

# Informed Delivery<sup>®</sup> Interactive Mail Campaign Guide

**The Purpose of this Document:** This guide provides interested mailers with a "how-to" explanation for initiating an Informed Delivery interactive mail campaign.

© 2025 United States Postal Service.

**Product Innovation Version 4.1** 

## **Table of Contents**

1. Ba	nckground	5				
1.1.	Availability	.5				
1.2.	How It Works for Consumers/Mail Recipients	5				
1.3.	How It Works for Mailers/Mail Owners	6				
2. Be	enefits for Mailers	8				
3. Pa	rticipation Criteria	8				
4. Cr	eating a Campaign	8				
4.1.	Levels of Interactive Campaigns					
4.1.	1. Mailer ID (MID)	. 8				
4.1.						
4.1.3						
4.2.						
4.2. <sup>-</sup> 4.2.	- 1 5					
4.3.	Opt-out Indicator Fields					
4.3. 4.3.	<b>5</b>					
4.3.	5					
4.3.4						
5. Ca	mpaign Stages and Reporting1	3				
5.1.	Pre-Campaign1	3				
5.1.	1. Pre-Campaign Analysis Report	3				
5.2.	Campaign1	4				
5.3.	Post-Campaign1					
5.3.						
5.3.2	2. Post-Campaign Detailed Report1	6				
Appen	ndices	9				
Appe	endix A. Interactive Campaign Checklist1	9				
Appe	endix B. Mailer ID (MID) and Intelligent Mail <sup>®</sup> Barcode (IMb <sup>®</sup> ) Information2	0				
Appe	endix C. The Mailing Lifecycle2	1				
Appe	endix D. <i>PostalOne!</i> Specifications2	2				
Appendix E. Formatting Pre-Campaign Analysis File24						
Appe	Appendix F. Formatting Post-Campaign Detailed Report					
	endix G. IV-MTR IDPC Data Dictionary					
Appe	endix H. Legal Terms & Conditions3	5				

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 <i>PostalOne!</i> 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
3.1	5.3.3	Updated with addition of 5.3.3 Provisioning IDPC Detailed Data through the IV-MTR Application	Raqueliza Bernales	5/12/2021
3.2	4.3	Update related to target URL parameters	Raqueliza Bernales	9/7/2021
3.3	4.3	Update related to target URL parameters and USPS® mobile app	Raqueliza Bernales	10/14/2021
3.4	4.3.1	Updates related to improved campaign preview functionality	Raqueliza Bernales	11/9/2022

3.5	4.1.2	Updates to document title and footers. Added link to IMpb Specification document	Raqueliza Bernales	11/21/2022
3.6	4.3, Appendix A	Updates related to new functionality or fixes	Raqueliza Bernales	2/15/2023
3.7	4.3	Updates related to new functionality	Raqueliza Bernales	3/29/2023
3.8	1.1, Appendix F	Updates related to new eligibility and process	Raqueliza Bernales	5/16/2023
3.9	1.3, 3, Appendix A, Appendix C	Updated to clarify compatibility requirements	Raqueliza Bernales	9/11/2023
4.0	5.3.2, Appendix G	Updated post-campaign detailed report and IV-MTR definitions to include reminders, and updated spacing and legibility throughout document	Raqueliza Bernales	12/14/2023
4.1		Updated screenshots to reflect new Daily Digest, updated BCG account creation steps	Fernando Mello	6/17/2024

## 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 USPS Mobile<sup>®</sup> app.
- Package tracking information on Priority Mail Express<sup>®</sup>, Priority Mail<sup>®</sup>, and other parcels is available as well.
- This feature offers consumers the convenience of seeing what is coming to their mailbox, PO Box, and USPS® Smart Locker—whenever, wherever—even while traveling.

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

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 the "Daily 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.



Figure 1. Depiction of Informed Delivery Daily Digest.

## 1.1. Availability

Informed Delivery is available to eligible residential and business consumers in most ZIP Codes<sup>™</sup> across the country. Please note that 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<sup>™</sup> at the unit level is not eligible for Informed Delivery.

To check if your address is eligible for Informed Delivery, visit informeddelivery.usps.gov and sign up.

#### 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<sup>®</sup> App, or on the user's personal dashboard at informeddelivery.usps.com. The process flow is depicted in **Figure 2**.

© 2025 United States Postal Service. All Rights Reserved.

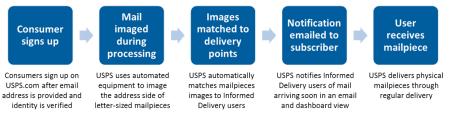


Figure 2. Process flow that enables Informed Delivery

**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 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 <u>informeddelivery.usps.com</u>.

≥USPS.COM°	Quick Tools Mail & Ship	Track & Manage	🕮 Engli	ish O Locations	🔿 Support 🛛 🛠 Inform	ned Delivery	Hi, Carrie Q
	nformed Delivery®		) Mailpieces 1 Packa		Support ⑦ FAQs ①		~
Mail	Today(3) Yes	sterday(3) Sunday(0) Sa	aturday(4) Friday(2) Thu	ursday(5) Wedne	esday(2)		
	Retailer Name						
Serni-Annua	AT RUTRUM FURPES. U.S.	5. POSTNOE					
	FF						
000, JUL Una promo conte 1972 ar ch IN STORE Promot Compton at Unit re	123 Street Name	xdə					
🚔 🖤 1	Phine-I+dh+PP-a/anhlite-A/A	19-949-					
□ I didn't receive this mailple	ece (ł)						
HELPFUL LINKS	ON ABOUT.USPS.COM	OTHER USP	'S SITES	LEGAL I	NFORMATION		
Contact Us Site Index	About USPS Home	Business Cus Doets! Income	store Gateway	Privacy P Terms of			

Figure 3. Depiction 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<sup>®</sup> App, or on the dashboard at USPS.com<sup>®</sup>. This supplemental content is referred to as an interactive campaign.

• 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<sup>®</sup> barcode (IMb<sup>®</sup>) 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.

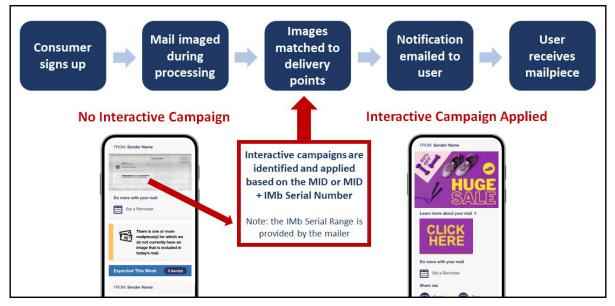


Figure 4. Process flow showing when USPS applies Informed Delivery campaigns

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**.

The interactive campaign content is currently displayed below the image in the email and Informed Delivery dashboard, as depicted in **Figure 5.** USPS is considering additional template designs in the future.

\***Disclaimer**: In order for an Informed Delivery campaign to appear in the Daily Digest or on the online dashboard, a full-service Service Type Identifier (STID) is required. Mailpieces without a full-service STID will not be fully processed.

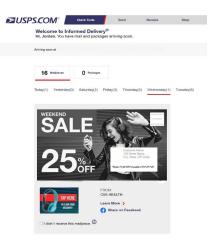


Figure 5. Informed Delivery dashboard view with an interactive campaign

## 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:

- Mailpieces must be automation compatible
  - Available for First-Class Mail<sup>®</sup>, Periodicals, or USPS Marketing Mail<sup>™</sup> 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.

**\*Disclaimer:** For an Informed Delivery campaign to appear, a full-service Service Type Identifier (STID) is required.

\***Note:** 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

At this time, there are two levels or breakdowns of campaigns available (Figure 6):

#### 4.1.1. Mailer ID (MID)

All mailpieces with this MID have the same campaign applied, therefore all Informed Delivery users see the same campaign.

• Note: This method cannot be used with shared MIDs.

#### 4.1.2. Intelligent Mail<sup>®</sup> Barcode (IMb<sup>®</sup>) 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 Lifecycle** or the <u>Intelligent Mail® Package</u> <u>Barcode (IMpb) Specification document</u> for more information on this topic.
  - The majority of interactive campaigns are conducted using this level.

MID: Apply the same campaign to all customers	
IMb Serialized: Apply different campaigns to groups of customers	$= \begin{tabular}{lllllllllllllllllllllllllllllllllll$

Figure 6. Illustration of MID and IMb Serialized Campaigns

#### 4.2. Types of Interactive Campaigns

There are two types of Informed Delivery campaigns available.

#### 4.2.1. Basic Campaign

- **Ride-along Image and Target URL 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 <u>Informed Delivery</u> <u>Interactive Campaign Mailer/Submitter Terms and Conditions</u> for full details.

#### 4.2.2. Dual Campaign

• **Representative Image, Ride-along Image, and Target URL - 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 not clickable/interactive.
- These images must be clearly branded and must be clearly and directly related to the hardcopy mailpiece. See our <u>Informed Delivery Interactive Campaign</u> <u>Mailer/Submitter Terms and Conditions</u> for full details.

#### Figure 8. Informed Delivery notification with dual campaign

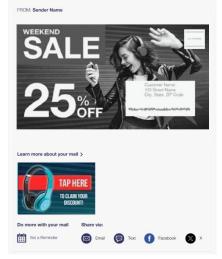


Figure 7. Informed Delivery notification with basic campaign



*Figure 8. Informed Delivery notification with dual campaign* 

#### 4.3. Opt-out Indicator Fields

#### 4.3.1. Target URL Parameters

Informed Delivery has released a system update to send campaign Mailer ID (MID) and Serial Number information in the form of URL parameters when consumers click on interactive campaign Target URLs. This update enables additional data to be captured, allowing mailers to better understand Informed Delivery driven referrals. Additionally, this update enables Target URL webpages to be dynamic based on campaign MID and Serial Number.

Please be advised, the URL parameters may not be compatible with all campaign Target URLs. Webpage redirects may not function properly when Informed Delivery passes the parameters. If the URL being used in the campaign is a redirect, the end destination URL must be entered as the Target URL for the interactive campaign. The Campaign Parameters PDF on the Informed Delivery for Business Mailers & Shippers website contains information about the function of the campaign URL opt-in/out-out feature.

It's recommended that URLs are tested in the Mailer Campaign Portal (MCP) prior to campaigns being submitted (Figure 9).

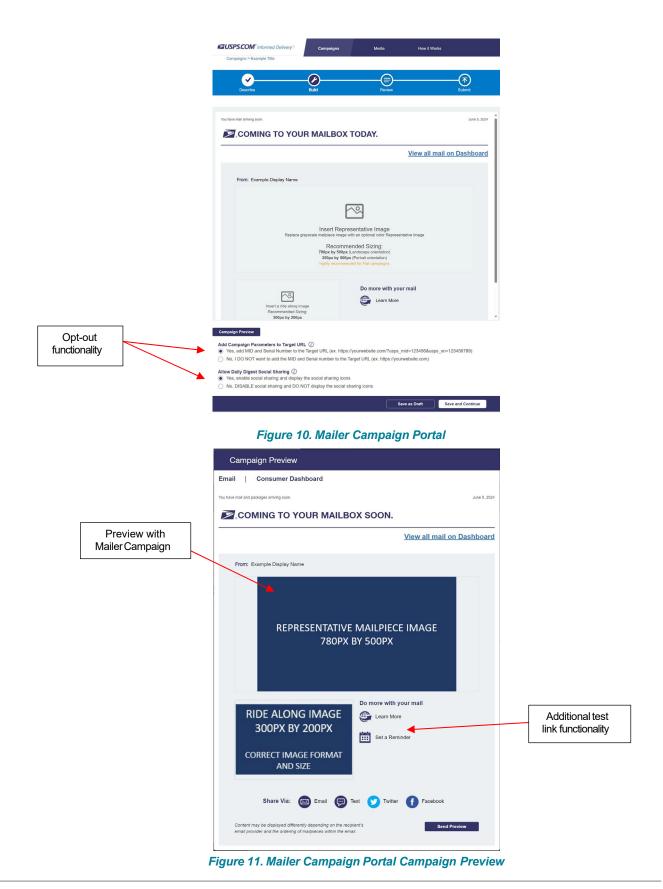


#### 4.3.2. Sharing Feature

The Informed Delivery Sharing feature enables users to send referrals and share campaign links via email, text, or social media from the Daily Digest email. A referral banner appears at the top of the Daily Digest, prompting users to share Informed Delivery via text or email. Icons appear alongside campaigns that have been opted-in for social sharing.

#### 4.3.3. Opt-out Functionality

In the campaign "Build" Phase, mailers can opt-out of Informed Delivery URL parameters and Social Sharing when submitting a campaign via the Mailer Campaign Portal (MCP). Currently, all the test link functionality within the MCP adheres to the opt-in/out selection (Figure 10). When the email preview or campaign "proof," is sent from the MCP via the "Send Preview" button (Figure 11), the campaign preview includes the opt-out selection for the URL parameter feature.



#### 4.3.4. Optional Campaign Preview

An optional Campaign Preview is available from the Review page.

- Select the "Campaign Preview" button at the of the page.
  - Select "Send Preview" and enter up to five email addresses to send this digital preview email notification to yourself or others in your organization. Note: A maximum of five campaign preview emails is allowed per campaign code, per day.
  - Currently, preview emails contain a campaign identifier in the subject line of the email to distinguish between campaigns and a "Test Only" banner to ensure the email is more distinguishable as a preview email and not a real Daily Digest email (Figure 12)
- View a digital preview of the campaign on a mockup of a consumer's dashboard by selecting the "Consumer Dashboard" option at the top of the screen.

Tests ONLLY       Data         Tests and were readered and the standard of the standard names of the standard of the standar	"Test Only Banner to distinguis the emai as a preview email
From demo320getedinities REPRESENTATIVE MAILPIECE IMAGE 780px by 500px	
Do more with your mail The more with your mail The function Data Remicion Share viz: Share viz:	

Figure 12. Mailer Campaign Preview Email Notification

## 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.** Interactive Campaign Checklist.

#### 5.1.1. Pre-Campaign Analysis Report

USPS offers an optional Pre-Campaign Analysis report. For this analysis, USPS crossreferences 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.

#### 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.

**Figure 13** 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 these 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.

Figure 13. Example of properly formatted Pre-Campaign.csv 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. Formatting Pre-Campaign Analysis File** 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:

Column		umn	Definition
	Α	Pre-Campaign List Size	Total number of 11-digit Delivery Point ZIP Codes included in the .csv file uploaded into the Portal.
	B	Eligible 11-digit DeliveryPointZIP 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.
	D	# of Subscribers	Count of subscribers in the Unique Eligible 11-digit Delivery Point ZIP Codes in the .csv file.
	Е	Subscriber Saturation (%)	# of Subscribers divided by Unique Eligible 11-digit Delivery Point Zip Codes (Col D / Col C).
	F	#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.)
	G	Email Enrolled Saturation (%)	# of Email Enrolled Subscribers divided by Unique Eligible 11- digit Delivery Point ZIP Codes (Col F / Col C).

А	В	С	D	E	F	G
Pre-Campaign List Size		Unique Eligible 11- digit Delivery Point ZIP Codes	# of Subscribers	Subscriber	Enrolled	Email Enrolled Saturation (%)
103231	98978	97603	10031	10.3%	5501	5.64%

## 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.

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 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 (MCP) or *PostalOne!*, post-campaign reports are available for download via the Portal.
- Post-campaign reports run daily in the morning rather than on-demand by mailer request. Reports are cumulative and encompass all campaign activity through the report date.

Column		Definition
Α	Brand_Display_Name	The name displayed in the "From" field of the campaign (sometimes referred to as Campaign Display Name or Display Name).
В	Campaign_Title	A mailer-generated title for a campaign.
С	Campaign_Code	A mailer-generated unique code for a campaign.
D	Mailpieces	The number of campaign-related mailpieces identified during mail processing that were sent to a unique Delivery Point Code (DPC) address. Total the distinct count of "Mailpiece_ID" in the detailed report to match the number of mailpieces in the summary report. <i>This is not the total</i> <i>number of mailpieces in the mailing—just those identified as</i> <i>going to Informed Delivery users.</i>
E	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. Total the distinct count of email ids in the detailed report to match the number of emails sent in the summary report.
F	Email_Open	The number of instances where a sent email was opened. Filter column "RECORD_TYPE" within the detailed report for "Open Details" to show total email opens. Count every row to show the total number of emails opened. This will match the Email Opens column in the summary report.

		<ul> <li>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.</li> </ul>
Н	Click_Through	The number of click-throughs generated from emails, dashboard, or USPS Mobile <sup>®</sup> app. Filter column "RECORD_TYPE" within the detailed report for "Click Details" to show total clicks. Count every row to show the total number of clicks. This will match the Click_Through column in the summary report.
I	Click_Through_Rate	The number of click throughs divided by the number of mailpieces (Col H/D).

 A
 B
 C
 D
 E
 F
 G
 H
 I

 BRAND\_DISPLAY\_NAME
 CAMPAIGN\_TITLE
 CAMPAIGN\_CODE
 MAILPIECES
 EMAILS
 EMAIL\_OPEN
 EMAIL\_OPEN\_RATE
 Click-THROUGH\_RATE

 ABC CO
 1.A.1698
 ABC CO JULY 2024
 10096
 5576
 3678
 66.00%
 29
 0.29%

#### Figure 15. Post-Campaign Summary Report

#### 5.3.2. Post-Campaign Detailed Report

Column		Definition
Α	Brand_Display_Name	The name displayed in the "From" field of the campaign (sometimes referred to as Campaign Display Name or Display Name).
В	Mailer_ID	The six-digit or nine-digit numeric code that was submitted for the campaign.
С	Campaign_Title	A mailer-generated title for a campaign.
D	Campaign_Code	A mailer-generated unique code for a campaign.
E	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.
F	Start_Date	The start date of the campaign as specified by the mailer. The campaign start date cannot be set for more than 60 days in the future.
G	End_Date	The end date of the campaign as specified by the mailer. The cut-off is at 12AM on the end date. Mail processed on the campaign end date will not be included in any reports.
Н	Start_Serial	If the campaign is based on IMb Serialized (not MID level) – indicates a six- or nine-digit starting Serial Number.
I	End_Serial	If the campaign is based on IMb Serialized (not MID level) – indicates a six-digit or nine-digit ending Serial Number.

J	MID_Serial	The full 15-digit MID and the IMb Serial Number of that specific mailpiece.
Κ	ZIP5	The ZIP Code of the subscriber (recipient).
L	Mailpiece_ID	A unique identifier for each piece. Automatically generated by USPS.
Μ	Delivery_Date	The date that a mailpiece was processed for delivery. All times show as 5:00 GMT
Ν	Email_ID	A unique identifier for each mailpiece. Automatically generated by USPS.
0	WhenWasEmailSent	The time stamp of when an email was sent using GMT time zone.
Ρ	WhenWasEmailOpened	The time stamp of when an email was opened using GMT time zone.
Q	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.)
R	WhenClickedThrough	The time stamp of when a link from a campaign was clicked using GMT time zone.
S	Source	<ul> <li>Where the click-through originated. Includes the following:</li> <li>"RIDEALONG_WEBSITE" = click-through originated from the Learn More link on the dashboard</li> <li>"RIDEALONG_WEBSITE_IMAGE" = click-through originated from the campaign image on the dashboard</li> <li>"RIDEALONG_EMAIL" = click-through originated from the Learn More link in the Daily Digest</li> <li>"RIDEALONG_EMAIL_IMAGE" = click-through originated from the campaign image in the Daily Digest</li> <li>"RIDEALONG_REMINDER_WEB" = click-through originated from the Learn More link on the reminder submission webpage</li> <li>"RIDEALONG_REMINDER_WEB_IMAGE" = click-through originated from the Learn More link on the reminder submission webpage</li> <li>"RIDEALONG_REMINDER_WEB_IMAGE" = click-through originated from the ridealong image link on the reminder submission webpage</li> <li>"RIDEALONG_REMINDER" = click-through originated from the Learn More link within the reminder email</li> <li>"RIDEALONG_REMINDER_IMAGE" = click-through originated from the ridealong image link on the reminder submission webpage</li> </ul>

T Record_Type	Identifies the type of record being provisioned. Includes the following:
	"Non-Email" = details for pieces that are not sent in emails
	"Open Details" = details for email opens
	"Click Details" = details for click tracks
	"Email" = details for emails sent
	<b>'Piece''</b> = details for mailpieces associated to campaigns
	"Status" = details for campaign status updates
	">10pcs" = a piece that was not included in an email due to the user already having 10 images in their daily email

1	K ZIP5	L MAILPIECE_ID DE	M	N IAIL_ID V	O WHENWASEMAILSENT	P WHENWASEMAILOPENED		IL WHENCL	R	SOURCE	T RECORD_TYPE
1	K	L	M	N	0	P	Q		R	S	Т
2	ABC	Company	333333	ABC July 2	2018 ABC07103	.8	00:00.0	00:00.0	793928567	794204535	3.33E+1
1	BRAN	DISPLAY_NA	1E MAILER_ID	CAMPAIG	N_CODE CAMPAIG	N_TITLE SUBMITTER	_CRID START_DATE	END_DATE	START_SERIAL	END_SERIAL	MID_SERIA
		A	B	C	1	D E	F	G	Н	1	J

Figure 16. Post-Campaign Detail Report (shown as two separate images due to file width, without formatting)

For additional information on campaign report access and other campaign related information, visit the <u>Informed Delivery for Business Mailers</u> website. Our full listing of known report issues/defects is in Informed Delivery<sup>®</sup> Mail Tracking and Reporting (IV<sup>®</sup>-MTR).

To expand on capabilities offered by the Mailer Campaign Portal (MCP), Informed Delivery integrated with IV-MTR. The feature offers the following:

- Near real-time data, provided as soon as its available (recurring data feed)
- Two options for receiving data: one-time queries or data feeds
- Data access delegation is available at the MID or CRID level

Please note that Informed Delivery Post-Campaign (IDPC) is pass-through and not generated by IV-MTR.

To find additional resources and information:

- <u>Appendix G</u>: Data Dictionary for IV-MTR IDPC Reporting
- <u>PostalPro™ IV-MTR</u> site
- IV User Guide: Provisioning IDPC Data in IV-MTR

For general questions on IV-MTR, please contact the Informed Delivery helpdesk. For questions on the IV-MTR application, please go the IV Solutions Center at 1-800-238-3150 (Option 2) or InformedVisibility@usps.gov.

## Appendices

## Appendix A. Interactive Campaign Checklist

Follow these steps to create an Informed Delivery interactive campaign:

<ol> <li>Choose your campaign submission method:         <ul> <li>Mailer Campaign Portal – Available via <u>Business Customer Gateway</u> (BCG) under "Additional Services" tab.</li> <li>PostalOne!<sup>®</sup> – Contact the PostalOne! team at USPSInformedDeliveryeDoc@usps.gov to get started.</li> </ul> </li> </ol>
<ul> <li>2. Determine campaign level and mailing list breakdown (Section 4.1): <ul> <li>Apply a single Informed Delivery campaign to all mailpieces/customers.</li> <li>Apply different campaign treatments to different customers in the same or different mailings.</li> <li>At this time, also assign a Campaign Title and Campaign Code to the interactive campaign and define the mailpiece shape: letter, card, or flat.</li> </ul> </li> </ul>
<ul> <li>3. Determine MID on Piece and, if relevant, the IMb<sup>®</sup> Serial Number Range (Section4.1):         <ul> <li>MID can belong to the mail owner, ad agency, printer, or other Mail Service Provider (MSP).</li> <li>Existing MIDs can be used; full service IMb is required.</li> <li>MID must be printed in the IMb on the mailpieces.</li> </ul> </li> <li>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.</li> </ul>
<ul> <li>4. Develop supplemental content (Section 4.2):</li> <li>Design creative for your Ride-along Image (required).</li> <li>Determine your target URL (required).</li> <li>Decide if you want to keep the grayscale mail processing image or use a color. Representative Image (optional for letters/postcards)</li> </ul>
<ul> <li>5. Determine campaign timeline:</li> <li>USPS suggests a Start Date of 2-3 days prior to your first expected in-home date.</li> <li>USPS suggests an End Date 2-3 days after your last expected in-home date.</li> </ul>
<ul> <li>6. Submit campaign:</li> <li>Mailer Campaign Portal – Enter your campaign details and supplemental content.</li> <li>PostalOne! – Submit campaign(s) using Mail.dat or Mail.xml.</li> </ul>
<ul> <li>7. Analyze results (Section 5): <ul> <li>Download Post-Campaign Analyses directly in the Portal.</li> <li>Summary Report – Download information regarding the number of physical mailpieces, number/percentage of emails opened, and number/percentage of click-throughs.</li> <li>Detailed Report – Download detailed information, such as the time stamp of when a user opened an email.</li> <li>Retrieve mail tracking data as a one-time query or recurring data feed using Informed Visibility<sup>®</sup> Mail Tracking and Reporting (IV<sup>®</sup>-MTR).</li> </ul> </li> </ul>

#### Appendix B. Mailer ID (MID) and Intelligent Mail<sup>®</sup> Barcode (IMb<sup>®</sup>) 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 11digit 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.
     *PostalOne*! Specifications for *PostalOne*! programming and submission information.



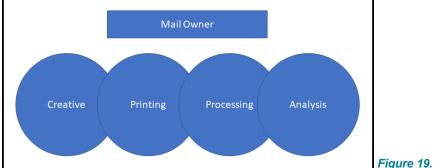
Figure 17. Illustration of IMb contents on individual mailpiece

#### Chart that shows

Туре	Field	Field Length (Digit)	Comments
	Barcode Identifier (BI)	2	Identifies source as Postal or Mailer as well as applicable presort level
Tracking	Service Type Identifier (STID)	3	Identifies services requested on mailpiece
Code	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

#### Appendix C. The Mailing Lifecycle

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.

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. The company wants to determine, between three different mailpieces, which mailpiece receives the best response rate. The company creates a unique vanity URLs for each of the three mailpieces to track visits and determine which mailpiece drove the most engagement.

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 out into three separate/unique lists (IMb Serial Numbers). By doing so, the company can apply three unique Informed Delivery campaigns, each with its own supplemental content (Ride-along and/or Representative Image, and URL). The company should check to ensure that the Serial Number printed on the mailpiece corresponds to the appropriate Informed Delivery campaign.

Mailpiece Treatment	Number of Customers	URLs	IMb Serial Start	IMb Serial End
1	5000	http://abcco/blue	00000001	000005000
2	5000	http://abcco/green	000005001	000010000
3	5000	http://abcco/red	000010001	000015000

Figure 20. 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.

Documents regarding the specific programming requirements and processes for *PostalOne!* campaign submissions are provided as links on the <u>Informed Delivery for Business Mailers</u> 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 <u>USPSInformedDeliveryeDoc@usps.gov</u>

#### PostalOne! Onboarding Check List

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

- Email the Informed Delivery eDoc team at <u>USPSInformedDeliveryeDoc@usps.gov</u> 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.
  - $\circ$  Username
  - o Password
  - Customer Registration ID (CRID)
  - Mailer ID (MID)
  - o Permit account number
  - ZIP Code<sup>™</sup> related to the Permit

#### Set Up Your PostalOne! CAT Account with Permit

- 1. Visit the <u>USPS BCG CAT</u> environment.
- 2. Create a BCG account:
  - a. Click on "Sign Up for the BCG"
  - b. Enter your business email address
  - c. Validate your business email address
  - d. Provide company name and address
  - e. Provide your contact information and click "Verify Account"
  - f. Once your account has been verified, create a username and password and answer the security questions

- 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!* <u>BCG CAT</u> <u>page</u> 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 <u>USPSInformedDeliveryCampaigns@usps.gov</u> email.

#### 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:

- Extract the 11-digit Delivery Point Codes (DPC) from IMb's, and;
- 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. Mailer ID (MID) and Intelligent Mail**® Barcode (IMb<sup>®</sup>) Information). 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.

	I-Sample IMb Listing July 2018.txt - Notepad		×
	File Edit Format View Help		
1	b02199999801020083775832768220082119999990102080567758324211400271999999010200637755857208102719999901020083775818955100027199999901020083775818708130027199999010200837758187081300271999990102008377581870813002719999901020083775818708300271999990102008377581870830027199999010200837758187083002719999901020083775851870830027199999010200837758518708300271999990102001275558708002719999901020012755587080027199999010200127555202814002719999901020012775585708002719999901020012775558708002719999901020012775558708002719999901020012775558708002719999901020012775558708002719999901020012775558708002719999901020012775558708002719999901020012775558708002719999901020012775558708002719999901020012775558708002719999901020012775558708002719999901020012775558708002719999901020012775587080027199999010200127755870800271999990102001277558708002719999901020012775587080027199999010200127755870800271999990102001277558708002719999901020012775587080027199999010200127755870800271999990102001277558708002719999901020012775577808027199999901020012775578080027199999010200127755781080271999999010200157746557808002719999901020012774657808000271999990102001277465780800027199999010200127755874657808000271999990102001277465780800271999990102001277465780800271999990102001277465788000071999990102001277465788000071999990102001277465788000071999990102001277465788000071999990102001277465788000071999990102001277467878000071999990102001277467786000719999901020012774678788000071999990102001277467878800007199999010200127746787880000719999901020012774678788000071999990102001277467878800007199999010200127744711402700000271999990102001277447114028000027199999010200237744716800007199999010200257744111018000271999990102002577441444000719999901020025774414440007199999010200257744144400071999990102002577441444000719999901020025774414440007199999010200257744144400071999990102002577441444000719999901020025774414440007199999010200257744414400071999990102002577444144000719999901020025774444440007199999010200257744444400071999990102002577444444000719999901020025774444	199999 199999 199999 199999 199999 199999 199999	90 90 90 90 90 90 90 90

**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 File > Options > Data and select "From Text (Legacy)" under the "Show legacy data import wizards" section.

FILE	-	- 🗟 - 🌡 - Ome inse		PAGE LAYOUT	FC	RMULAS DA	TA	REVIEW	VIE	W					E	Book1 - Ex	cel				
rom	From	-	)ther es * (	Existing Connections	Refresh All *	Connection		Z A Z Z Sort	Filter	Clear Reapply Advanced	Text to Columns	Flash Fill	Remove Duplicates	Data Validation ~		What-If Analysis	Relationships	→ Group	Ungroup	Subtotal	*클 Show Detai "클 Hide Detail
41		Get Data Fr Import data			1																
	A	В	C	) D		E	F	G		Н	1	J	К	L		4	N	0	Ρ	1.1	Q R
		-																			

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

	Text Import Wizard - Step 1 of 3	?	×
	The Text Wizard has determined that your data is Delimited.		
	If this is correct, choose Next, or choose the data type that best describes your data.		
	Original data type		
1	Choose the file type that best describes your data:		
	Delimited - Characters such as commas or tabs separate each field.		
	$\bigcirc$ Fixed width $$ - Fields are aligned in columns with spaces between each field.		

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.

Convert Text to Colu	mns Wizard - Step 2 of 3			?
This screen lets you s	et field widths (column bre	eaks).		
Lines with arrows sig	nify a column break.			
To CREATE a brea	k line, click at the desired p	oosition.		
To DELETE a brea	k line, double click on the l	ine.		
To MOVE a break	line, click and drag it.			
	^			
M	>			
Data preview				
Data preview	20 30	. 40	50	60
	·····T····T···		50	.60
	20903577583270502	40	50	60
10 00271999999010 00271999999010	·····T····T···		50	<u>60</u>
10 00271999999010 00271999999010 00271999999010 00271999999010 00271999999010	120903577583270502 120903677583242214 120903677583242214 120903777583232903 120903877581893610			60
10 00271999999010 00271999999010 00271999999010 00271999999010 00271999999010	120903577583270502 120903677583242214 120903777583232903		50	<u>60</u>
10 00271999999010 00271999999010 00271999999010 00271999999010 00271999999010	120903577583270502 120903677583242214 120903677583242214 120903777583232903 120903877581893610		50	<u>. 60</u>
10 00271999999010 00271999999010 00271999999010 00271999999010 00271999999010	120903577583270502 120903677583242214 120903677583242214 120903777583232903 120903877581893610		50	_60 

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

This screen lets you select each co	lumn and set the Data Format.	
Column data format <u>G</u> eneral <u>D</u> ate: <u>MDY</u> <u>D</u> o not import column (skip)	'General' converts numeric values to number to dates, and all remaining values to text. <u>A</u> dvanced	s, date value
D <u>e</u> stination: \$A\$1 Data <u>p</u> review		1
	33270502 33242214 33232903 31893610	

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).

Import Data			? ×
Select how you war	nt to view this	data in you	r workbook.
🌐 💿 Table			
🚺 🕕 PivotTak	ole Report		
📑 🔵 PivotCh	art		
📄 🔿 Only Cr	eate Connecti	on	
Where do you want	t to put the da	ta?	
Existing worl	ksheet:		
=SAS1		1	
O <u>N</u> ew worksh	eet		
Add this data to	the Data <u>M</u> od	lel	
Properties	0	K	Cancel

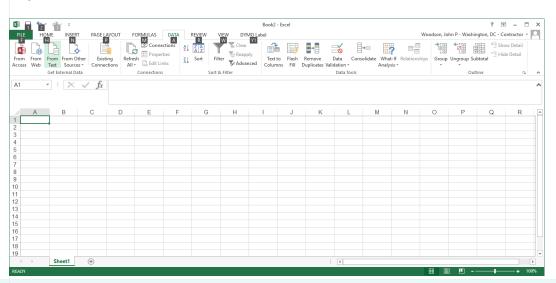
1.2.6. Content will be imported into Excel into five columns. The fifth column (Column E) contains the 11-digit DPC.

	Α	В	С	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

## 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."

Text Import Wizard - Step 1 of 3       ? ×         The Text Wizard has determined that your data is Delimited.       If this is correct, choose Next, or choose the data type that best describes your data.         Original data type       Choose the file type that best describes your data:            • Delimited         • Characters such as commas or tabs separate each field.            • Fixed width         • Fields are aligned in columns with spaces between each field.            • Start import at row:         1         • File grigin:         437; OEM United States         • Preview of file C,\Users\jwoodson\Documents\Pre-campaign File.txt.         1         / fe189399995         // 260782834651         // 3737666497         // 352079155962         // 352079155962         // 35207915962
if this is correct, choose Next, or choose the data type that best describes your data.   Original data type   Choose the file type that best describes your data:   ● Delimited   • Characters such as commas or tabs separate each field.   • Fixed width - Fields are aligned in columns with spaces between each field.   Start import at row:   1   ● File origin:   437: OEM United States   Preview of file C-\Users\users
Original data type Choose the file type that best describes your data: © Delimited Characters such as commas or tabs separate each field. Fixed width - Fields are aligned in columns with spaces between each field. Start import at row: My data has headers. Preview of file C_USers\jwoodson\Documents\Pre-campaign File.txt. 146193399995 280782834651 3195675225115 3195675225115
Choose the file type that best describes your data:
Preview of file C/Users/jwoodson/Documents/Pre-campaign File.txt.
• Fixed width       • Fields are aligned in columns with spaces between each field.         Start import at row:       1       • File grigin:       437 : OEM United States         My data has headers.       •         Preview of file CAUSers\woodson\Documents\Pre-campaign File.txt.       •         14/e193399995       •         28/o752252115       •
Start Import at row: 1 File grigin: 437; OEM United States   My data has headers.  Preview of file C\Users\jwoodson\Documents\Pre-campaign File.txt.  1 ke189399995 280782834651 395675225115 44373766497
My data has headers.         Preview of file C₁Users\jwoodson\Documents\Pre-campaign File.txt.         1↓€189399995         280782834651         3395675225115         4↓8373766497
My data has headers.         Preview of file C₁Users\jwoodson\Documents\Pre-campaign File.txt.         1↓€189399995         280782834651         3395675225115         4↓8373766497
Preview of file C.\Users\jwoodson\Documents\Pre-campaign File.txt.  1 ke1s9399995 28078284651 395675225115 4453737664957
280782834651 395675225115 4/\$3737668497
2.520/9153562 6.68405609799
B_Be3405609799 7/23935763777 ✓ ✓
C 3
Cancel < Back. Next > Einish
Leave the delimiters as is ("Tab"). Click "Next."

2.5.	Select "Text."
2.6.	The data will import into your Excel document.

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

krit	2.6	10.0										Book'	- Excel										Ш —	a	×
File	Но	ome	Insert	Page Layo	ut Ec	ormulas	Data	Review	View	Deloitte	Tools	ACROBAT	STAR	Wizard	Q Tell n	ne what yo	ou want to do.				Wool	lson, John	US - Arling	ton) 우 s	ihare
From	From Fr Web T	fext S	am Other ources ~ nal Data	Existing Connections	New Query	From Table Recent Sort Stansform	0	11- a	Connections Properties Edit Links rections	A. Son	Filter Sort & Fi	Clear Reapply Advanced	Text to Columns		Remove Duplicates		E+⊐ Consolidate Tools		Manage Data Model		Sheet	Group Ur	ngroup Subt		~
C11		- 4	×	√ fx																					^
4	A		В	c	D	E	F		G	н	ţ	J	к		L	м	N	0	Р	Q	1 8	R	s	т	*
	5189399 0782834																								
	5675225																								
4 63	3737668	497																							
5 53	2079155	962																							
	8405609																								
	3935763																								
	7676598																								
	8383835																								
	6522521	.256		-																					
11 23																									
13 20																									
	0052586	22																							
15	0052300																								
16																									

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

-	2.6.									Book1	- Excel								12	- 11	
Fi	ile Home	Insert	Page Layo			Review				ROBAT	STARWizard							Woodson	John (US - Ar	lington) 🙎	Sha
Ton	iss Web Text	From Other Sources -	Existing Connections	New Cuery - Const	how Queries rom Table ecent Source ransform	Refresh All - DE Conne	Connections Properties dit Links ctions	2. <u>(12</u> ) 3. Sort	Filter To R Filter To R Sort & Filter	ilear Reapply Advanced	Text to Flash Columns Fill	Remove Duplicate	Data S Validation Data	Consolidate Tools	Relationships		What-If F	orecast Gro Sheet	up Ungroup S Outline		
12		×	✓ fx	=len(A2)																	
zi	А	В	с	D	E	F	G	н	I.	J.	К	L	M	N	0	Р	Q	R	S	т	
	ZIP11	Length																			
	46189399995	=len(A2)																			
	80782834651																				
	95675225115																				
	63737668497																				
	52079155962																				
	68405609799																				
	23935763777																				
	37676598953																				
	28383835265																				
	56522521256																				
	22101																				
	27244																				
	20007																				
	1005258622																				
6																					
7																					

**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.

Đ,										Book1	- EXCEL								1	G	23
	e Home	Insert	Page Lay	out Form	nulas Data	Review	N View	Deloitte	Tools	CROBAT	STARWizard	a 🖓 Tell	me what you	want to do.				Woodson, Jo	ohn (US - Arli	ngton) 🙎 S	harg V1
ron	ss Web Text	From Other Sources	Existing Connection	New S Query - 3	Show Queries From Table Recent Sources Transform	All -	Connections Properties Edit Links	A. JOIL		CI Reapply Advanced	Text to Has Columns Fill	Remove Duplicates	Data Validation • Data 1		■ Relationships	Manage Data Model	What-If Fo Analysis - S Forecas		Ungroup Su Outline	btotal	~
2	200	× ×	/ fx	=LEN(A2)																	
				100004-004																	
	А	В	С	D	E	F	G	H	1	1	К	. L.	M	N	0	р	Q	R	S	т	
	ZIP11	Length																			
	46189399995	11																			
3	80782834651	11																			
1	95675225115	11																			
5	63737668497	11																			
5	52079155962	11																			
7	68405609799	11																			
3	23935763777	11																			
	37676598953	11																			
0	28383835265	11																			
11	56522521256	11																			
2	22101	5																			
	27244	5																			
	20007	5																			
5	1005258622	10																			

**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.

B 9.6.	1000000	20100700000	201 200	nulas Dati	62003	2000 Valida	Deloitte	1000			A 0.1		ou want to do								
File Home	Insert	Page Layou	t For	nulas Data					ACROBAT	STARWizi	and Vitel	me what w	ou want to do				Wood	son, John (	(US - Arlingto	in). 74 s	anan
	•			Show Queries	Refresh	Connections			Clear Reapply		ž 🖬 -	20	<b>B</b> -m	22	Q	?	Z				
cess Web Text		Existing Connections		Recent Source	S All -	Edit Links	AL Sort	Hiter	V Advanced	Text to Fl Columns F	ash Remove ill Duplicate	s Validation			Manage Data Model	Analysis -	Sheet		group Subtot	al	
Get Ex	ternal Data		Get	& Transform	6	onnections		Spet & Fi	Her			Dati	a Tools			Fores	cast	0	Outline	91	
25 -	1 × 1	/ fx																			
			_		_															-	
A	В	с	D	E	F	G	н	1	Ų	K	L	м	N	0	Р	Q	F	R	S	т	
1 ZIP11 ~	B Length ज		D	E	F	G	н	1	U	к	L	м	N	0	р	Q	F	2	S	т	
ZIP11 ~			D	E	F	G	Н	1	J	к	L	М	N	0	Р	Q	F	2	S	T	
2 22101			D	E	F	G	н	1	J	К	L	М	N	0	Р	Q	F	l.	S	Ţ	
2 22101 3 27244			D	E	F	G	н	1	J	K	L	М	N	0	Р	Q	F	2	S	Ţ	
2 22101 3 27244 4 20007			D	E	F	G	H	1	J	K	L	М	N	0	Р	Q	F	1	S	Ţ	
2 22101 2 22101 3 27244 4 20007 5 1005258622	Length F 5 5 5 5		D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	F	1	S	Ţ	
1 ZIP11 ~ 2 22101 3 27244 4 20007 15 1005258622	Length F 5 5 5 5		D	E	F	G	н	I	J	K	L	M	N	0	P	Q	F	2	S	Ţ	
	Length F 5 5 5 5		D	E	F	G	H	.1	J	K	L	M	N	0	P	Q	F	2	S	Ţ	

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

From From From F Access Web Text Get Ext		ections Query -	Show Querie From Table Recent Sour et & Transform	Refresh ces All -	Connections C Properties C Edit Unks Onnections	2. <u>6.2</u> <u>8.</u> Sort	Filter		Text to Fla Columns Fi	sh Remove Duplicate	Data s Validation - Data		Relationships	Manage Data Mode		orecast Grou Sheet	Dutline	ubtotal
A15 -	X	<i>f</i> x 100525	8622															
A	В	C D	E	F	G	н	Ì	J	K	L	M	N	0	Р	Q	R	S	т
14 20007 1: X Cut 1: Dopy 1: Paste Options 1: 1: Paste Special 2: Insert Row	5 10																	
2. Delete Row 2. Clear Contents																		
2: E Format Cells 2: Bow Height 2: Lide 2: Lide 2: Lide																		

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

2193	100											- Excel									33	(F)	-
File	Home	Insert	Page Layor	ut F	ormulas	Data	Review	/ View	Deloitte	Tools	ACROBAT	STARW	izard	🖓 Tell m	ie what ye	ou want to do.				Woodson,	John (US - J	vilington)	R, st
From I Access	Web Text	rom Other Sources * emal Data	Existing Connections	New Query -	Show Q From Ta 3 Recent et & Transfor	able Sources	Refresh All -	Connections Properties Edit Links nections	9J <u>X 2</u> X Sort	Filter Sort & F	T Clear To Reapply Advanced	Text to Columns		Remove Duplicates V				Manage Data Model					10 III
C10	+ 1	×	√ fz																				
	A	в	c	D	E		F	G	н	т	T	v		1	м	N	0	р	Q	R	s	т	
1 716		Length -		0				0				3			141	14	0		×.		5		
	189399995	11																					
	782834651	11																					
4 95	675225115	11	L																				
5 63	737668497	11																					
6 52	079155962	11	L																				
7 68	405609799	11	í.																				
8 23	935763777	133	L.																				
	676598953	11	L																				
10 28	383835265	11																					
	522521256	11	L																				
	JEEJEIEJU																						

80.6.						- Excel					四)	- 0 ×
File Home	Insert Page Layout	Formulas Data	Review Vi	w Deloitte Tools	ACROBAT	STARWizard	☑ Tell me what y	ou want to do		v	Woodson, John (US - A	nlington) & Shar
Access Web Text	rom Other Existing Sources - Connections C	New Uery - 🔀 Recent Sources	Refresh All - Connections	es A Sort Fil	ter Clear	Text to Flash Columns Fill	Remove Data Duplicates Validation	Consolidate Relat	ionships Manage Data Mode	What-If Fore Analysis - She Forecast	cast Group Ungroup	Subtotal
		a'\$ ·% ) ⊒	Connections	301	22 P11022		LAB	a loois		Porticast	Chaine	
B1 -		· □ · ‰ ∅ ✓										
A	· · ·	DE	F G	н	1	K	L M	N	O P	Q	R S	T
	Len X Cut											
2 46189399995 3 80782834651	Paste Options:											
4 95675225115												
5 63737668497	Paste Special											
6 52079155962 7 68405609799												
	Insert											
8 23935763777												
8 23935763777 9 37676598953												
8 23935763777 9 37676598953 10 28383835265	Clear Contents											
8 23935763777 9 37676598953												

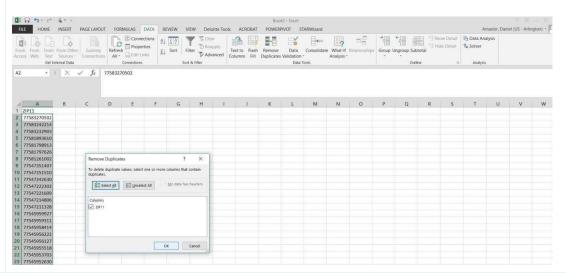
#### 3. Select all of the entries below the ZIP11 column header

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

FILE HOME	INSERT	PAGE LAYOU	T FORMULAS	DATA REVIEW	VIEW Deloitt	Tools ACROBAT	Book2 - Excel F POWERPIVOT STARWizard				Amador, I	? 📧 — 🗗 Daniel (US - Arlington) • 🕅
rom From From rcess Web Text	From Othe	Existing	Refresh All - Connections	ties Z1 Sort			Remove Data Consolidate	What-If Analysis -	Group Ungroup Subto	atal	Data Analysis     Solver     Analysis	
2 *	i 🗙	✓ f <sub>x</sub>	77583270502				Remove Duplicates Delete duplicate rows from a sheet You can pick which columns should be checked for duplicate					
A	8	C	DE	F	з н	1 1	information.	N O	P Q	R S	T U	V W
ZIP11 77583270502 77583242214 77583232903 77581893610 77581798913												

3.2

Click "OK" when the Remove Duplicates window appears.



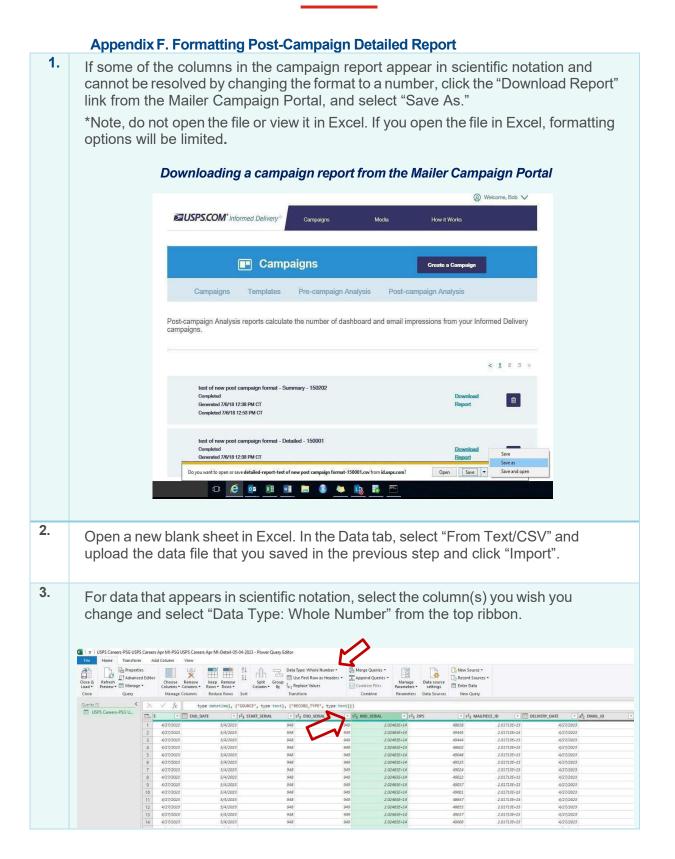
**3.3** Click "OK" to accept the removal of duplicates and save the file to your computer as a .csv file.

	FILE HOME	INSERI	PAGE LAY		RMULAS D		EW VIE	w Del	onte loois	ACROBAT	POWER	PIVOT S	IARWIZAID							dor, Daniel (U	- Armigton)
	cess Web Text	From Othe Sources -	r Existing Connection	ons All -	Connect	ions 21 2 es 21 5	iort Filts	9 10	ar apply vanced	Text to Flash olumns Fill	Remove		-	e What-If Rei Analysis -	ntionships Grou	p Ungroup Su	btotal 3 s	how Detail lide Detail	Contraction Contra	is	
		×	√ fx	775832	70502																
	A	8	C	D	E	F	G	н	1	J	К	L	М	N	0 P	Q	R	S	Т	U	v w
	ZIP11																				
2																					
3	77583242214																				
4	77583232903																				
5	77581893610																				
6	77581798913																				
7	77581797626								A.C.aure	oft Excel				×							
8	77581261002								MOCIOS	OILEXCEL				^							
9	77547351407									1.11.21											
	77547251510									8 duplicate	values found	and removed	t; 19992 unique	values remain.							
	1 77547242630										1										
	2 77547222302										L	OK									
13	3 77547221609								-	-	-										
	4 77547214806																				
	5 77547211328																				
15	5 77545959927																				

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

File     Image: Second se	iop Share View									U	×
Pin to Quick Copy Past access Cipbol	Paste shortcut	Move Copy to * Copy to * Copy to * Copy	New Rem *	Properties	Copen -	Select all	one lection				
← → • ↑	> This PC > Deskto	op >					v	U	Search Desktop		P
<ul> <li>Quick access</li> <li>Documents</li> <li>Downloads</li> </ul>	*	Name Book2.csv Copy of Book1(v2).csv		12:07 PM 11:55 AM	Microsoft	t Excel Co t Excel Co		254 KB 645 KB	5		
49 items	* ~	Copy of Book1(v2).xlsx Sunburst.potx	9/5/2018 6/6/2018	11:54 AM 4:11 PM		t Excel W t PowerPo		329 KB 276 KB	5		

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



## Appendix G. IV-MTR IDPC Data Dictionary

A detailed version of the IV-MTR IDPC Data Dictionary can be found on the <u>IV-MTR</u> <u>PostalPro</u> website.

Et al di Marson	Field Description	Osmula Data
Field Name	Field Description	Sample Data
Barcode Identifier	Barcode Identifier of the mailpiece IMB Code	01
Barcode Mailer ID	Barcode Mailer ID of the mailpiece IMB Code	123456
BarcodeSerial Number	Serial Number of the mailpiece IMB Code	990019102
Brand Display Name	The name displayed in the "From" field of the campaign	ABC Company
Campaign Code	A mailer generated unique code for a campaign	ABC July 2020
Campaign Title	A mailer generated title for a campaign	ABC071020
Delivery Date	The date that a mailpiece was processed for delivery	2020-01-01
eDoc Submitter CRID	USPS-generated numeric code of up to 15 digits that uniquely identifies a USPS EDOC Submitter (for PO! campaigns only)	4614860
eDoc Submitter Name	The name of the organization that submitted the electronic documentation to the postal service for mailing.	ABC Company
Email ID	A unique identifier for each mailpiece. Automatically generated by USPS	1587469
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.	2020-08-30
End Serial	If the campaign is based on IMb Serialized (not MID level) – indicates a six-digit or nine-digit ending Serial Number.	987456124
Image Position in Email	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.)	3
Mail Owner CRID	USPS-generated numeric code of up to 15 digits that uniquely identifies a USPS Mail Owner (for PO! campaigns only)	222342884
Mail Owner Name	The name of the organization that owns the mail being sent.	ABC Company
Mail Preparer CRID	USPS-generated numeric code of up to 15 digits that uniquely identifies a USPS Mail Preparer (for PO! campaigns only)	222342889
Mail Preparer Name	The name of the organization that prepared the mailing and/or delivered it to the postal service for mailing.	ABC Company
MailerID	The six-digit or nine-digit numeric code that was submitted for the campaign (for all campaigns)	987546321
Mailer Name	The name of the owner of the MID that's on the mailpiece IMB	ABC Company

Mailpiece ID	A unique identifier for each piece. Automatically generated by USPS	1254789122
Service Type Code	Service Type Code of the mailpiece IMB Code	011
Source	Where the click-through originated. Includes the following:	RIDEALONG_WEBSITE
	" <b>RIDEALONG_WEBSITE</b> " = click-through originated from the Learn More link on the dashboard	
	" <b>RIDEALONG_WEBSITE_IMAGE</b> " = click-through originated from the campaign image on the dashboard	
	" <b>RIDEALONG_EMAIL</b> " = click-through originated from the Learn More link in the Daily Digest	
	<pre>"RIDEALONG_EMAIL_IMAGE" = click-through originated from the campaign image in the Daily Digest</pre>	
	" <b>RIDEALONG_REMINDER_WEB</b> " = click-through originated from the Learn More link on the reminder submission webpage	
	" <b>RIDEALONG_REMINDER_WEB_IMAGE</b> " = click-through originated from the ridealong image link on the reminder submission webpage	
	" <b>RIDEALONG_REMINDER</b> " = click-through originated from the Learn More link within the reminder email	
	" <b>RIDEALONG_REMINDER_IMAGE</b> " = click- through originated from the ridealong image in the reminder email	
Start Date	The start date of the campaign as specified by the mailer	2020-08-30
Start Serial	If the campaign is based on IMb Serialized (not MID level) – indicates a six- or nine-digit starting Serial Number.	987456120
Status	Status of the campaign. Includes the following: ACTIVE, COMPLETE, CANCELLED	ACTIVE
Submitter CRID	USPS-generated numeric code of up to 15 digits that uniquely identifies a USPS Submitter (for all campaigns)	123456
Whenclicked through	The time stamp of when a link from a campaign was clicked using the local time	2020-05-14 01:32:36- 0400

 $\ensuremath{\textcircled{\sc 0}}$  2025 United States Postal Service. All Rights Reserved.

When email was opened	The time stamp of when an email was opened using the local time	2020-05-14 01:30:36- 0400
When email was sent	The time stamp of when an email was sent using the local time	2020-05-14 01:00:36- 0400
ZIP5	The ZIP Code of the subscriber (recipient)	12345
Record Type	Identifies the type of record being provisioned. Includes the following:	Piece
	<b>Non-Email</b> = details for pieces that are not sent in emails	
	<b>Open Details</b> = details for email opens	
	<b>Click Details</b> = details for click tracks	
	<b>Email</b> = details for emails sent	
	<b>Piece</b> = details for mailpieces associated to campaigns	
	Status = details for campaign status updates	
	>10pcs = a piece that was not included in an email due to the user already having 10 images in their daily digest email	

#### Appendix H. Legal Terms & Conditions

Please navigate to the <u>Informed Delivery for Business Mailers</u> website to find the latest <u>Informed Delivery Interactive Campaign Mailer/Submitter Terms and Conditions</u>.