INFORMED DELIVERY®
OVERVIEW

For Business Mailers and Shippers

Last Updated: March 2025
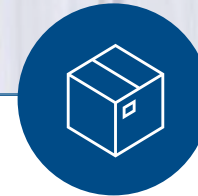
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TOPICS

Informed Delivery Overview

Benefits of Informed Delivery for Businesses

Building Informed Delivery Mail Campaigns

Building Informed Delivery Package Campaigns

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Informed Delivery Overview

WHAT IS INFORMED DELIVERY?

The USPS® Informed Delivery feature provides customers a digital preview of their mail and package tracking information while offering businesses an integrated marketing approach to meet today's consumer demands.

FOR CONSUMERS

Consumers receive **scanned images** of the exterior of incoming letter and card-sized mailpieces that are expected to be delivered soon.

Mailpiece images and package tracking information are available via **email notification, online dashboard, and the USPS Mobile® app.**
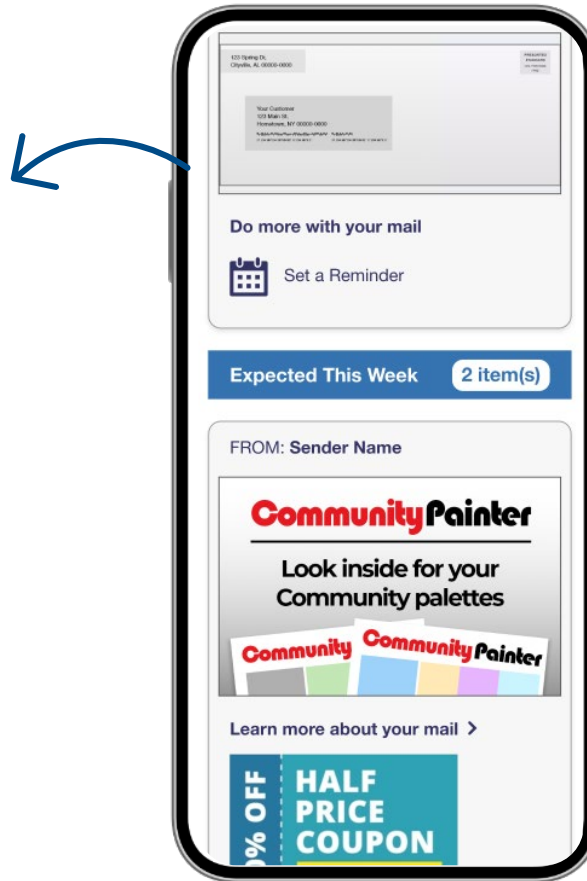
FOR BUSINESSES

Mailers and shippers can leverage the **interactive campaigns** feature to promote their product or brand message, for free.

Campaigns include **custom images and a URL that redirects the user to a digital experience.**

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INFORMED DELIVERY AND THE DAILY DIGITAL ROUTINE

Nothing replaces the tactile value of hardcopy mail or packages, but USPS is responding to consumers' increasing desire to interact and communicate digitally with everything, including their mail and deliveries.

Physical Mail or Package
Consumers and businesses still value physical mail and packages and the **tactile experience** that they offer.
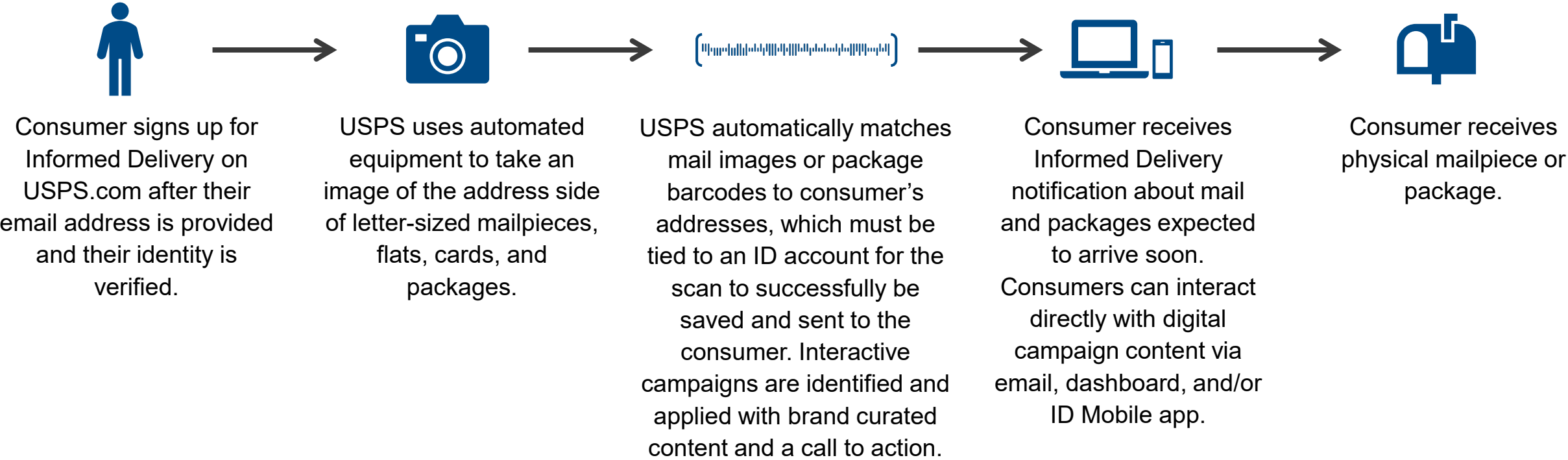
+

Digital Experience
Informed Delivery enhances the value of physical deliveries by creating a **new digital moment** through digital content (i.e., custom images and target URL).

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HOW DOES INFORMED DELIVERY WORK?

USPS leverages existing mail imaging and package tracking processes to provide digital previews of household mail and package tracking statuses to Informed Delivery consumers.

Consumer signs up for Informed Delivery on USPS.com after their email address is provided and their identity is verified.

USPS uses automated equipment to take an image of the address side of letter-sized mailpieces, flats, cards, and packages.

USPS automatically matches mail images or package barcodes to consumer's addresses, which must be tied to an ID account for the scan to successfully be saved and sent to the consumer. Interactive campaigns are identified and applied with brand curated content and a call to action.

Consumer receives Informed Delivery notification about mail and packages expected to arrive soon. Consumers can interact directly with digital campaign content via email, dashboard, and/or ID Mobile app.

Consumer receives physical mailpiece or package.

Businesses submit Informed Delivery campaigns while carrying out the usual mailing/shipping steps

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WHO CAN PARTICIPATE?

Organizations across a variety of industries can (and should!) conduct Informed Delivery campaigns to enhance their physical mailings.

Brands
Companies that own the brand and the decision to mail or ship

Mail/Package Service Providers
Companies that support brands with mail or package printing, addressing, barcoding, sorting, distribution, and/or commingling

Advertising Agencies
Companies that support mail or package owners with media decisions, campaign creative, mailpiece/package design, etc.

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Benefits of Informed Delivery for Businesses

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THE INFORMED DELIVERY DIFFERENCE

Informed Delivery campaigns provide value for brands by offering an additional touchpoint to re-engage customers, expand reach, and boost engagement.

Save Advertising Dollars

Informed Delivery campaigns provide a **free marketing channel** for businesses to promote custom messages. Brands can elevate their hardcopy mailpieces or packages by pairing them with a digital experience at no additional cost.

Expand Reach and Boost Engagement

Campaigns allow brands to generate **additional digital impressions** for intended recipients. With millions of active users and a high email open rate, Informed Delivery provides brands an opportunity to reach an already engaged audience.

Gain Customer Insights and Data

Brands can leverage campaign data to **gather insights on how customers interact with the brand**, along with key performance metrics (i.e., open rates, click-through rates).

Elevate the Customer Experience

Customers can **act on their mailpiece or package immediately**—regardless of whether they retrieve it from their physical mailbox. This in turn allows brands to see results faster.

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BOOST YOUR DIRECT MAIL PERFORMANCE

Informed Delivery can help business mailers get their message heard and encourage actions from their customers.

Direct mail works…
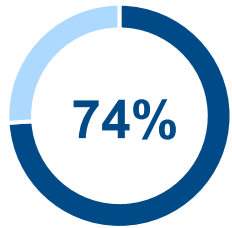
74% — **of marketers** agree that direct mail delivers the best ROI, response rate, and conversion rates over all other channels used.[1]

…especially when combined with digital.
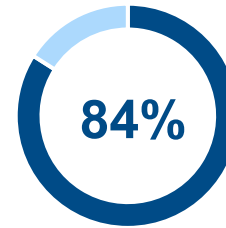
84% — **Of marketers** say a cohesive customer journey across all touchpoints and channels is critical to the success of their marketing strategy.[2]

*With a targeted, omni-channel strategy that combines both online and offline channels, like Informed Delivery, your media mix can meet customers at every touchpoint, **so your message breaks through.***

[1]Why a voter-driven media mix is critical to your campaign success - USPS Deliver The Win
[2]Sixth Edition State of Marketing Report - Salesforce.com

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INFORMED DELIVERY PACKAGE CAMPAIGNS

Informed Delivery has made checking the status of a package an additional touchpoint for brands to engage their customers.

BENEFITS OF PACKAGE CAMPAIGNS:

Maximize Brand Exposure and Drive Conversions
Connect with highly-engaged customers in a marketing channel that has millions of users and an email open rate that's more than double industry standards.[1]

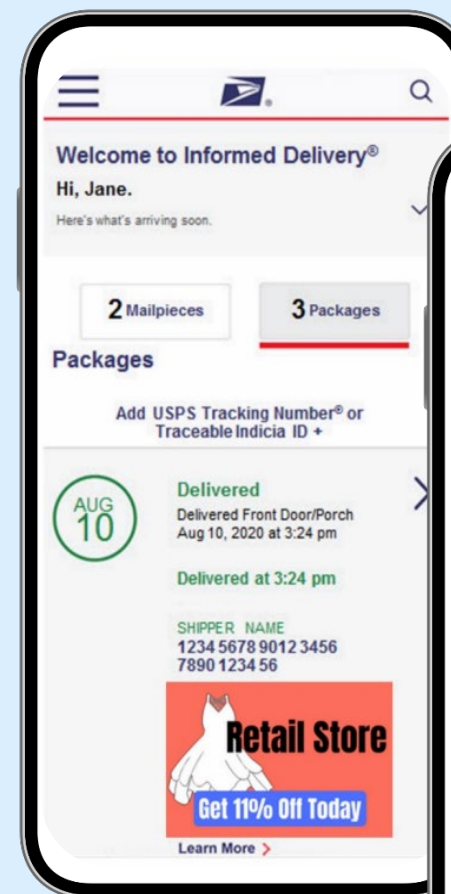### Conduct and Manage Marketing Campaigns with Ease
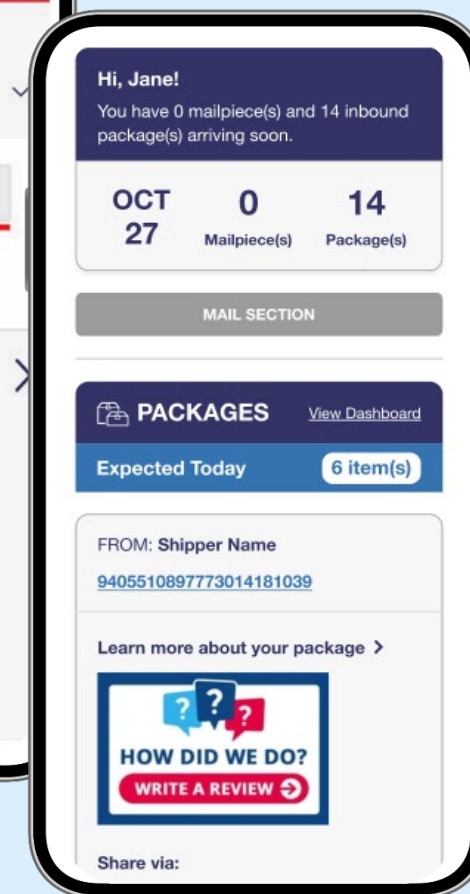Efficiently launch and manage campaigns of all sizes, from one easy-to-use portal.

Generate Deeper Customer Insights
Leverage campaign data in combination with other first-party data to design experiences that recognize the needs and desires of your customer base.
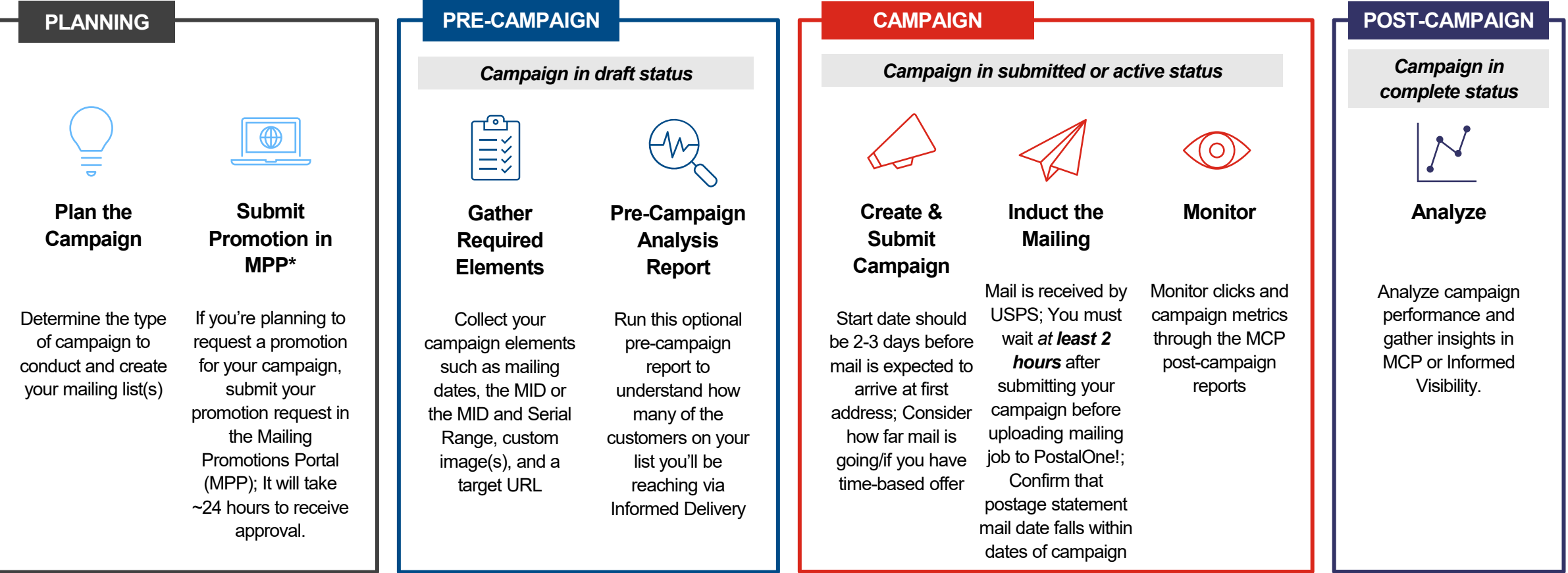
Online Dashboard

Daily Digest

Clickable images along with package tracking information creates additional customer interactions and generates new insights for businesses.

[1]Email Open Rate: Statistics & 17 Best Practices (2025 Guide) | Mailmunch

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Building Informed Delivery Mail Campaigns

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OVERVIEW OF THE MAIL CAMPAIGN PROCESS

The following represents a high-level overview of the steps to take when creating your Informed Delivery mail campaign.

PLANNING

Plan the Campaign

Determine the type of campaign to conduct and create your mailing list(s)

Submit Promotion in MPP*

If you're planning to request a promotion for your campaign, submit your promotion request in the Mailing Promotions Portal (MPP); It will take ~24 hours to receive approval.

PRE-CAMPAIGN

Campaign in draft status

Gather Required Elements

Collect your campaign elements such as mailing dates, the MID or the MID and Serial Range, custom image(s), and a target URL

Pre-Campaign Analysis Report

Run this optional pre-campaign report to understand how many of the customers on your list you'll be reaching via Informed Delivery

CAMPAIGN

Campaign in submitted or active status

Create & Submit Campaign

Start date should be 2-3 days before mail is expected to arrive at first address; Consider how far mail is going/if you have time-based offer

Induct the Mailing

Mail is received by USPS; You must wait *at least 2 hours* after submitting your campaign before uploading mailing job to PostalOne!; Confirm that postage statement mail date falls within dates of campaign

Monitor

Monitor clicks and campaign metrics through the MCP post-campaign reports

POST-CAMPAIGN

Campaign in complete status

Analyze

Analyze campaign performance and gather insights in MCP or Informed Visibility.

*This step only applies for campaigns that are requesting a promotion

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CHOOSE YOUR SUBMISSION METHOD

Based on your needs, leverage one or more of the following USPS tools to create, submit, and manage Informed Delivery mail campaigns.

MAILER CAMPAIGN PORTAL (MCP)	MAILING PROMOTIONS PORTAL (MPP)*	POSTALONE!	INFORMED DELIVERY API
Self-service portal for creating mail campaigns manually, one at a time. Ideal for less complex mailings.	Self-service portal for submitting mailing promotions requests as well as a manual submission of Informed Delivery campaigns.	Electronic file submission (eDoc) method where campaign data is submitted, either embedded in a mailing job or independent of the mailing.	Enables direct integration with Informed Delivery application. Can support automation and seamless campaign management.

*This submission channel is only applicable for campaigns that are requesting a promotion

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DEFINE YOUR LIST & SEGMENTATIONS

Determine if one campaign will work for all recipients or if you need to have segments within the mailing for specific ZIP Codes™. Note, campaigns require the full 11-digit delivery point in the printed barcode.

Same Campaign to Target All Customers

Use your unique **Mailer ID (MID)** to have all customers see the same campaign. Campaign will apply to all mailpieces with the campaign MID, no matter the serial number.
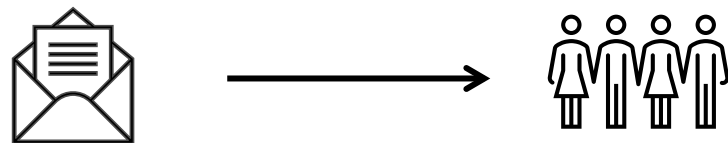
OR

Different Campaigns to Target Groups of Customers

Use your **MID** and a defined Serial Number Range within the **Intelligent Mail® Barcode (IMb)** to apply different campaigns to groups of customers.

A

B
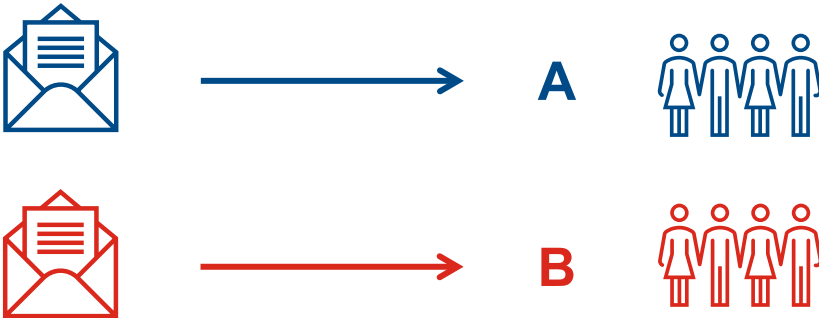
Note: Mailers also have the option to create a non-sequential campaign where individual mail pieces are targeted for inclusion in the digital preview without relying on a specific sequence or range of serial numbers on the mail barcode.

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DETERMINE MID & IMB SERIAL NUMBER

Prior to submitting a campaign, determine your unique MID, IMb Serial Number, and Routing Codes.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID		Service Type ID			MID									IMb Serial Number						Routing Code (i.e., Delivery Point Code)										

MID

- 6- or 9-digit identifier assigned to mail owner, brands, MSPs, ad agencies, and printers
- Used to match mailpieces to campaigns of all types

IMb Serial Number

- Unique 6 or 9-digit number
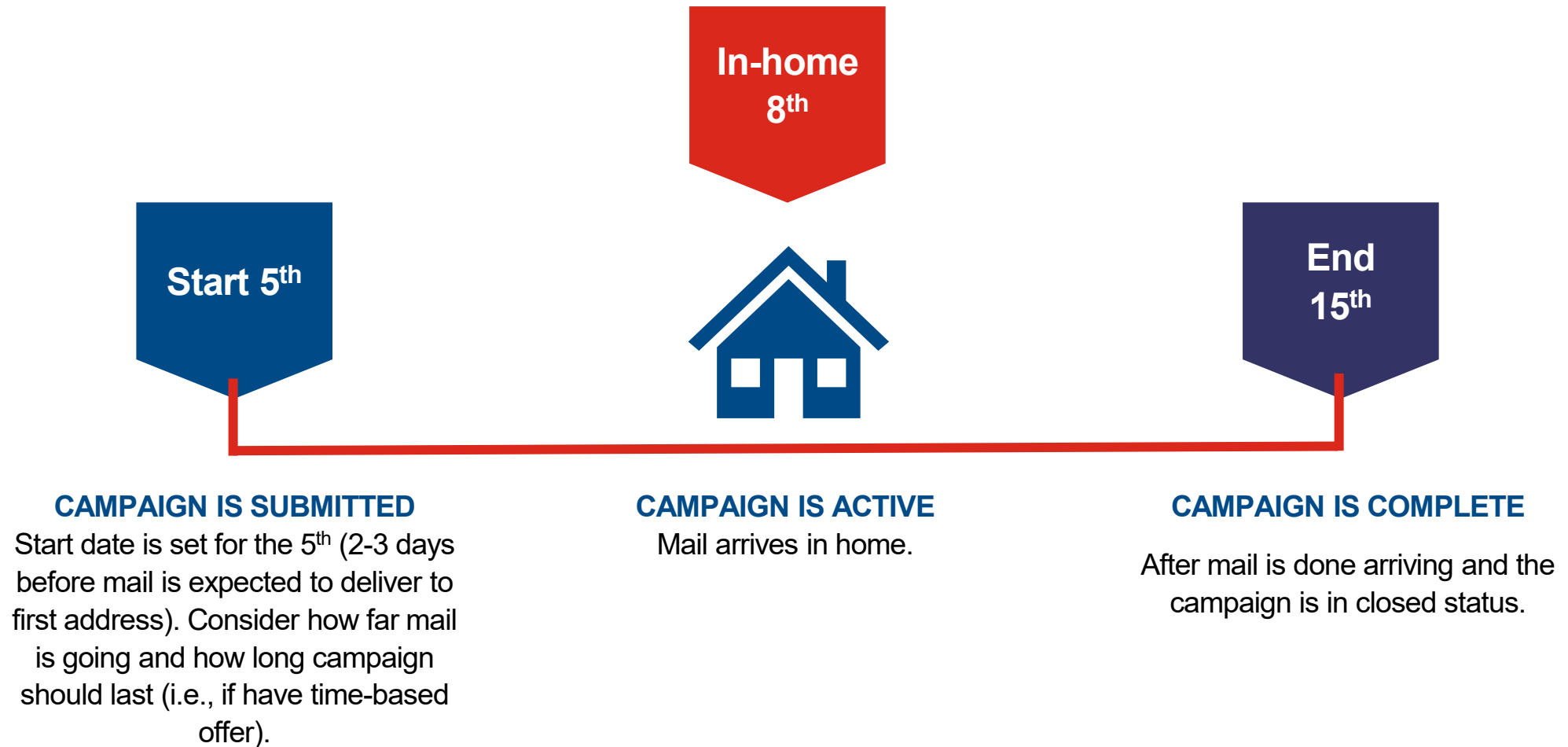- Used to match mailpieces to serial range and non-sequential campaigns

Routing Code

- Unique 11-digit ZIP Code for destination delivery address
- Required on all Informed Delivery mailings to match pieces to households

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SET YOUR CAMPAIGN TIMELINE

Consider the mail destination and the class of mail when choosing the target in-home dates.

In-home
8th

Start 5th

End
15th

CAMPAIGN IS SUBMITTED

Start date is set for the 5th (2-3 days before mail is expected to deliver to first address). Consider how far mail is going and how long campaign should last (i.e., if have time-based offer).

CAMPAIGN IS ACTIVE

Mail arrives in home.

CAMPAIGN IS COMPLETE

After mail is done arriving and the campaign is in closed status.

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ORGANIZE YOUR CAMPAIGN ELEMENTS

Effective use of campaign elements will help you manage and organize your mail campaigns.

MAILER CAMPAIGN PORTAL:

Brand Display Name ⓘ
Enter or select the campaign Display Name

Campaign Title ⓘ
Enter a Campaign Title

Campaign Code ⓘ
Enter the company's Campaign Code

Select your Campaign Type: ⓘ
○ Serial Range Sequential ○ MID Level ○ Non Sequential

Mailer ID (MID) ⓘ
Enter or select a 6 or 9 digit MID

Intelligent Mail® Barcode (IMb) Serial Number Range ⓘ
Enter 6 or 9 digit start number
to
Enter 6 or 9 digit end number

Campaign Start and End Dates
In order to optimize your campaign, we recommend selecting a start date 3 days before and an end date 3 days after your in-home delivery dates.

Select date range 📅
Select date range 📅

Mailpiece Shape ⓘ
○ Letter ○ Card ○ Flat

CAMPAIGN DESCRIPTION ELEMENTS:

1 Brand Display Name

2 Campaign Title

3 Campaign Code

4 Campaign Type

5 MID and Serial Number Range

6 Campaign Dates

7 Mailpiece Shape

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PRODUCE AND SUBMIT YOUR CREATIVE CONTENT

Design the representative image, ride-along image, and target URL that will appear in your campaign.
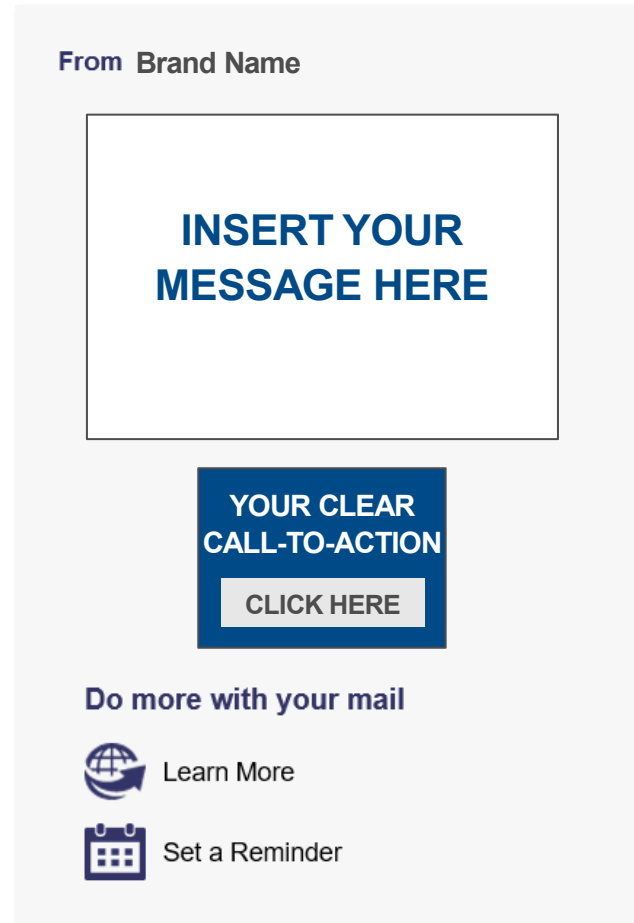
RIDE-ALONG IMAGE
(Required)

Clickable image that is presented under the scanned mail image or representative image

TARGET URL
(Required)

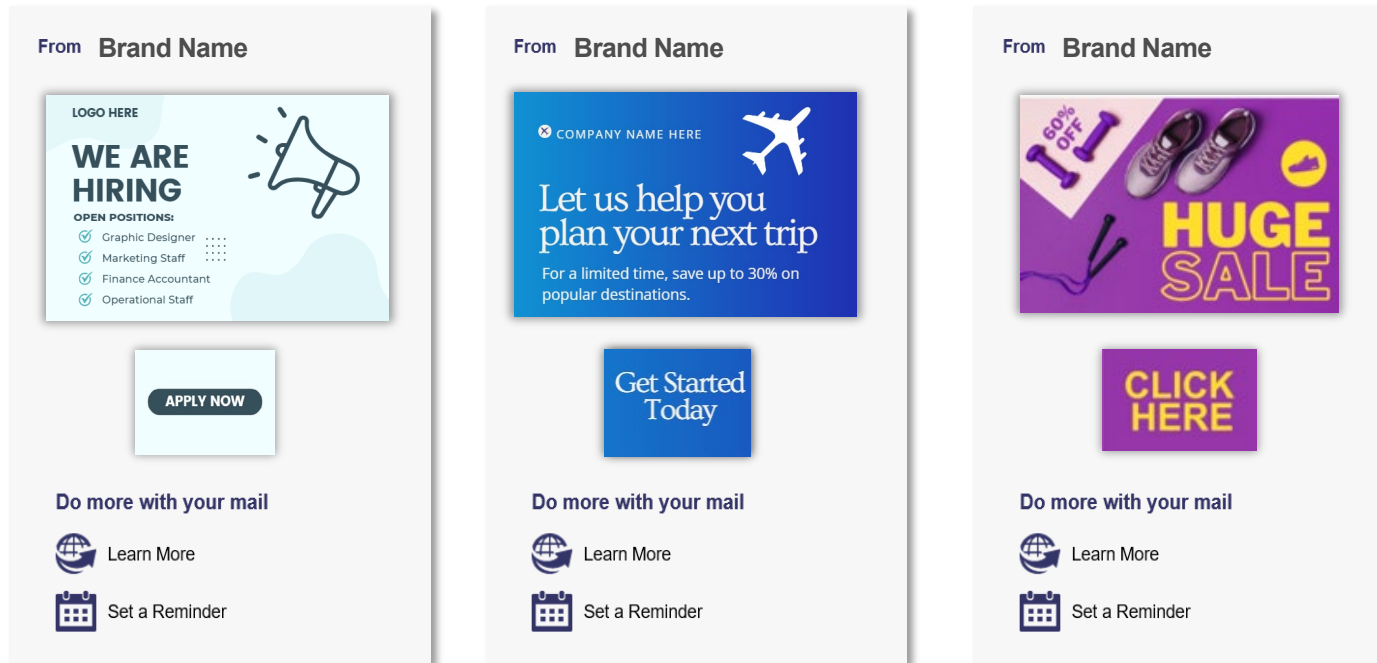URL attached to ride-along image and Learn More link that connects the consumer to the digital experience

From Brand Name

INSERT YOUR MESSAGE HERE

YOUR CLEAR CALL-TO-ACTION

CLICK HERE

Do more with your mail

Learn More

Set a Reminder

REPRESENTATIVE IMAGE
(Optional for mail campaigns only)

Non-clickable image that can be provided in lieu of a flat-size image or in place of a scanned mail image

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BEST PRACTICES FOR CAMPAIGN CREATIVE

There are several best practices to keep in mind when developing your campaign creative that can help garner the highest results.

From **Brand Name**

LOGO HERE

WE ARE HIRING

OPEN POSITIONS:
- ✓ Graphic Designer
- ✓ Marketing Staff
- ✓ Finance Accountant
- ✓ Operational Staff

APPLY NOW

Do more with your mail

🌐 Learn More

📅 Set a Reminder

From **Brand Name**

⊗ COMPANY NAME HERE

Let us help you plan your next trip

For a limited time, save up to 30% on popular destinations.

Get Started Today

Do more with your mail

🌐 Learn More

📅 Set a Reminder

From **Brand Name**

60% OFF

HUGE SALE

CLICK HERE

Do more with your mail

🌐 Learn More

📅 Set a Reminder

High-performing campaigns often feature the following:

- ✓ Representative image includes primary marketing message, matching the message of the physical mailpiece

- ✓ Ride-along image that has a clear call to action

- ✓ Images with high contrast colors that match your company's branding

- ✓ Legible text (and not too much of it!)

- ✓ High-resolution images that aren't blurry or pixelated

- ✓ A balance of images, graphics, and text

Visit our Business Mailers and Shippers site for a full list of best practices for Informed Delivery campaigns.

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ANALYZE CAMPAIGN SUCCESS & METRICS

Informed Delivery offers several tools to track and manage the success of mail campaigns.

PRE-CAMPAIGN ANALYSIS REPORT

Provides an aggregate output of how many Informed Delivery consumers you will be reaching with your campaign. Available in the Mailer Campaign Portal (MCP).

POST-CAMPAIGN SUMMARY AND DETAILED REPORTS

Provides the results of individual campaigns, including the number of users that were sent an email, the open rate, and the number of click-throughs. Available in the MCP.

INFORMED VISIBILITY® – MAIL TRACKING & REPORTING (IV®-MTR)

Provides near real-time data with two options for receiving data: one-time queries and data feeds. Data access delegation is available at the MID or Customer Registration Identification (CRID) level.

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LEVERAGE CAMPAIGN INSIGHTS

The post-campaign detailed reports provide a wealth of information related to an individual campaign that businesses can leverage to improve future campaign performance.

GENERATE DEEPER CUSTOMER INSIGHTS

Leverage campaign detailed data in combination with your other first-party data to identify insights at the individual mailpiece level.

EXPERIMENT WITH CAMPAIGNS

Compare the performance of similar campaigns against each other to determine the types of campaigns that perform better.

CONTINUOUSLY REFINE CAMPAIGNS WITH DATA

Reference performance data to improve future campaigns.

DETAIL REPORT INCLUDES THE FOLLOWING RECORDS:

- Mailpieces matched to ID households (based on MID + Serial Number)

- Emails generated with campaigns

- Email open timestamps

- Click through timestamps

- Click through source (i.e., email, dashboard)

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Building Informed Delivery Package Campaigns

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OVERVIEW OF THE PACKAGE CAMPAIGN PROCESS

The following represents a high-level overview of the steps to take when creating your Informed Delivery package campaign.

PLANNING

Campaign in draft status

Plan the Campaign

Determine your campaign messaging and create your shipping list(s).

Gather Required Elements

Collect your campaign elements such as the Brand Display Name, Campaign Code, MID, custom ride-along image, and a target URL.

CAMPAIGN

Campaign in submitted or active status

Create & Submit Campaign

The start date should be 2-3 days before package is expected to arrive at first address. Consider how far your package is going/if you have time-based offer.

Add IMpbs

Add IMpbs by navigating to the Home screen or All Campaigns page to upload via csv or enter manually. You can add IMpbs to a submitted or active campaigns status up until 12:00 AM CST the day before the campaign end date. IMpbs cannot be appended to a cancelled or completed campaign.

Induct Packages

Packages are received by USPS.

Monitor

Monitor clicks and campaign metrics through the SCP post-campaign summary report.

POST-CAMPAIGN

Campaign in complete status

Analyze

Analyze campaign performance and gather summary campaign insights in SCP.

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Note: Pre-Campaign Analysis Reports and Post-Campaign Detailed Reports are not available for package campaigns; Package campaigns are not eligible for promotions

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CHOOSE A SUBMISSION METHOD

Based on their needs, brands can leverage one or more of the following USPS tools to create, submit, and manage Informed Delivery interactive campaigns.

SHIPPER CAMPAIGN PORTAL (SCP)

Self-service portal for creating package campaigns manually, one at a time. Ideal for shippers with lower package volumes.

INFORMED DELIVERY API

Enables direct integration with Informed Delivery application. Can support automation and seamless campaign management.

CLICK-N-SHIP

Online shipping solution that allows shippers to create and print shipping labels from their own computer.

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PLAN YOUR PACKAGE CAMPAIGN TIMING

Note that many business shippers choose to have campaigns running for extended periods of time and add IMpbs incrementally over that time.
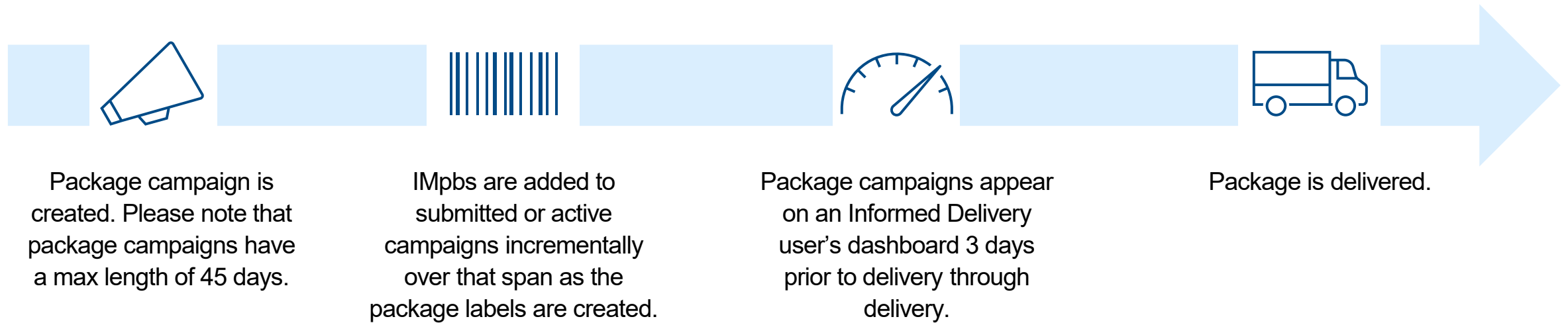
Package campaign is created. Please note that package campaigns have a max length of 45 days.

IMpbs are added to submitted or active campaigns incrementally over that span as the package labels are created.

Package campaigns appear on an Informed Delivery user's dashboard 3 days prior to delivery through delivery.

Package is delivered.

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ORGANIZE YOUR PACKAGE CAMPAIGN ELEMENTS

Effective use of campaign elements will help you manage and organize your package campaigns.

SHIPPER CAMPAIGN PORTAL:

Campaign Description

* Indicates a required field

* Brand Display Name ⓘ

Enter or select the Package Campaign Display Name

* Campaign Title ⓘ

Enter a Package Campaign Title

* Campaign Code ⓘ

Enter the company's Package Campaign Code

* Campaign Grouping Code ⓘ

Enter a Package Campaign Grouping Code

Enter a date range for this campaign.
Reminder: Maximum campaign length is 45 days.

* Campaign Start Date

Select a date range

* Campaign End Date

Select a date range

* Mailer ID (MID) ⓘ

Enter a 6 or 9 digit MID

CAMPAIGN DESCRIPTION ELEMENTS:

1 **Brand Display Name**

2 **Campaign Title**

3 **Campaign Code**

4 **Campaign Grouping Code**

5 **Campaign Dates**

6 **Mailer ID (MID)**

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PRODUCE AND SUBMIT YOUR CAMPAIGN CREATIVE

Personalize your package campaign elements to target the customers you are reaching.

Target URL
(Required)

Learn More link that takes the user to the digital experience

Ridealong Image
(Required)

Clickable, interactive image that lives next to the package tracking information
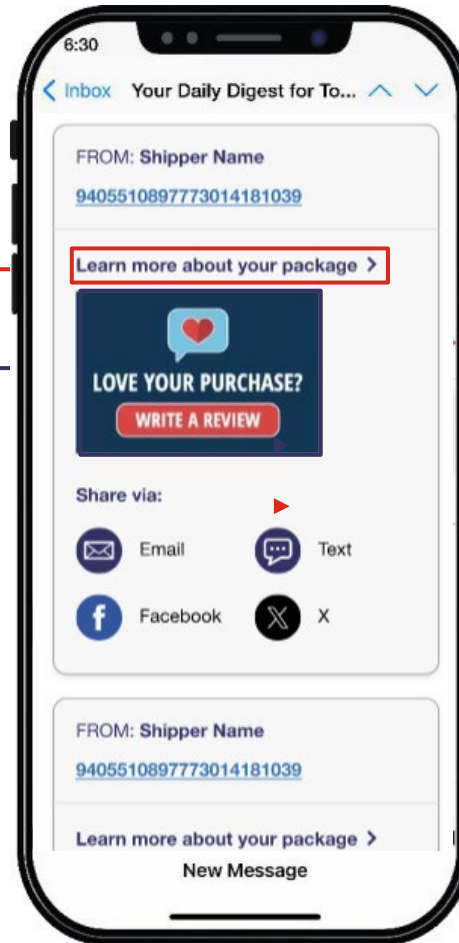
A Note About Package Campaigns:

Package campaigns are a *prime* marketing channel. They can allow for more personalized marketing opportunities and higher interaction from users, who are often eagerly awaiting their package deliveries. In fact, according to one source…

- **91%** of customers actively track their packages.[1]

- **39%** of customers track their packages once a day. [1]

- **19%** of customers track their packages multiple times per day. [1]

[1]Verte Research

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GATHER INTELLIGENT MAIL® PACKAGE BARCODES

Intelligent Mail® Package Barcodes (IMpbs) are the specific tracking numbers you want associated with your Informed Delivery campaigns. They can be added to submitted or active campaigns.

- IMpbs are the tracking numbers to which a campaign should be applied. Only one campaign can be associated for each tracking number.

- IMpbs include routing information in the barcode which allows the Postal Service to use automated equipment to sort and track packages as they travel through our network to the post offices that will make final delivery at the respective destinations.

- IMpbs can have either 22, 26, 30, or 34 alphanumeric characters.

- IMpbs can be added to a package campaign either by uploading a CSV or manually pasting. Shippers cannot resubmit the same IMpb more than once to a submitted or active campaign.

- Learn more about IMpbs here.

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ADD PACKAGE BARCODES TO CAMPAIGN

Once a campaign is submitted you must add package barcodes to the campaign via the SCP or API. Within the SCP, click "Add Barcodes" button and then manually enter IMpbs or Upload a CSV of IMpbs on a campaign.

1 **Add Barcodes Button:** Begin the process of adding package barcodes to a campaign by selecting the Add Barcodes button.

2a **Manually Enter IMpbs:** When selecting Manual Entry, you can add up to 25 IMpbs at a time, separated by a comma and no spaces.

Unsuccessful error message appears if all barcodes entered were unsuccessful. Partial success occurs if at least one IMpb is successful.

2b **Upload a CSV of IMpbs:** You can choose to upload an existing CSV file containing the IMpbs you want to target with your campaign.

Error occurs if format, size, or headers are missing.

Note: IMpbs can also be added via API. Please email USPSInformedDeliveryAPI@usps.gov for the Informed Delivery Technical Specifications Guide for detailed steps on creating a campaign and adding IMpbs. IMpbs can be added up until 12:00 AM CST the day before the campaign end date and cannot be added to more than 1 active or submitted campaign. IMpbs cannot be appended to a cancelled or completed campaign.

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LEVERAGE CAMPAIGN INSIGHTS

The post-campaign summary reports provide a wealth of information related to an individual package campaign that businesses can leverage to improve future campaign performance.

GENERATE DEEPER CUSTOMER INSIGHTS
Leverage campaign summary data in combination with your other first-party data to identify insights at the individual package level.

EXPERIMENT WITH CAMPAIGNS
Compare the performance of similar campaigns against each other to determine the types of campaigns that perform better.

CONTINUOUSLY REFINE CAMPAIGNS WITH DATA
Reference performance data to improve future campaigns.

SUMMARY REPORT INCLUDES THE FOLLOWING RECORDS:

- Number of Packages

- Emails sent

- Email opened

- Email open rate %

- Click through

- Click through rate %

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MORE INFORMATION IS AVAILABLE ONLINE

Informed Delivery for Business Mailers and Shippers

Visit to learn more about the Informed Delivery® Program and creating Informed Delivery Campaigns

usps.com/informeddeliverycampaigns

Informed Delivery Quick Links on PostalPro™

Visit for information on available APIs, technical specifications and technical support

postalpro.usps.com/id

Informed Delivery Consumer Page

Learn about Informed Delivery, enroll, and access the consumer dashboard

Informeddelivery.usps.com