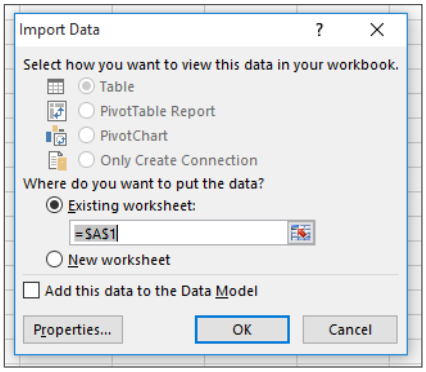
1.2.4. Select “Text” under Column data format. Then, select “Finish.”



1.2.5. An Import Data window will appear. Select “Existing Worksheet” to indicate how you want to view this data in your workbook (default option).



1.2.6. Content will be imported into Excel into five columns. The fifth column (Column E) contains the 11-digit DPC.

	A	B	C	D	E
1	00	271	999999	10209035	77583270502
2	00	271	999999	10209036	77583242214
3	00	271	999999	10209037	77583232903
4	00	271	999999	10209038	77581893610
5	00	271	999999	10209039	77581798913
6	00	271	999999	10209040	77581797626
7	00	271	999999	10209041	77581261002
8	00	271	999999	10209042	77547351407
9	00	271	999999	10209043	77547251510
10	00	271	999999	10209044	77547242630

1.3. Delete columns A through D. Keep column E.

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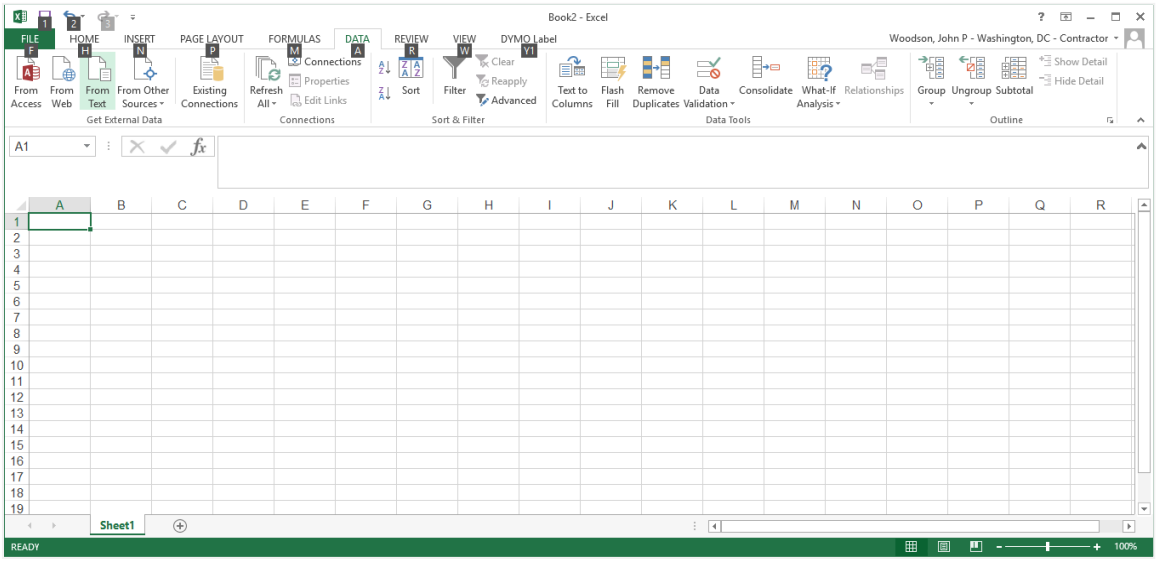
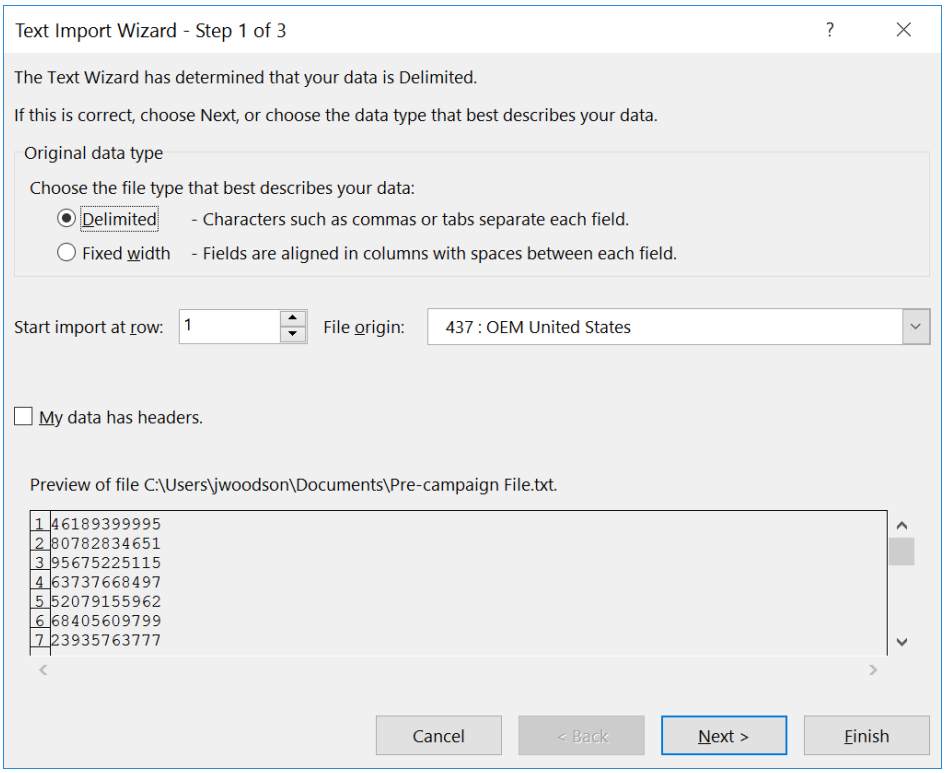
2. Verify if the .CSV File is properly formatted for submission in the Mailer Campaign Portal.

2.1. Open a new Excel file.

2.2. Open the Data tab, then select “From Text” in the “Get External Data” section.



2.3. Select the file that contains your 11-digit Delivery Point Barcodes from your IMb’s; select “Import.”



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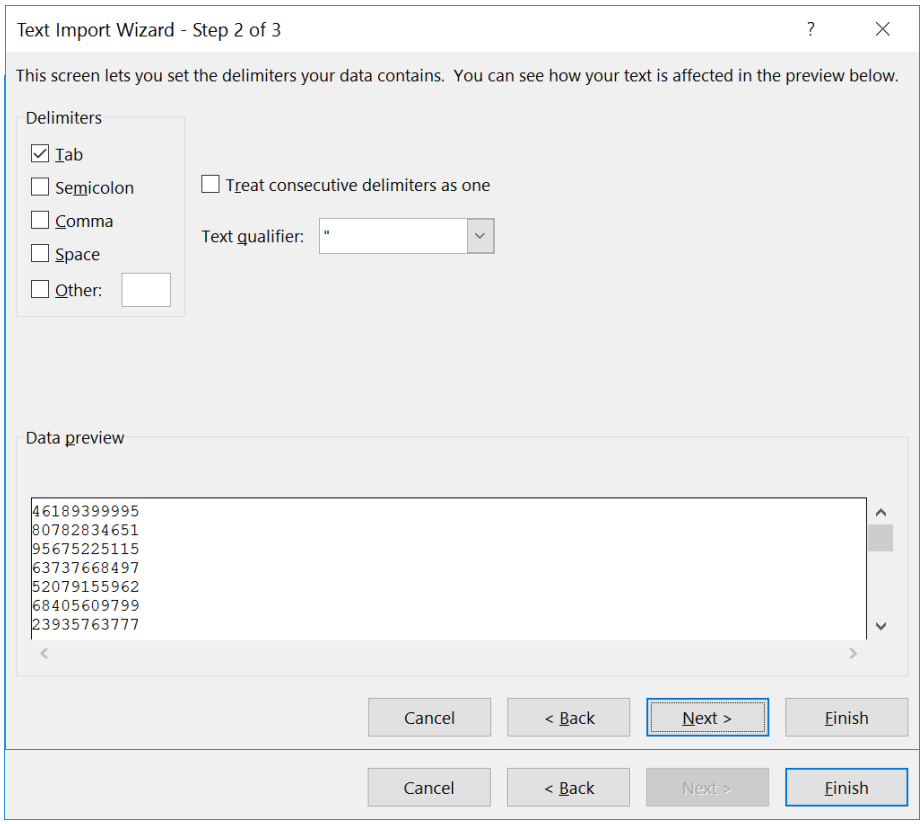
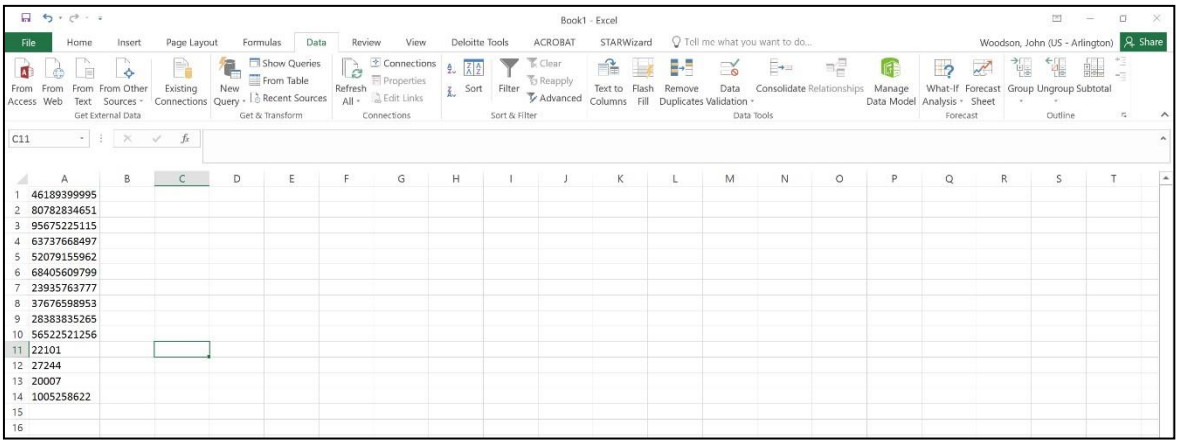
2.4. Leave the delimiters as is (“Tab”). Click “Next.”



2.5. Select “Text.”

2.6. The data will import into your Excel document.



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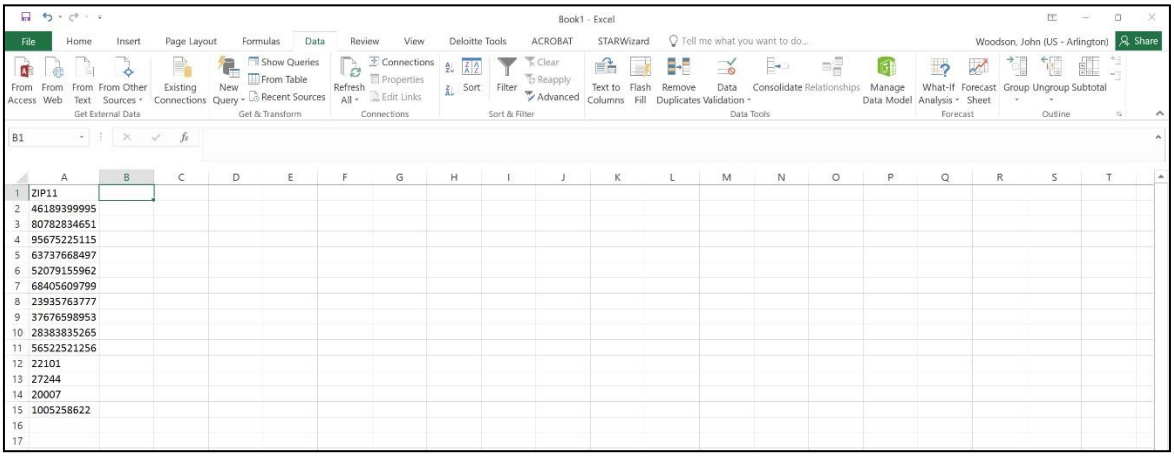
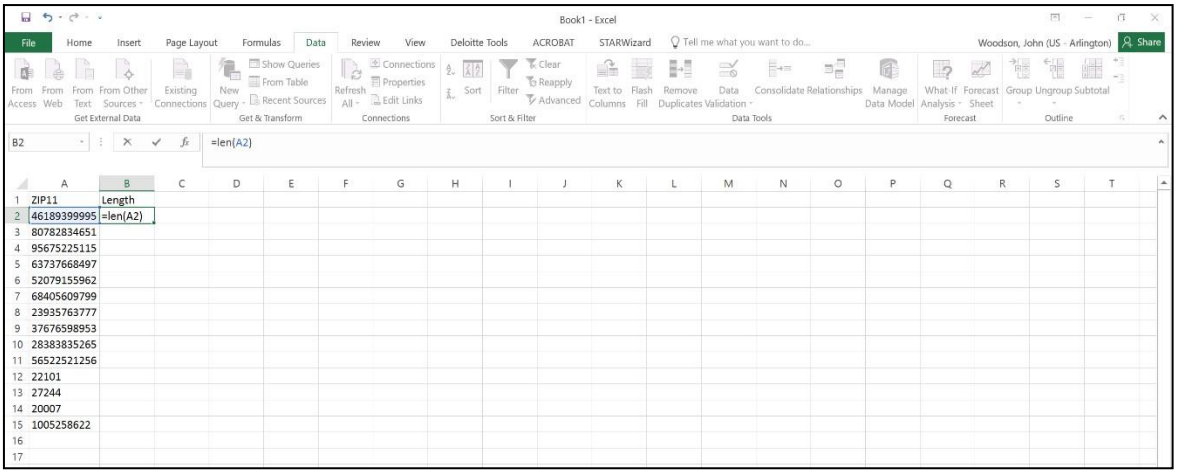
2.7. Insert “ZIP11” as a header to cell A1 without quotation marks. This is a required column header.



2.8. Label column B “Length” and enter the following formula into cell B2: =len(A2).



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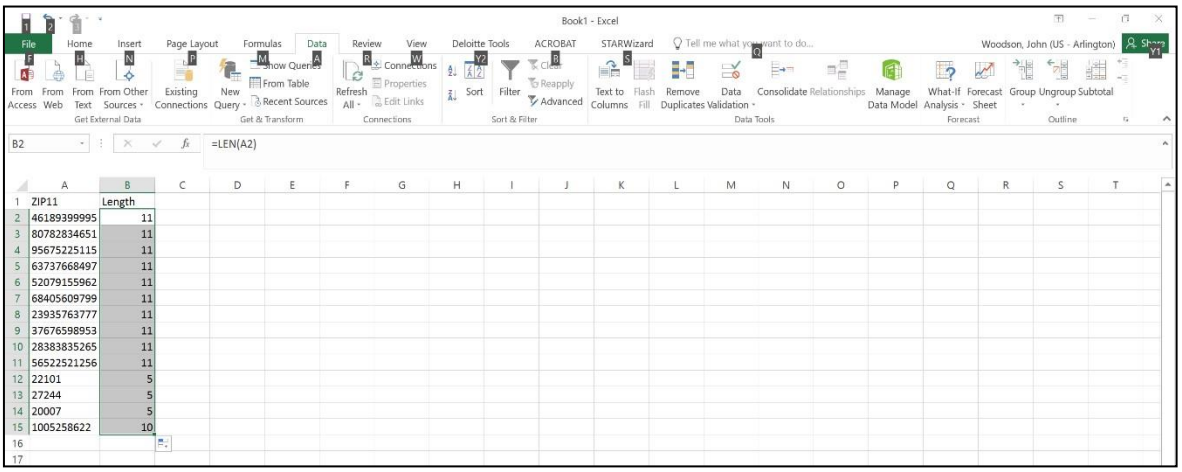
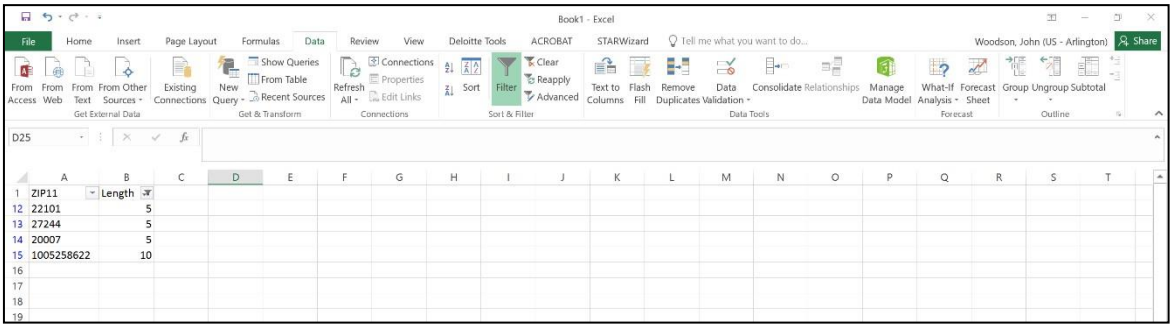
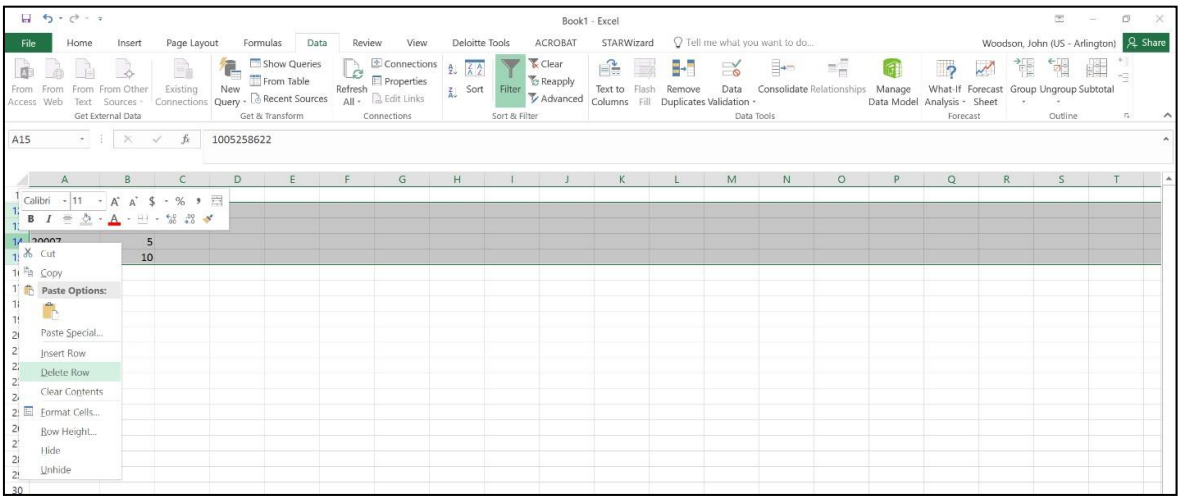
2.9. Copy the formula to each row by re-selecting B2 and double-clicking the green square at the bottom right of the cell.



2.10. Highlight the two column headers and press Ctrl+Shift+L to enable filters; then, filter the Length column to only display lengths that do not equal 11.



2.11. Highlight and delete all of the rows displayed in the filter.



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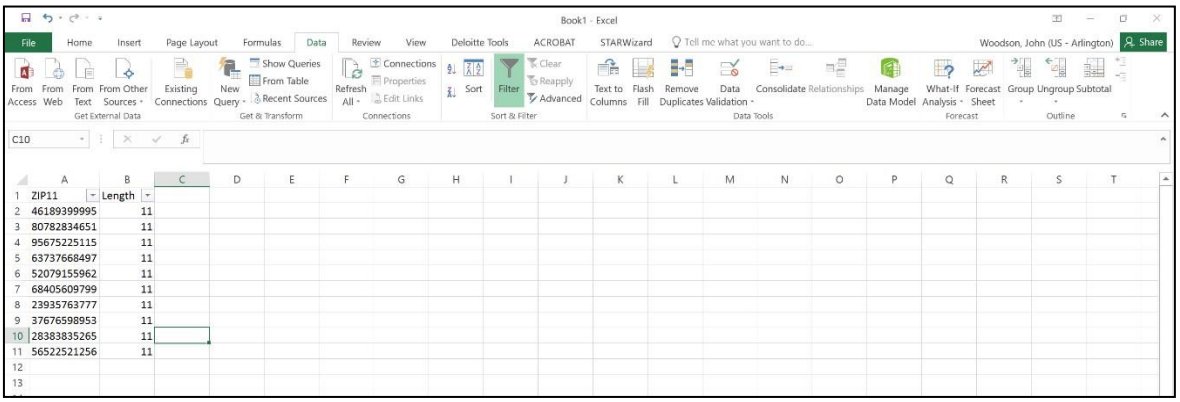
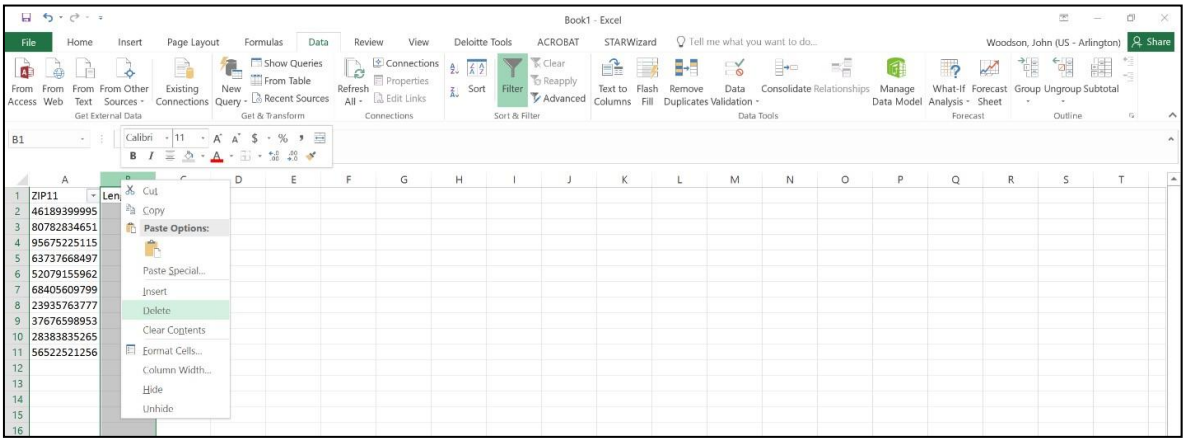
2.12. Remove the filter to display the remaining rows, which should all have a length of 11.

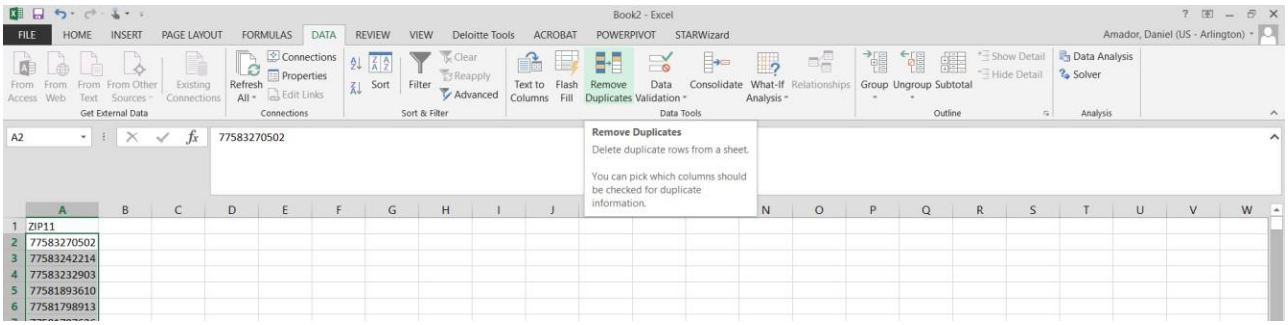


2.13. Delete the Length column and save the file in .CSV format.



3. Select all of the entries below the "ZIP11" column header.

3.1 Click on the "Data" tab and click on the "Remove Duplicates" button under Data Tools.



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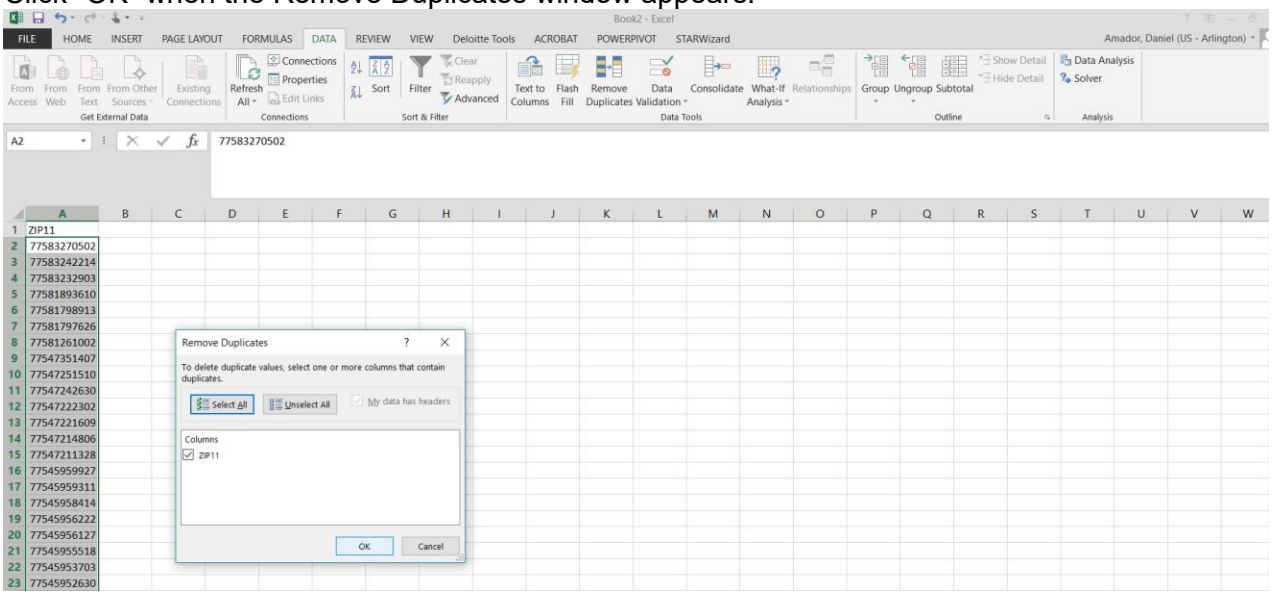
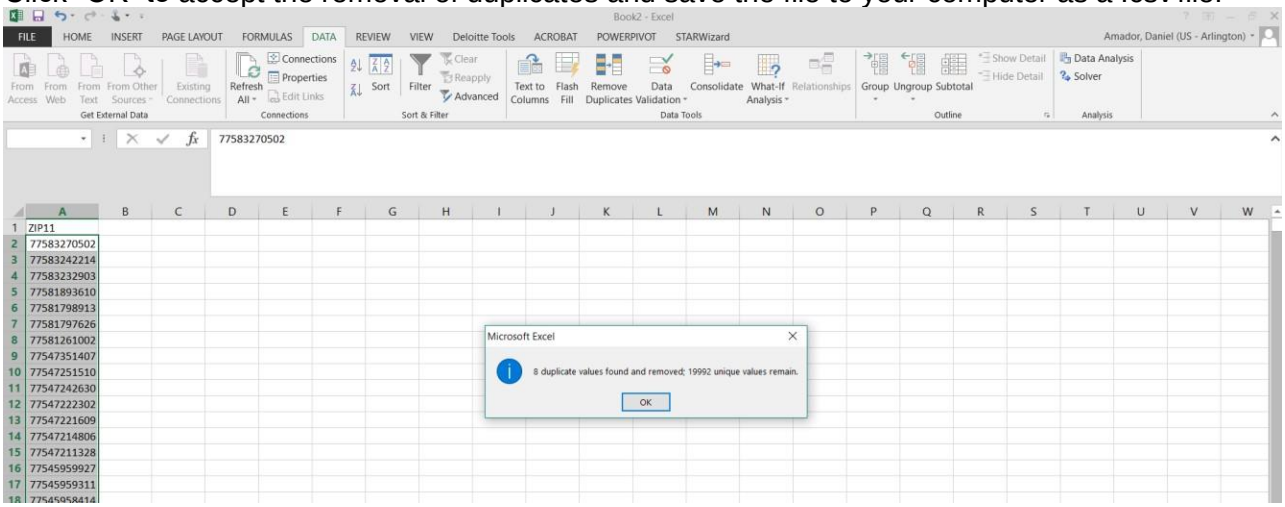
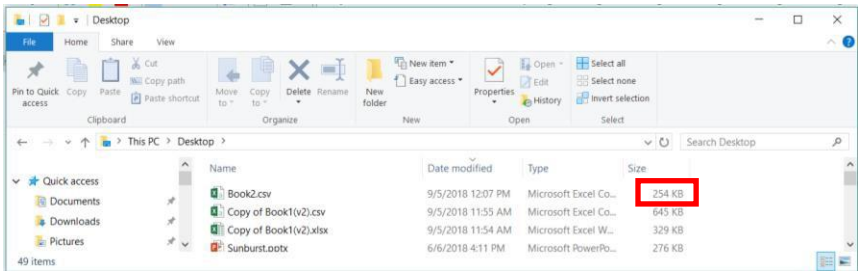
3.2 Click “OK” when the Remove Duplicates window appears.



3.3 Click “OK” to accept the removal of duplicates and save the file to your computer as a .csv file.



3.4 Ensure that your file does not exceed 102,400 KB. Your file is now ready for upload to the Mailer Portal.



3.5 Proceed to the Mailer Campaign Portal to upload your file.

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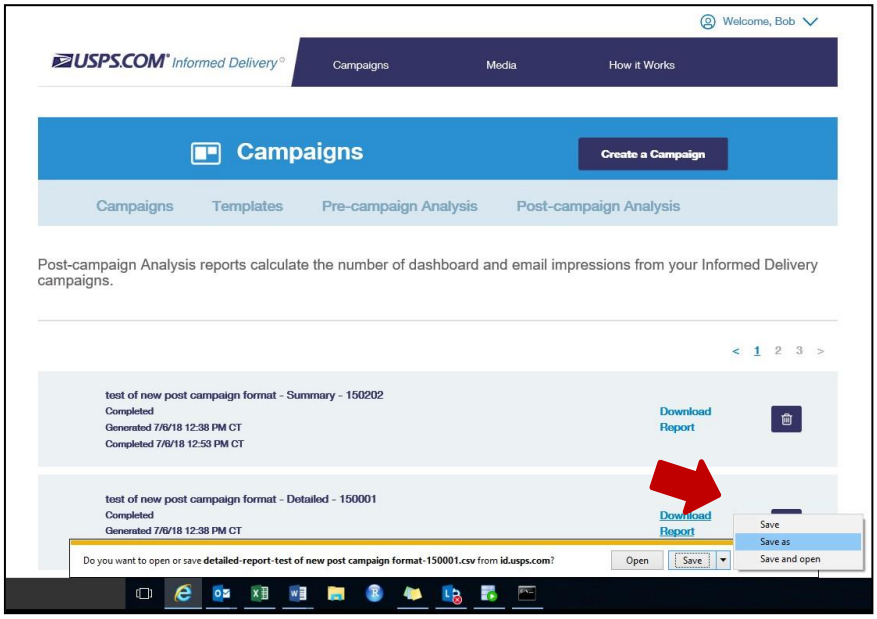
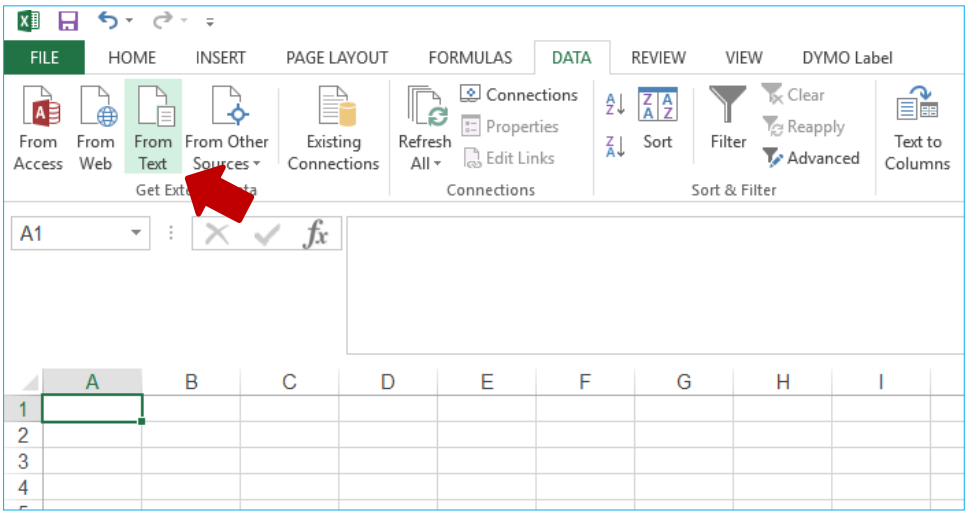
Appendix F – Formatting Post-Campaign Detailed Report

1. If some of your columns in this report show up as a scientific notation, and they can't be resolved by changing the format to a number, click the "Download Report" link for the campaign in the Mailer Campaign Portal, and select "Save As." Do **NOT** open the file or viewit in Excel. If you open the file in Excel, formatting options will be limited.



2. Open a new instance of Microsoft Excel. In the Data tab, select "From Text" and select the file that you saved in the previous step.



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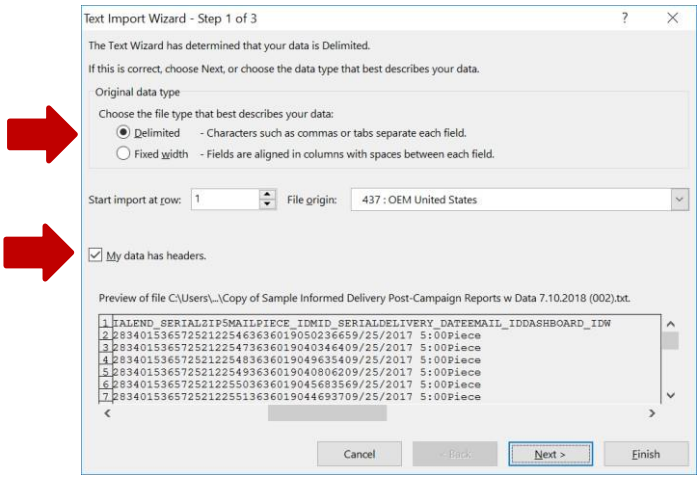
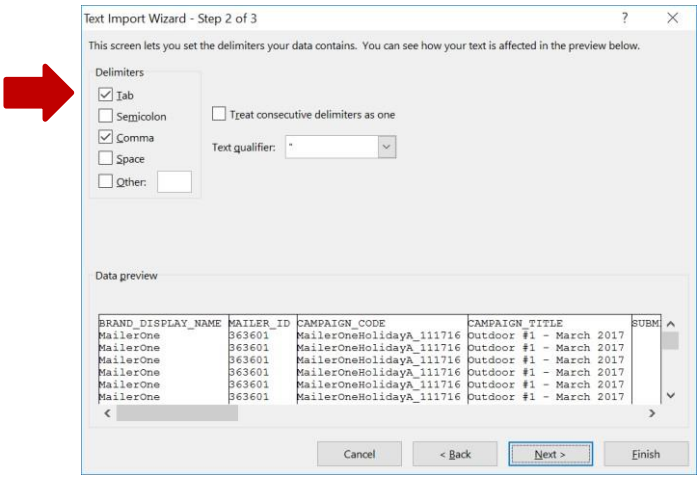
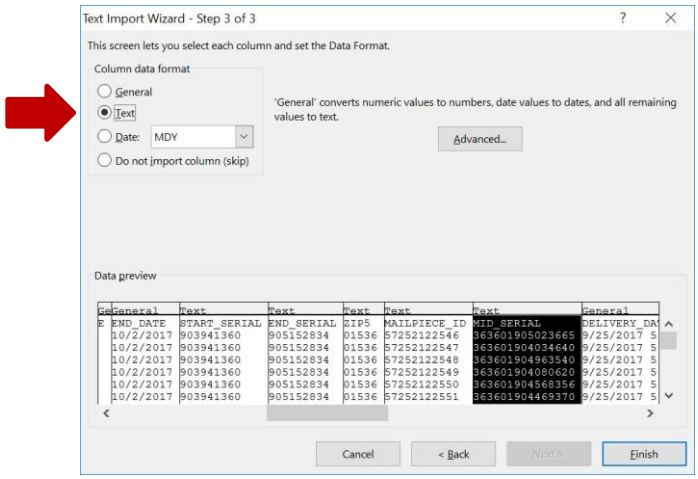
2.1. Select “Delimited” and “My data has headers.”



2.2. Select “Tab” and “Comma” under Delimiters.



2.3. Select columns MID_SERIAL, ZIP5, MAILPIECE_ID, and EMAIL_ID and choose the “Text” Column data format.



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Appendix G – Data Dictionary for Post-Campaign Reports

1. Data Dictionary for the MCP Post-Campaign Summary Report – This chart explains the details of the categories seen when mailers use the MCP to generate Post-Campaign Summary Reports.

MCP Post Campaign Summary Report				
Column Description	Data Type	Format	ID Oracle Database Max Data Length	Example
BRAND_DISPLAY_NAME	VARCHAR2(255 BYTE)	STRING	255 bytes	MNM DESIGN STUDIO INC / DBA US PRESORT
CAMPAIGN_TITLE	VARCHAR2(255 BYTE)	STRING	255 bytes	Panhandle's Presort Services, LTD.
CAMPAIGN_CODE	VARCHAR2(255 BYTE)	STRING	255 bytes	217778-1-ROYCO's - Kit 1
MAILPIECES	TT_INTEGER	Integer	This is a dynamically calculated count and is not stored in the database.	256
EMAILS	TT_INTEGER	Integer	This is a dynamically calculated count and is not stored in the database.	145
EMAIL_OPEN	TT_INTEGER	Integer	This is a dynamically calculated count and is not stored in the database.	45
EMAIL_OPEN_RATE	NUMBER	Number	This is a dynamically calculated rate and is not stored in the database. The value is set with a precision of 3 decimal places.	10.819 Note: This is a percentage
CLICK_THROUGH	TT_INTEGER	Integer	This is a dynamically calculated count and is not stored in the database.	25
CLICK_THROUGH_RATE	NUMBER	Number	This is a dynamically calculated rate and is not stored in the database. The value is set with a precision of 3 decimal places.	10.819 Note: This is a percentage

2. Data Dictionary for the MCP Post-Campaign Detailed Report – This chart explains the details of the categories seen when mailers use the MCP to generate Post-Campaign Detailed Reports.

MCP Post Campaign Detailed Report				
Column Description	Data Type	Format	ID Oracle Database Max Data Length	Example
BRAND_DISPLAY_NAME	VARCHAR2(255 BYTE)	STRING	255 bytes	MNM DESIGN STUDIO INC / DBA US PRESORT
MAILER_ID	VARCHAR2(9 BYTE)	NUMBER	9 bytes	987546321
CAMPAIGN_TITLE	VARCHAR2(255 BYTE)	STRING	255 bytes	Panhandle's Presort Services, LTD.
CAMPAIGN_CODE	VARCHAR2(255 BYTE)	STRING	255 bytes	217778-1-ROYCO's - Kit 1
SUBMITTER_CRID	NUMBER	NUMBER	Max 'NUMBER' data-type precision and scale.	222342884
START_DATE	DATE	DD-MON-YYYY	11 characters	09-NOV-2018
END_DATE	DATE	DD-MON-YYYY	11 characters	09-NOV-2018
START_SERIAL	NUMBER(9,0)	Number	9 characters	987456123
END_SERIAL	NUMBER(9,0)	Number	9 characters	987456124
MID_SERIAL	VARCHAR(9) OR NUMBER	String or Number	9 characters –OR- Max 'NUMBER' data-type precision and scale	123456789123456
ZIP5	VARCHAR2(5 BYTE)	Number	5 bytes	902101
MAILPIECE_ID	NUMBER	Number	22 characters	1254789122
DELIVERY_DATE	DATE	DD-MON-YYYY	11 characters	09-NOV-2018
EMAIL_ID	NUMBER	NUMBER	22 characters	1587469
WHENWASEMAILSENT	TIMESTAMP	DD-MON-YYYY HH24:MI:SS	22 characters	23-NOV-2018 16:23:12
WHENWASEMAILOPENED	TIMESTAMP	DD-MON-YYYY HH24:MI:SS	22 characters	23-NOV-2018 16:23:12
IMAGEPOSITIONINEMAIL	NUMBER	NUMBER	2 characters	10
WHENCLICKEDTHROUGH	TIMESTAMP	DD-MON-YYYY HH24:MI:SS	22 characters	23-NOV-2018 16:23:12
SOURCE	VARCHAR2(255 BYTE)	STRING	255 bytes	EMAIL IMAGE
RECORD_TYPE	JAVA STRING	JAVA STRING	JAVA STRING	NON-EMAIL

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Appendix H – Legal Terms

INFORMED DELIVERY® INTERACTIVE CAMPAIGNS: MAILER/SUBMITTER TERMS AND CONDITIONS OF USE AGREEMENT (January 2020)

This Terms of Use Agreement (this "Agreement") is a legal agreement between You and the United States Postal Service, an Independent Establishment of the Executive Branch of the United States Government ("USPS" or "Postal Service"). Informed Delivery interactive campaigns (used herein as “Campaigns”) are at this time a free enhancement available to Mailers to the Informed Delivery notifications USPS provides to participating consumers for no additional postage fees. “Mailer(s),” “You” and “Your”, as used herein, include the Mail Owner/Brand, *and* any Mail Service Provider *and* any Advertising Agency acting on behalf of a Mail Owner/Brand in connection with the creation and submission of Content for an Informed Delivery Campaign.

Mailers agreeing to these Terms and Conditions, and complying with other requirements and specifications as may be published by USPS in *PostalOne!*, the Mailer Campaign Portal, in the *Informed Delivery Interactive Campaign Guide* available at https://www.usps.com/business/informed-delivery.htm, or elsewhere on that site, may submit supplemental content (“Content”) to accompany or in some cases replace the grayscale scanned image that would otherwise be generated by USPS mail imaging processes (or, in the case of flats, replace the “image not available” notification) and provided to participating consumers as Informed Delivery notifications.

“Content” as used herein includes Ride-along Images, Representative Images, interactive links (URLs), and a Brand Display Name as text, or any other content that you provide to USPS by any means whatsoever (including but not limited to email, upload through *PostalOne!*, the Mailer Campaign Portal, or otherwise).

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. The Postal Service reserves the right at any time to change or amend the Agreement, i.e., these terms, conditions, and notices under which this feature is offered. You may review the most current terms and conditions of use at https://www.usps.com/business/informed-delivery.htm. If You do not agree to, or cannot comply with, the Agreement as amended, You must stop using the feature. You will be deemed to have accepted the Agreement as amended if You continue to use the feature for Campaigns. You acknowledge and agree that Your use of the feature, in each instance, is subject to any such changes and that Your use of the feature constitutes acceptance of such changed terms. You agree to review this Agreement from time to time to ensure compliance with these terms and conditions.

In addition, USPS is beta testing a new Informed Delivery feature in select markets that allows Mailers to provide digital offers and/or anonymized mail to customers You have not mailed to directly. For eligibility and requirements, see the Beta Test for USPS Informed Offers Powered by Informed Address below.

Eligibility

Informed Delivery Campaigns must be submitted to accompany a letter-size mailpiece or flat-size mailpiece that meets all mailability requirements of the Domestic Mail Manual. USPS reserves the right to refuse an Informed Delivery Campaign from a Mailer competing with a Postal Service

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product, service, or feature, although grayscale images of such mailpieces will be provided to consumers as part of the ordinary Informed Delivery notifications.

Representative Images

Representative Images are full color images submitted by the Mailer that can be displayed in lieu of the grayscale scanned image of a letter-sized mailpiece or in lieu of the "image not available" notification that would accompany a flat-size mailpiece (e.g., catalogs, magazines) in the USPS Informed Delivery daily digest email notifications, dashboard, or app. Representative Images must comply with the following requirements: (1) the Representative Image must be: (a) a reproduction of the address side of the mailpiece without an address showing, or (b) the non-address (obverse) side of the mailpiece; and (2) for flat-sized mailpieces required to be or that are mailed under covers or wrappers, the Representative Image must be an image of the Mailer's corporate logo. Representative Images must also comply with all technical requirements (e.g., format, file size, pixel width and height, etc.) and other specifications as disseminated by USPS.

Ride-along Images and Interactive Links

Ride-along Images are required for all Informed Delivery Campaigns. Ride-along Images are full color images that accompany either the Representative Image selected by the Mailer in accordance with the requirements above, or the grayscale image of the scanned mailpiece in the USPS Informed Delivery email notifications or dashboard. Ride-along images must comply with the following requirements: (1) the Ride-along Image must directly relate to the promotion or offer contained in the mailpiece; (2) the Ride-along Image must be sized to the full space allowed or be reduced in size based on the ratio compared to the Representative Image; and (3) regardless of Mailer identity, the Ride-along Image language may not facilitate diversion from Postal Service products, services, or features (including "pay online" and similar CTAs).

URLs and interactive links submitted as part of the Content with Ride-along Images must comply with the following requirements: (1) all URLs and links submitted as Content for an Informed Delivery Campaign ***must*** be submitted as https; (2) all URLs and links submitted as part of an Informed Delivery Campaign ***must*** lead directly to a landing page directly associated with the physical mailpiece utilized in the Campaign; (3) all URLs and links ***must*** be free of any malware, viruses, errors, or other aspects that could negatively impact the Informed Delivery feature and/or consumer experience with the feature; (4) You ***must*** monitor the Campaign and any threats, vulnerabilities, malware and malformed links must be addressed and reported to USPS within twenty-four (24) hours of discovery; and (5) any web site being linked to from an Informed Delivery campaign and/or USPS.com shall be branded in a manner or have a look and feel ("trade dress") that will not emulate USPS.com or create a likelihood of confusion with USPS trade dress or otherwise lead consumers to believe or confuse consumers that they are on a USPS site. To comport with USPS policies related to exit pages, and with the goal of not having an exit page, You acknowledge, understand and agree that the standard for no exit page as set forth by Postal Service Management is that the site being linked to needs to be substantially different from USPS sites (i.e., the site's appearance must be one that a person is unlikely to confuse with USPS sites or properties, or to think is a part of the USPS websites or properties, and possesses a distinct look and feel from those of USPS sites or properties, and the site must have a distinct URL separate and apart from the URLs of USPS.com and not use any USPS marks).

Your Representations and Warranties

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You represent and warrant that You have all necessary rights, including third party rights, and hereby grant to USPS such rights to use, display, publish, transmit, distribute, and make copies of the Content, and otherwise use it in Your Informed Delivery campaign, without infringing any rights of any third party or violating any applicable laws, rules, or regulations. The rights referred to in the foregoing include, without limitation, copyrights, trademark rights, rights of publicity (name and likeness rights) and any other rights necessary to use the Content. You further represent and warrant that the nature, appearance, and display of the Content is consistent with the mailability requirements of the Domestic Mail Manual.

You acknowledge and agree that USPS will not be involved in any way with the design of the Content, and represent and warrant that the Content as submitted to USPS or uploaded through USPS portals complies with these Terms and Conditions and any requirements published by USPS on *PostalOne!*, the Mailer Campaign Portal, or the *Interactive Campaign Guide (*available at https://www.usps.com/business/informed-delivery.htm), or elsewhere on that site. You agree to evaluate and bear all risks associated with the use of any Content and agree that You are solely responsible for and assume all liability arising from use of the Content in or through or otherwise as a result of Your Informed Delivery campaign. You represent and warrant that the Content does not claim or create the impression, whether expressly or by implication, that the Postal Service endorses You or Your product, service or offering, and that the Content does not contain unlawful or legally actionable material, such as Content that is fraudulent or misleading, is defamatory or obscene, or violates anyone else's rights, including copyright, trademark, or privacy or publicity rights. You agree that the fact that USPS reproduces, displays, or distributes the Content and/or otherwise uses it in the Informed Delivery campaign: (1) does not constitute approval or endorsement of the Content; (2) does not indicate that the Content complies with any or all applicable laws, including Postal law or regulations, or (3) does not constitute acceptance of any liability or risk arising from the Content. For any interactive link contained in the Content, in addition to representations and warranties above, You warrant and represent that any web page linked to directly from Informed Delivery, whether through an email notification, dashboard or mobile app, shall not take Informed Delivery users to a web page that could be confused by a reasonable person to be a Postal Service web page.

Indemnity

You agree to indemnify and hold the Postal Service and its Governors, officers, employees, agents, printers, contractors, vendors, and suppliers harmless against any and all expenses and losses of any kind (including attorneys' fees and costs) incurred in connection with any claims of any kind arising out of breach of any of the above representations and warranties, and publication, transmission, display or distribution of the Content (including, without limitation, any claim of patent, trademark, or copyright infringement, libel, defamation, breach of confidentiality, misappropriation of trade secret, invasion of the rights of privacy or publicity (including the right to control use of one's name and likeness), or false or deceptive advertising or sales practices) or any material or products of Your's to which third parties can link through the Content.

Rejection/Cancellation of Campaigns

USPS reserves the right to reject or cancel any Informed Delivery Campaign at any time for any reason satisfactory to USPS in its sole and non-reviewable discretion, including but not limited to the following: (1) violations of or noncompliance with any of these Terms and Conditions, or requirements published via *PostalOne!*, the Mailer Campaign Portal, or in the *Interactive Campaign Guide,* or on https://www.usps.com/business/informed-delivery.htm ; (2) detection of potential

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threats, vulnerabilities, malware or malformed links, security or privacy concerns, or potential degradation of USPS or consumer systems or equipment; (3) Campaign interactive links that are broken or that resolve to pages that negatively impact the Informed Delivery user experience; or (4) potentially subject USPS to liability or risk damage to the Informed Delivery feature and goodwill associated therewith.

Disclaimer

THE PRODUCTS, SERVICES, WEBSITE, CONTENT AND/OR MATERIALS AVAILABLE THROUGH USPS ARE PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS AND WITHOUT WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED.
USPS MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, ARISING FROM A COURSE OF DEALING OR PERFORMANCE, NONINFRINFGEMENT, OR TRADE USAGE. USPS SHALL NOT BE LIABLE TO YOU OR ANY OTHER PERSON OR ENTITY FOR ANY LOSS, COST, DAMAGE OR EXPENSE, INCLUDING WITHOUT LIMITATION LOSS OF PROFITS, ARISING OUT OF OR IN CONNECTION WITH ANY CONTENT INCLUDED IN INFORMED DELIVERY, THE MANNER IN WHICH ANY CONTENT IS DISPLAYED OR DISTRIBUTED, THE FAILURE TO DISPLAY ANY CONTENT, OR ANY TECHNICAL MALFUNCTION, COMPUTER ERROR OR LOSS OF DATA OR OTHER INJURY, ARISING, DIRECTLY OR INDIRECTLY, FROM YOUR USE OF THE INFORMED DELIVERY FEATURE. SPECIFICALLY, AND WITHOUT LIMITING THE FOREGOING, USPS DOES NOT REPRESENT OR WARRANT THAT ANY CONTENT WILL BE DISPLAYED OR OTHERWISE TRANSMITTED OR DISSEMINATED THROUGH INFORMED DELIVERY WITHOUT INTERRUPTION OR ERROR.

Limitation of Liability

IN NO EVENT SHALL USPS BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES, EVEN IF SUCH DAMAGES ARE FORSEEABLE, AND REGARDLESS OF WHETHER USPS HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. YOUR SOLE AND EXCLUSIVE REMEDY FOR ANY CLAIM ARISING FROM OR RELATING TO YOUR PARTICIPATION IN AN INFORMED DELIVERY CAMPAIGN SHALL BE LIMITED TO A MAKE-GOOD PLACEMENT OF THE CONTENT AT A LATER TIME IN CONNECTION WITH A SUBSEQUENT MAILING.

Governing Law

Any and all disputes involving these Terms and Conditions or arising from the submission, rejection or cancellation of an Informed Delivery Campaign shall be governed by federal law, with jurisdiction and venue exclusively in the United States District Court for the District of Columbia or the United States Court of Federal Claims, as appropriate.

USPS INFORMED OFFERS POWERED BY INFORMED ADDRESS BETA TEST

THESE TERMS ARE SOLELY APPLICABLE TO MAILERS THAT HAVE FILLED OUT THE PILOT PERMISSION FORM FOR INFORMED OFFERS

This Beta Test Agreement (this "Beta") is a legal agreement that sets forth the terms and conditions for your use of the Informed Delivery service’s Informed Offers Powered by Informed

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Address during the Beta Testing period (the "Beta Test"). This Beta is concluded between You and USPS only, and USPS is solely responsible for the services, content and materials provided through the Beta. User acknowledges and agrees that he, she or the entity You represent has accepted the Beta and is solely responsible for and shall abide by these Beta terms. Participants in the Beta Test are subject to the following Terms and Conditions as well as the Mailer/Submitter Obligations Regarding Supplemental Content and the main Term and Conditions provided above.

Description of Beta

Participation in the Beta Test enables Your campaign in select ZIP Codes to be viewed and acted upon by Informed Delivery users that were not on your mailing list and did not receive a mailpiece from You. At present the Beta Test is only available in 28 Northern Virginia ZIP Codes served by the Postal Service's Merrifield VA facility. Provided that Your campaign is being mailed into some or all of these ZIP Codes, if You participate in the Beta Test, all Informed Delivery users within those ZIP Codes that have elected to participate in the Beta Test and selected a marketing preference category corresponding to Your campaign will have the opportunity to view and act on the digital offer contained in Your campaign. In addition, if a participating user expresses an interest in receiving marketing mail corresponding to the preference category of Your campaign, You will have the opportunity to send mailpieces to that user utilizing a newly developed anonymized mail service ("Informed Address"). In the case of Informed Address mailings, Your mailpiece will utilize a coded mail barcode without any of the user's personal information being shown on the mail piece or being divulged to You. You must execute a separate Pilot Participation Form for each of Your Informed Delivery campaigns that you wish to be included in the Beta Test.

No Guarantee

You acknowledge and agree that the Beta Test is a test that may not be free of errors. Being a test, You agree that the Postal Service does not guarantee the Beta, nor does the USPS assume any liability for the content of offers provided through the Beta. You agree to hold the Postal Service harmless from any errors, non-receipt of offers or the actions or inactions of any users participating in the Beta Test.

Evaluation and Contact during the Beta

You acknowledge and agree that the Postal Service may send emails to You as a participant in this Beta Test, and participation in this Beta Test authorizes the Postal Service to do so. You agree to receive email requests from USPS to evaluate and provide feedback about the Beta Test, or direct mail surveys asking You to evaluate the Beta Test.

You acknowledge and agree that USPS will not be liable for any costs or damages incurred by You or any other entity in relation to this Beta based on Your participation in this Beta Test.

In any instance where You contact the Postal Service regarding the Beta Test, You grant the Postal Service permission to use any information, suggestions, ideas, drawings or concepts communicated for any purpose by You to the Postal Service in any manner that the Postal Service chooses, commercial, public or otherwise, without compensation whatsoever.

No Unlawful or Prohibited Use

As a condition of Your participation in the Beta Test, you warrant to the Postal Service that you will not use the Beta Test for any purpose that is unlawful or prohibited by these Terms of Use. The

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Postal Service reserves the right to terminate User's access to the Beta Test at any time without notice for any reason whatsoever.

Expiration Date and Termination of Beta

This Beta or Your participation in the Beta Test shall automatically expire at the conclusion of this Beta Test, unless (i) terminated by the Postal Service in its sole and unreviewable discretion prior to its conclusion, (ii) ordered by the Postal Regulatory Commission or a court of competent jurisdiction to terminate, or (iii) otherwise required to comply with subsequently enacted legislation requiring the Beta's termination. USPS may terminate by either ending the Beta Test, removing YOUR access from the Beta Test or by providing You notice of the intent to terminate. You may not terminate the Beta prior to the end date submitted for Your campaign, but at any time You may cease participation in the Beta Test by declining to execute new Pilot Participation Forms in connection with Your Informed Delivery campaigns. You acknowledge and agree that You may continue to receive updates, emails or correspondence related to the Beta until removed from the Beta Test. In the event the Postal Service makes the Informed Offers feature a wide-spread and permanent service following the Beta Test, Your continued use of the service will constitute Your acceptance of the permanent service's terms and conditions, which shall differ from the terms and conditions of this Beta.

Equitable Relief

User acknowledges and agrees that due to the unique nature of Postal Service's proprietary information, including but not limited to information obtained from the Beta or any USPS Marks, there may be no adequate remedy at law for any breach of its obligations hereunder this Beta, that any such breach may allow User or third parties to unfairly compete with Postal Service resulting in irreparable harm to Postal Service, and therefore, upon any such breach or threat of such breach, Postal Service shall be entitled to seek injunctions and other appropriate equitable relief in addition to whatever remedies it may have at law.

Notice Regarding Beta

Except as otherwise provided, all notices that are permitted or required under this Beta shall be in writing and shall be deemed given when delivered by "First-Class Mail," addressed as follows, or to such other person or address as may be designated by notice by the Postal Service:

Attn: Product & Innovation – Informed Offers Team
U.S. Postal Service
475 L'Enfant Plaza, S.W. Room 5607
Washington, DC 20260

Acceptance of Beta Terms

You acknowledge and agree that You have read, understand and accept the terms of the entire Beta above and You represent and warrant that you are authorized to accept this Beta with the requisite corporate power to bind your business or You individually to perform the obligations hereunder. Your continued use of the Informed Offers feature and participation in the Beta Test constitutes acceptance of these terms and conditions.

Updated: 12/11/2019

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