Informed Delivery®

Mailer Campaign Portal (MCP) Reporting User Guide

Purpose: To provide step-by-step instructions for accessing, reviewing, and downloading campaign reports in the Mailer Campaign Portal (MCP).

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1. Mail Campaign Reporting Overview

1.1 What is Mail Campaign Reporting?

The Informed Delivery® Mailer Campaign Portal (MCP) is the USPS self-service application that provides businesses the ability to enter and initiate interactive campaigns, view campaign data and results, create campaign templates, store media, and more, all in one convenient location from the USPS® Business Customer Gateway (BCG).

Mail Campaign Reporting is a functionality allowing users to conduct Pre-Campaign Analysis and Active Campaign Reports. Users can find information such as Click Through Rate and Email Open Rate to measure the success of their reports.

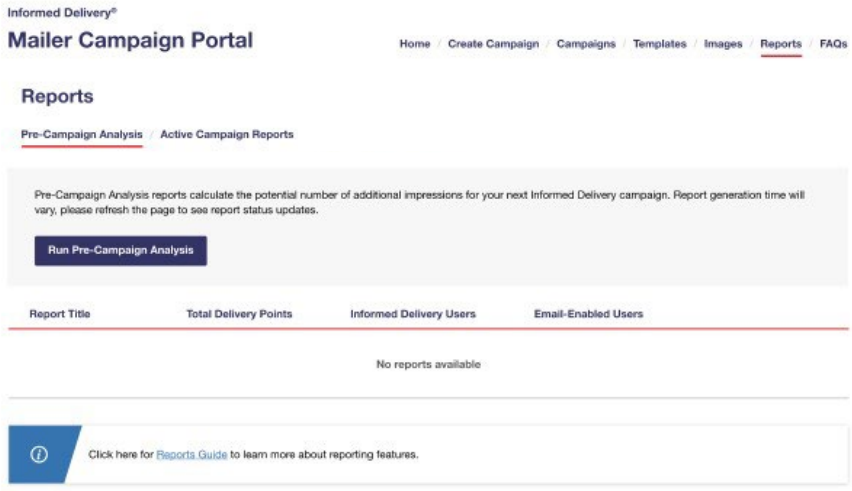

Figure 1. Mailer Campaign Portal Reports Home Page

Users can navigate to the Reports page by clicking on the Reports tab in the Mailer Campaign Portal navigation bar.

1.2 Key Performance Indicators (KPI) Overview

Mailer Campaign Portal (MCP) reports provide valuable insights into the performance of the mail campaigns. By analyzing these reports, several Key Performance Indicators (KPIs) can be tracked to measure audience engagement and overall campaign success.

Below are some examples of Key Performance Indicators that can be tracked:

- **Impressions:** The total volume of physical mail pieces that successfully triggered an Informed Delivery® notification. This is captured through the Mailpieces count,

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which reflects the number of mailpieces matched to the campaign and may result in multiple notifications if delivered to a ZIP11 with multiple Informed Delivery users.
    - Use “Mailpieces” field in the Campaign Summary Report.
- **Email Open Rate:** The percentage of recipients who opened the Informed Delivery Daily Digest email.
    - Use “Email Open Rate” field in the Campaign Summary Report.
- **Click-Through Rate (CTR):** The percentage of users who clicked on the campaign out of the total number mailpieces delivered.
    - Use “Click Through Rate” field in the Campaign Summary Report for overall CTR for all three platforms (ID Mobile app, Daily Digest Email, and ID Dashboard).
    - **Click through rate by channel:**
        - Daily Digest - The percentage of users who clicked on the campaign in the Daily Digest Email out of the total number mailpieces delivered.
            - Use “Daily Digest Click Through Rate” field in the Campaign Summary Report.
        - ID Mobile app - The percentage of users who clicked on the campaign in the ID Mobile app out of the total number mailpieces delivered.
            - Calculate by taking “ID Mobile App Click Through” field divided by “Mailpieces” field in the Campaign Summary Report.
        - ID Dashboard - The percentage of users who clicked on the campaign out of the total number mailpieces delivered.
            - Calculate by taking “Dashboard Click Through” field divided by “Mailpieces” field in the Campaign Summary Report.
- **Click-to-Open Rate (CTOR):** The percentage of users who clicked on the campaign, out of those who opened the Daily Digest email. Calculate by taking the count of Click Throughs divided by the count of Emails Opened in Campaign Summary Report.
- **Conversion Rate:** The percentage of users who clicked into a campaign who completed a desired action on the mailer’s website. This can be tracked on the mailer’s side with analytics and is not available through Informed Delivery reporting.

2. Pre-Campaign Analysis

While not required, the United States Postal Service® offers an optional Pre-Campaign Analysis report, which calculates how many people on the mailing list are also Informed Delivery subscribers, allowing mailers to estimate the number of potential impressions for Informed Delivery campaigns.

For this analysis, USPS® cross references an uploaded list against a current Informed Delivery user list and provides an aggregate response indicating how many consumers in

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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.

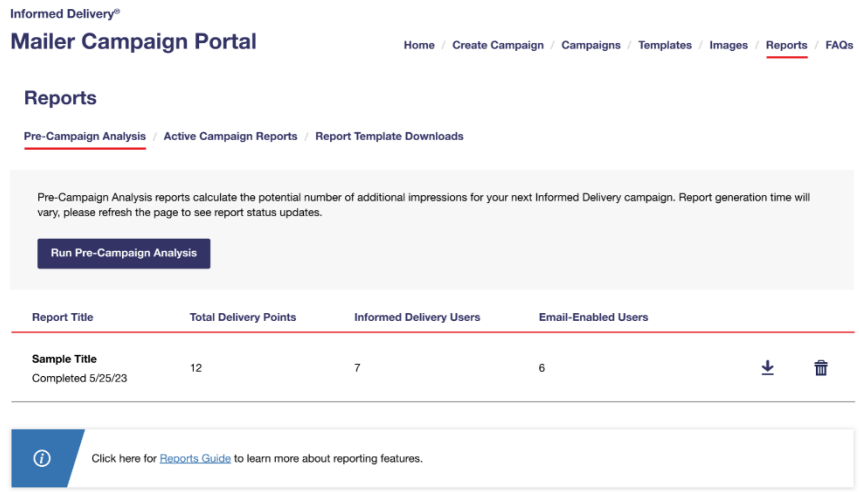

Figure 2. Pre-Campaign Analysis Home Page

Users can initiate this report within the “Pre-Campaign Analysis” tab under the “Reports” tab in the main navigation.

1. Enter a name for this report first; this title is for internal use only and is meant to help differentiate between multiple Pre-Campaign Analysis reports (Figure 3).
2. Click Download the CSV Template to download the Pre-Campaign Analysis template. You can also download this template by copying the following URL and pasting it into your browser: data:text/csv; base64,WklQMTEK
3. Paste in the 11-digit Delivery Point ZIP™ Codes (ZIP11s) that are taken from the Intelligent Mail® Barcode (IMb) of a recent mailing list. Mail Service Providers (MSPs) are most commonly able to provide this information from the IMb®. This delivery point information is not stored in standard customer databases.
4. Save the file to your computer.
5. Navigate back to the Mailer Campaign Portal and select “Upload ZIP11 File” to access the file previously saved on your computer (that meets the criteria outlined in Section 2.1 below).
6. The report will be provided within the Portal when it is done processing.
7. **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.

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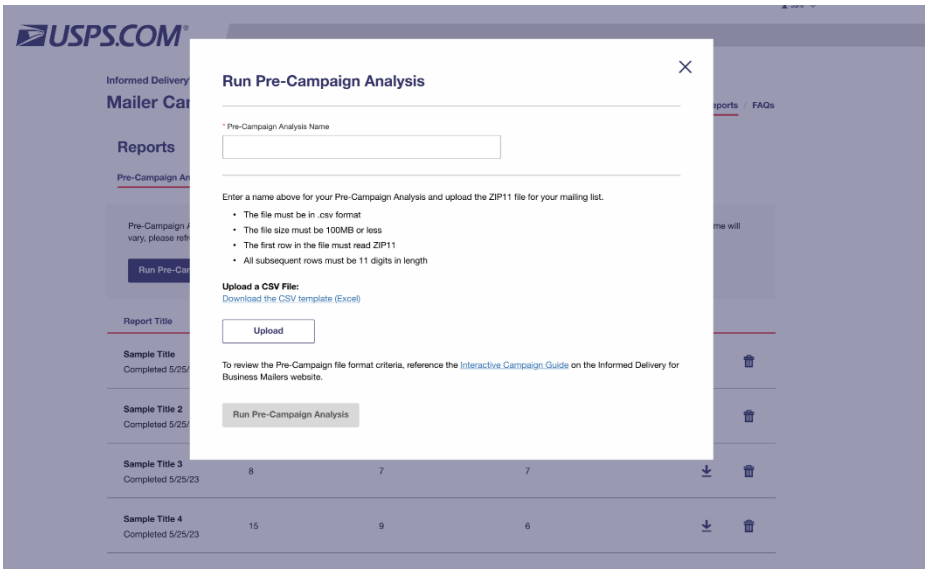

Figure 3. Running Pre-Campaign Analysis

The amount of time required to generate report results depends on the size of the 11-Digit Delivery Point ZIP Code™ list. Refresh the page to see if the report has completed processing. The report will be posted on the Pre-Campaign Analysis tab (Figure 2) where it can be downloaded.

Note: The Pre-Campaign Analysis Report represents the Informed Delivery® user base at the exact moment the report is generated, against a particular list of 11-Digit Delivery Point ZIP™ Codes. For instance, if a user initiates a campaign several days after the Pre-Campaign Analysis, the number of users may have changed.

Errors: If an invalid file is uploaded in the Mailer Campaign Portal, the mailer will receive an error message explaining the file issue(s) that prevented a successful upload.

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

Table 1. Pre-campaign Analysis Report Columns

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

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

A	B	C	D	E	F	G
Pre-Campaign List Size	Eligible 11-digit Delivery Point ZIP Codes	Unique Eligible 11-digit Delivery Point ZIP Codes	# of Subscribers	Subscriber Saturation (%)	# of Email Enrolled Subscribers	Email Enrolled Saturation (%)
396999.00	394115.00	296237.00	197330.00	66.61	155997.00	52.66

Figure 4. Example of Completed Pre-Campaign Analysis file

2.1 Formatting the Pre-Campaign Analysis File

To run a Pre-Campaign Analysis, the following file formatting requirements must be met or the file upload will fail and the report will not be processed:

The file must meet the criteria below:

- The 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.
    - 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.
- Download the Pre-Campaign Analysis (the CSV) template to ensure that you follow the correct format and are able to upload without issues. To download, copy the following URL and paste it into your browser: data:text/csv; base64,WklQMTEK

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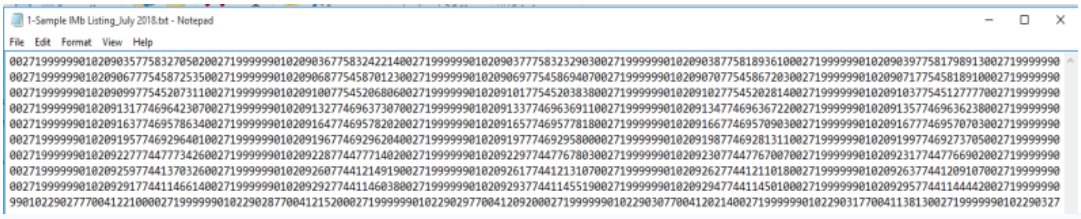
ZIP11
16601240216
16913468020
10057606837
10152586868
10252957523
10325892761
10420689175
10585576765
10686726107

Figure 5. Example of properly formatting Pre Campaign.csv file.

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 IMbs, and;
- Confirm that every entry contains only 11-digit DPCs.

11-digit DPCs are a key part of the IMb®. There are five fields in the IMb—the DPC is in the last/fifth field. 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 IMbs in the file and save it to your computer. 
1.2	Open a new instance of Microsoft Excel® and import the Text file by following the steps below. 1. Open the Data tab, and then select “From Text/ CSV” in the “Get & Transform Data” section.

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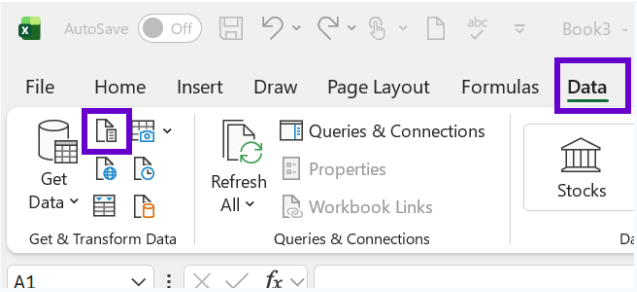
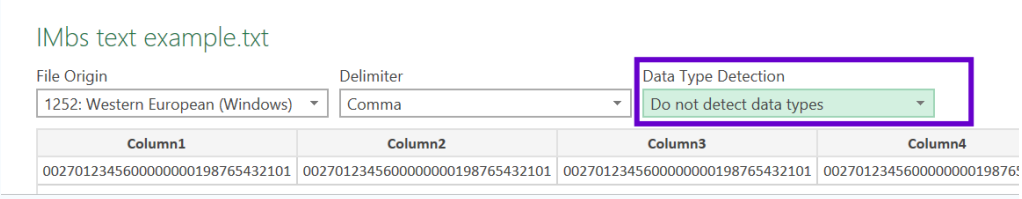
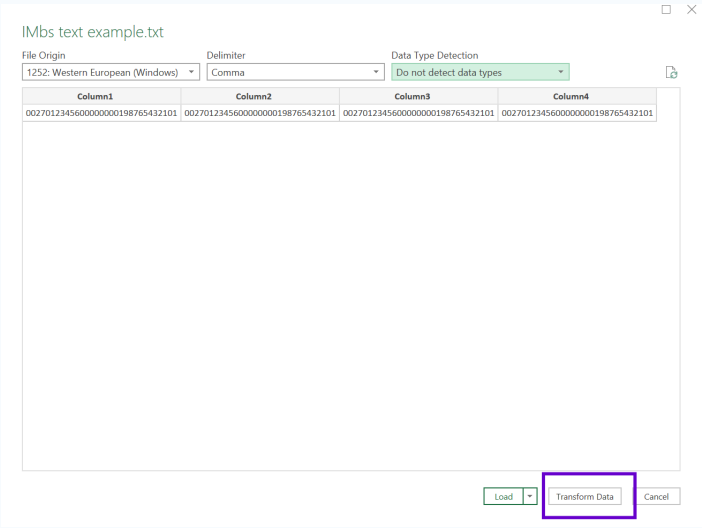


Note: If you are working in Excel® 2016 in O365 or later, the Text Import Wizard (below) may no longer be enabled. To enable it, navigate to File > Options > Data and select "From Text (Legacy)" under the "Show legacy data import wizards" section.

2. Select the file that contains your IMbs and click "Import." The Text Import Wizard will appear. Select the Delimiter (e.g., Colon, Comma, etc.,) that separates your IMbs in the text file. Click into "Data Type Detection" drop down and select "Do not detect data types". This will prevent Excel from changing the data type from text into a number for example.



3. You will need to edit the data in the text wizard. Click "Transform Data" to get started.



4. The data will be read in as a single row. To edit your IMbs into a column format, use your mouse to click the "Transform" tab. Click "Transpose" to transform the data from a single row into a single column format. Make sure that the data type is still

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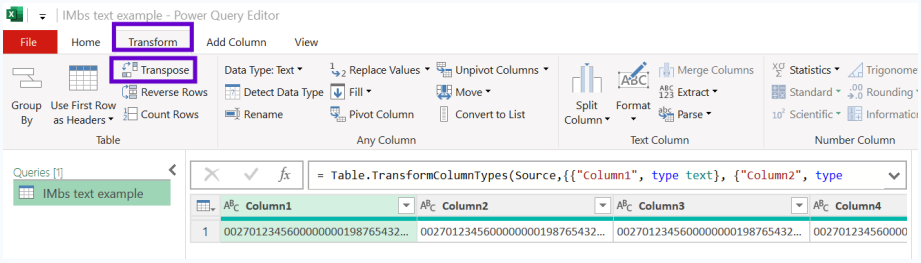
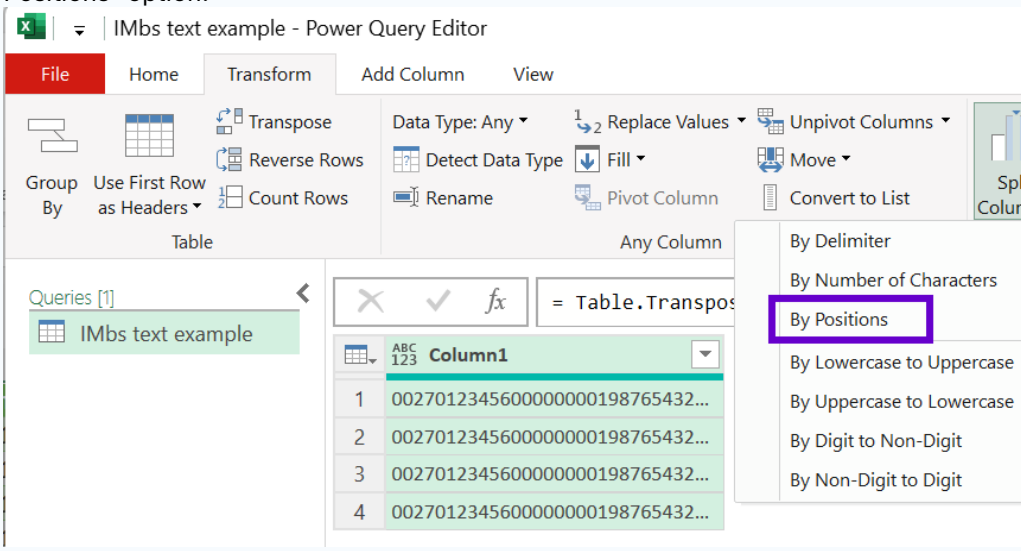
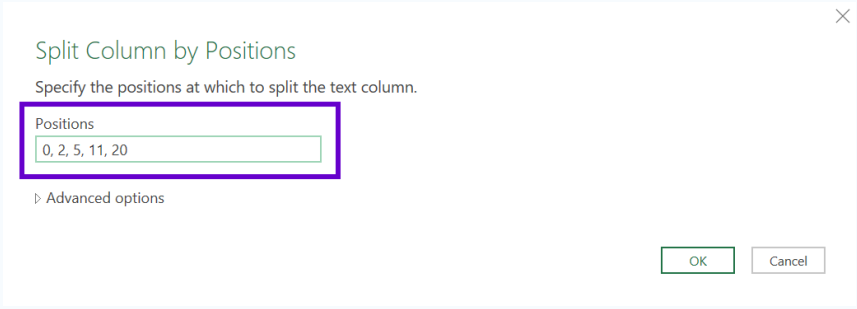
"Text".



5. Using your mouse, click "Split Column" in the "text Column" section. Select "By Positions" option.



6. Enter the positions to split up the characters into multiple rows. If your MID is 6 digits use the below: (0,2,5,11,20). 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.
If your MID is 6 digits, use the below: (0,2,5,11,20)



If your MID is 9 digits use the below: (0,2,5,14,20)

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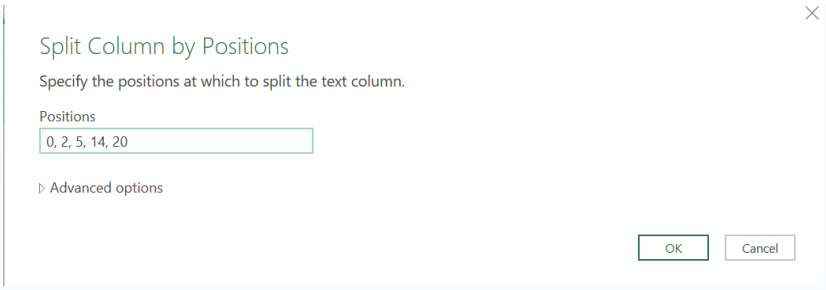
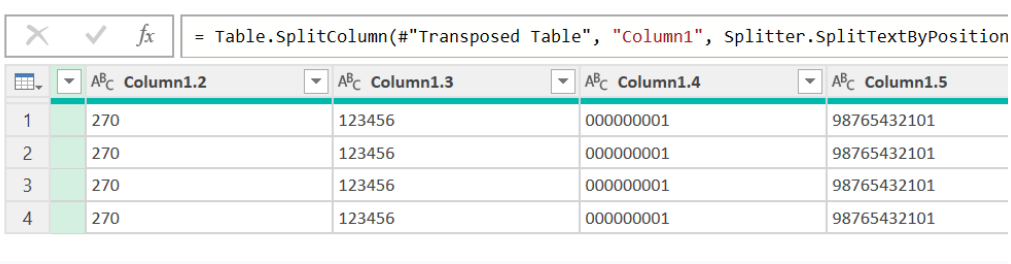
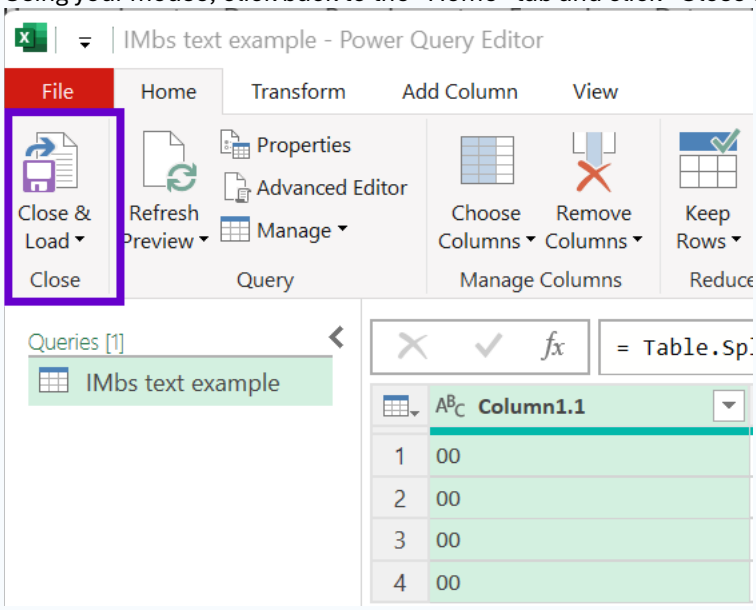




7. Using your mouse, click back to the “Home” tab and click “Close & Load”.



8. Content will be imported into Excel® into five columns. The fifth column (Column E) contains the 11-digit DPC (ZIP11).

	A	B	C	D	E
1	Column1.1	Column1.2	Column1.3	Column1.4	Column1.5
2	00	270	123456	000000001	98765432101
3	00	270	123456	000000001	98765432101
4	00	270	123456	000000001	98765432101
5	00	270	123456	000000001	98765432101

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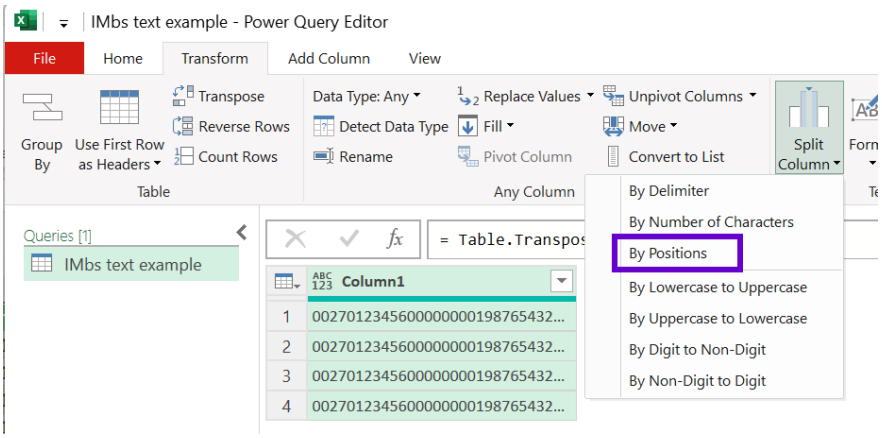
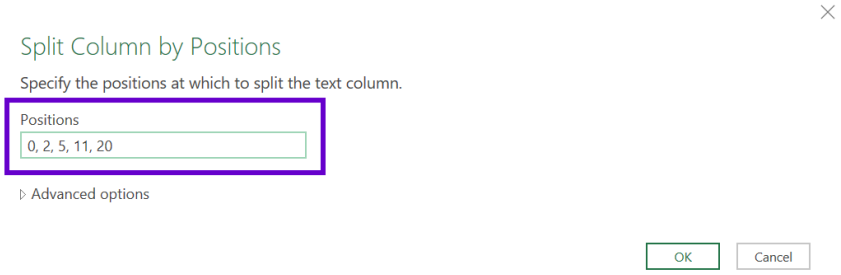
1.3

1. Using your mouse, click “Split Column” in the “text Column” section. Select “By Positions” option.

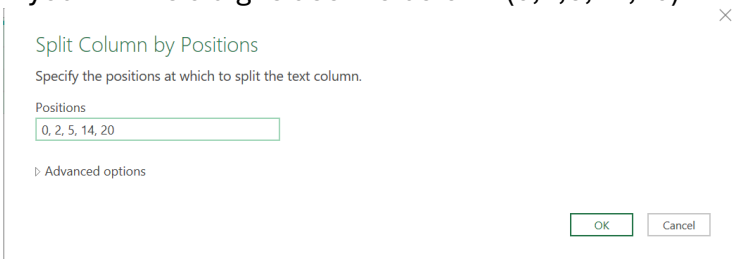


2. Enter the positions to split up the characters into multiple rows. If your MID is 6 digits use the below: (0,2,5,11,20). Important Note: Your MID could be six or nine digits in length—and your IMb® Serial Number is also six or nine digits long. It is imperative that you know the MID used before you complete this step.

   If your MID is 6 digits, use the below: (0,2,5,11,20)



   If your MID is 9 digits use the below: (0,2,5,14,20)



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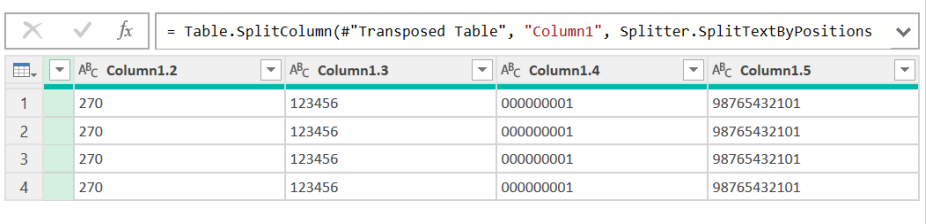
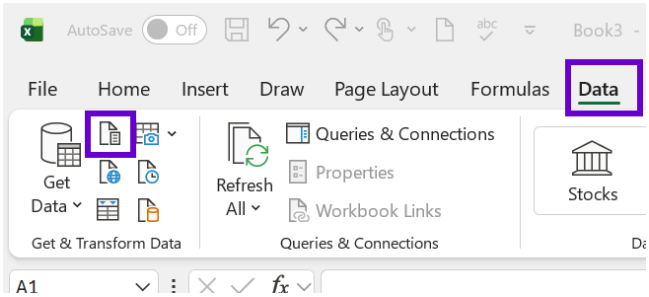


1.4 Delete columns A-D. Keep column E. Save File as .csv.

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

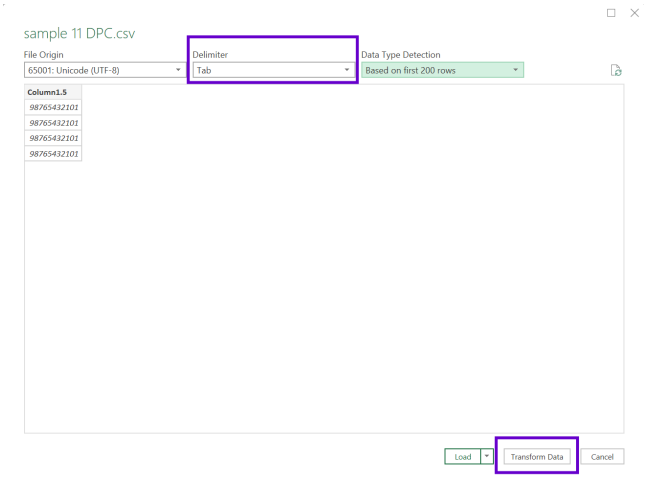
2.1 Open a new Excel file.

2.2 Open the Data tab, then select “From Text/ CSV” in the “Get & Transform Data” section.



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

2.4 In the Delimiter drop down, select “Tab”. In the Data Type Detection Drop down, keep “Based on first 200 rows”. Click “Transform Data”.



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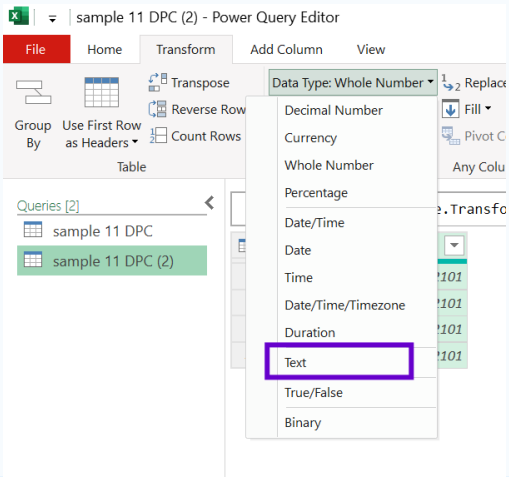
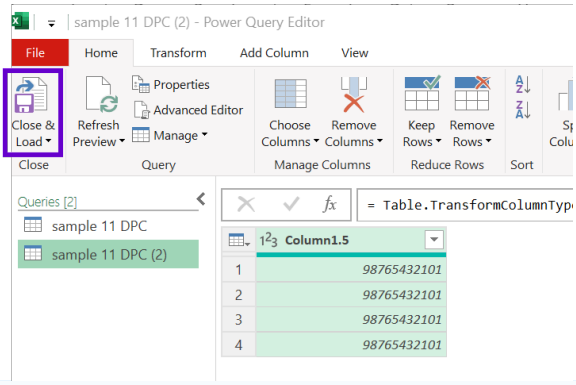
2.5 Using your mouse, click to the “Transform” tab. Select “Text” from the “Data Type” drop down.



2.6 Navigate to the “Home” tab. Click “Close & Load”. 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.

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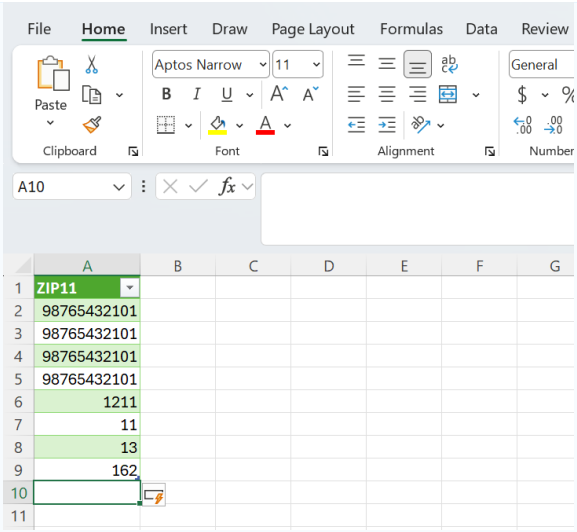
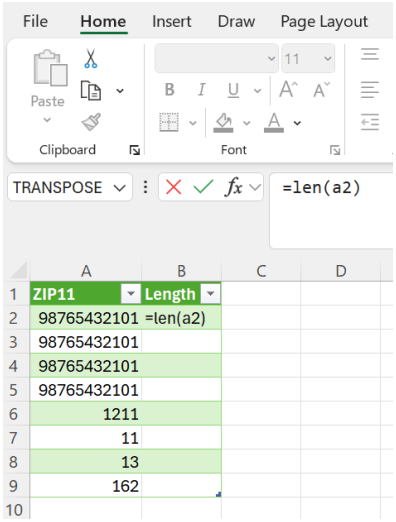


2.8 Label column B “Length” and enter the following formula into cell B2: =len(A2).



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.

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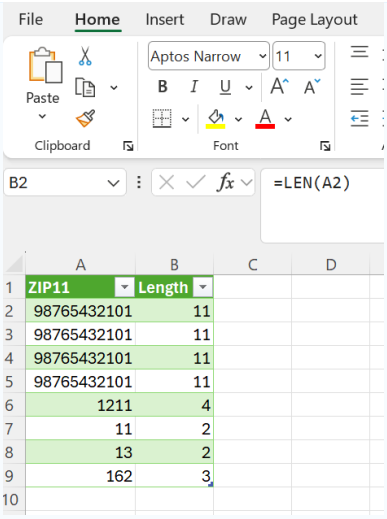
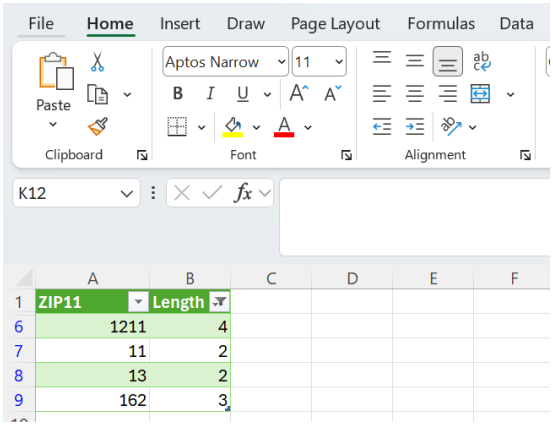
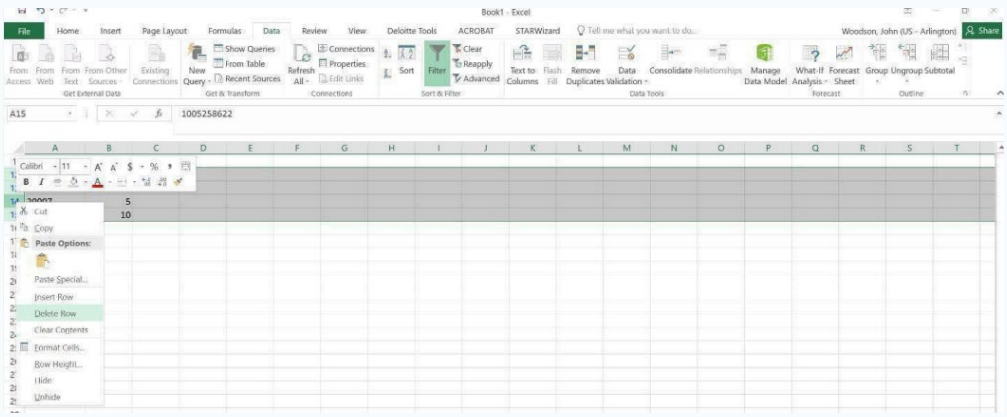


2.10 Filter Column B “Length” to only display lengths that do not equal 11.



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



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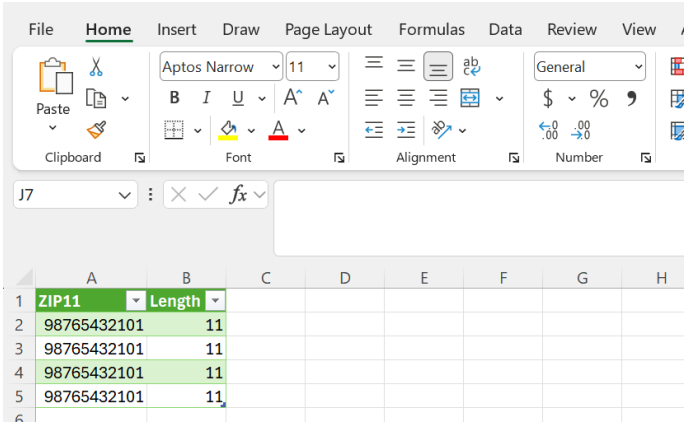
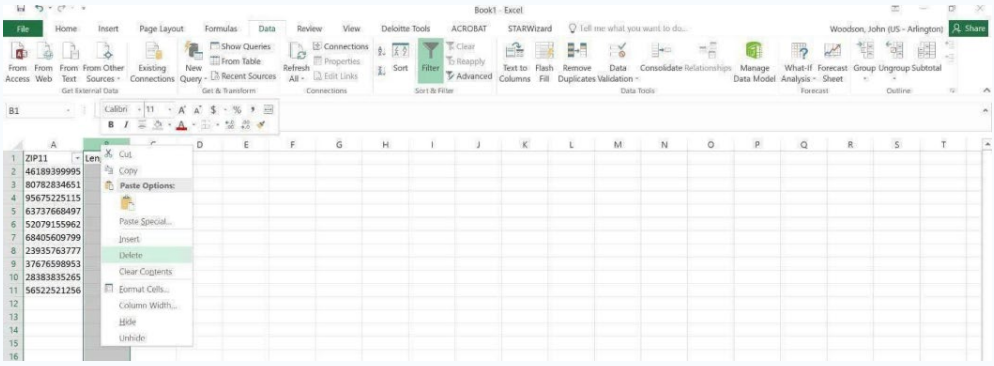
2.12 Remove the filter to display the remaining rows, which should all have a length of 11.



	A	B	C	D	E	F	G	H
1	ZIP11	Length						
2	98765432101	11						
3	98765432101	11						
4	98765432101	11						
5	98765432101	11						

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



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

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

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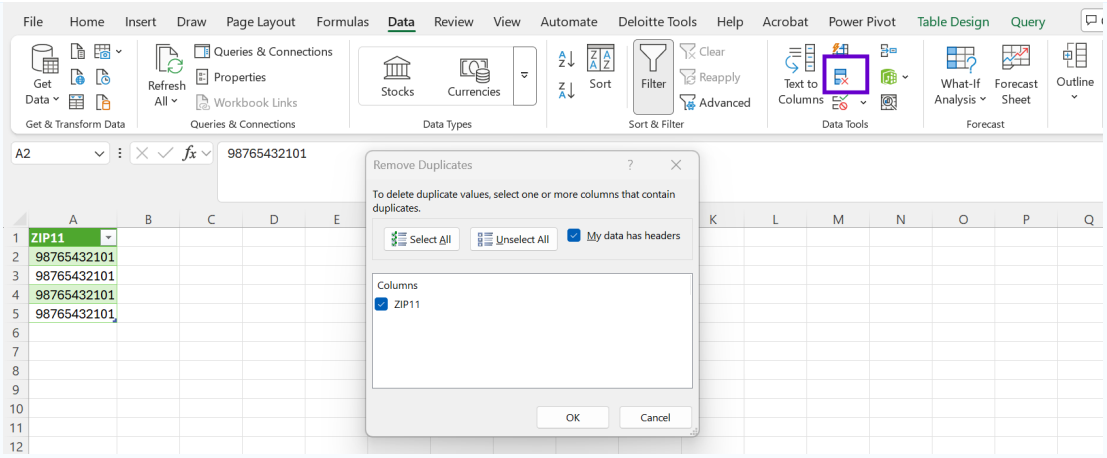
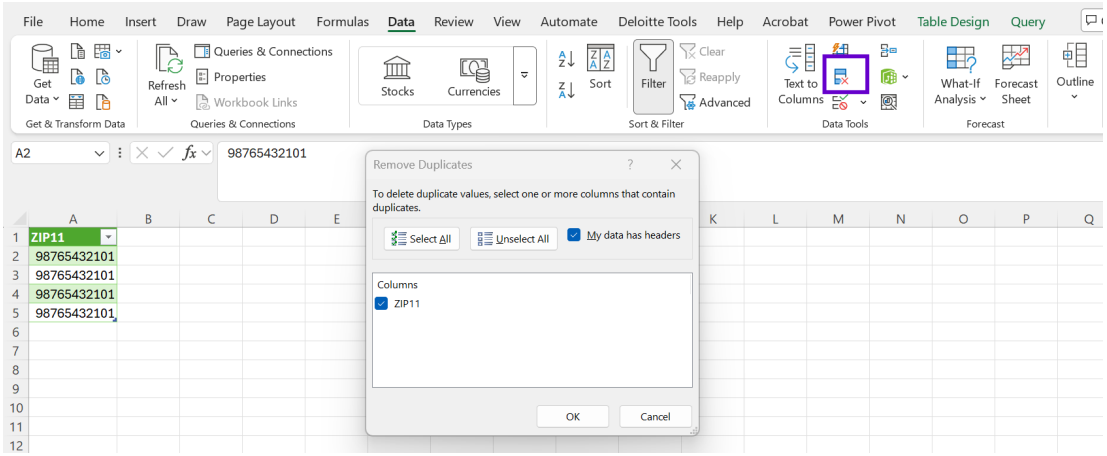


3.2 Click “OK” when the Remove Duplicates window appears.



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

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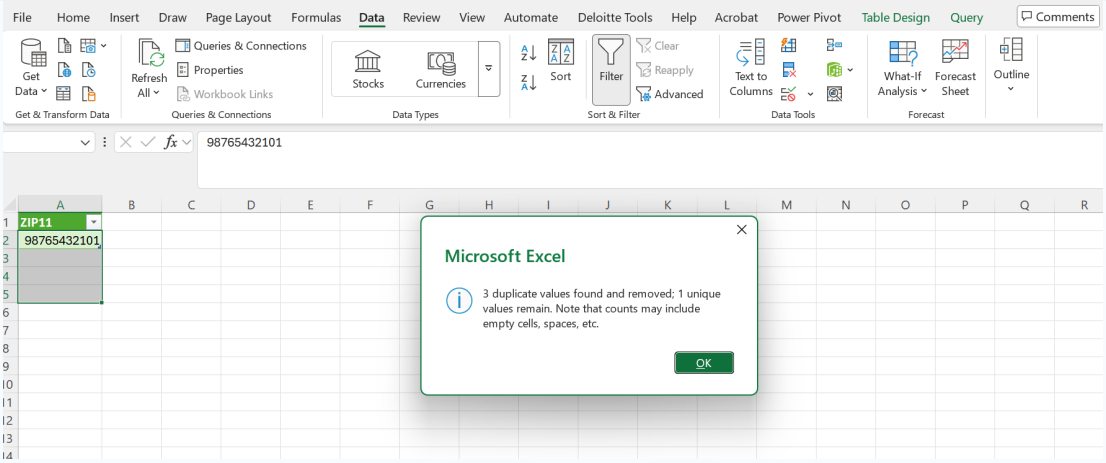
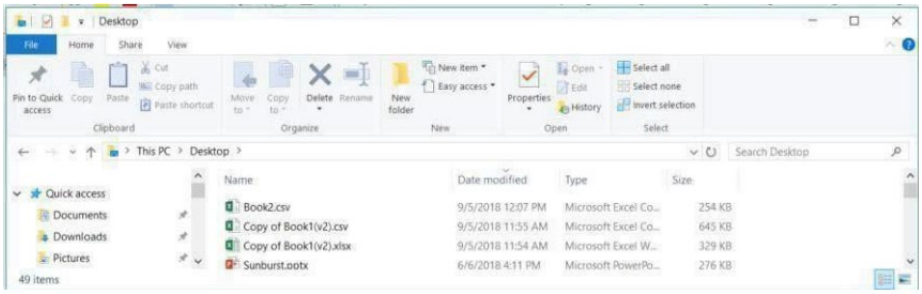


3.4 Ensure that your file does not exceed 102,400 KB. Your file is now ready for upload to the Mailer Campaign Portal.



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

3. Active Campaign Reports

Participating mailers and organizations that enter campaigns in the Mailer Campaign Portal can gather valuable insights from their campaign data using Active Campaign Reports. The MCP will generate a Summary Report and Detailed Report for every Active campaign. Reports are cumulative and encompass all campaign activity through the report date. One report for each type (Summary and Detailed) will be created for each campaign, when you download a report it will have updated data up to and the data will be updated in real time. These reports will automatically appear in the Active Campaign Analysis Tab. Campaign data on cancelled campaigns will only be available if the campaign was Active prior to being cancelled.

- Important Note: Report access will be automatically removed from the MAILER CAMPAIGN PORTAL 60 days after the campaign is completed. Incomplete reports

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are not automatically removed at this time; however, users can manually delete these reports. Examples of incomplete reports include those labeled as “In-Process” or “An error occurred while processing the report. Please try again later.”

- After reports are removed from the Active Campaign Analysis tab, they will no longer be available to download on the MAILER CAMPAIGN PORTAL. You can download your campaign data through Informed Visibility® for up to 120 days after the campaign has ended.

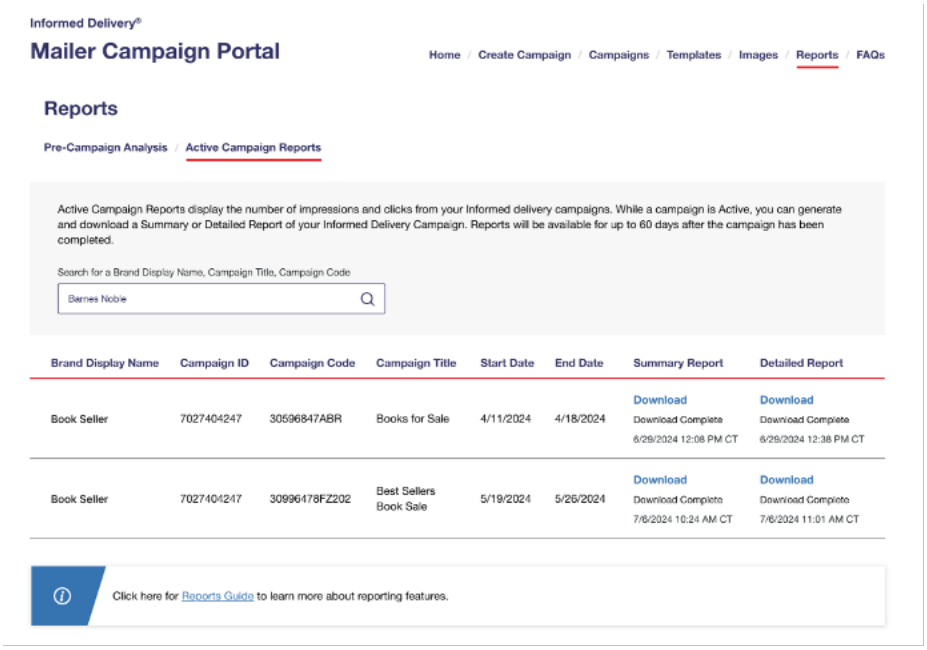

Figure 6. Active Campaign Reports Home Page

3.1 Active Campaign Summary Reports

Active Campaign Summary Reports provide 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), PostalOne!®, Informed Delivery® API, or My Products Portal, Active Campaign Reports are available for download via the Mailer Campaign Portal.
- Reports are cumulative and encompass all campaign activity through the report date.
- Reports are available for Active, Complete, or Cancelled campaigns (if they were active prior to being cancelled).
- Reports are available to download up to 60 days after the campaign has ended.

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- We can provide Summary reports upon request if you have any issues. To request Active Campaign Summary reports, submit a request with the Campaign Title(s) and Campaign Code(s) to our Campaigns Help Desk at uspsinformeddeliverycampaigns@usps.gov.

Table 2. Active Campaign Summary Report Columns

Columns	Definitions
Report Generated Date	• The date that the report is generated.
Brand Display Name	• The name displayed in the "From" field of the campaign (sometimes referred to as Campaign Display Name or Display Name).
Campaign Title	• A mailer-generated title for a campaign.
Campaign Code	• A mailer-generated unique code for a campaign.
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. The campaign will start at 12:00 AM CST of the campaign start date.
End Date	• The end date of the campaign as specified by the mailer. The cut-off is at 11:59 PM CST on the end date. Mail processed after the campaign end date will not be included in any reports.
Mailpieces	• The number of campaign-related mailpieces identified during mail processing that were sent to a unique Delivery Point Code (DPC) address.
Emails	• The number of campaign-related emails generated from the number of physical pieces. • All email users in a household are counted in this metric.
Emails Open	• The number of times that a Daily Digest email was opened that included the instances where a sent email was opened.
Email Open Rate	• The number of email opens divided by the number of emails delivered. • 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.

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Click Through	• The number of click-throughs generated from campaigns divided by the number of mailpieces in a campaign, from the Daily Digest Email, Informed Delivery® Dashboard, and Informed Delivery Mobile app.
Click Through-Email	• The number of click-throughs generated from the Daily Digest emails.
Click Through Rate %	• The number of click-throughs divided by the number of mailpieces.
Daily Digest Email Click Through	• The number of click-throughs generated from the Daily Digest emails.
Daily Digest Email Click Through Rate	• The number of click-throughs on the Daily Digest email divided by the number of mailpieces with a campaign in the Daily Digest email.
Dashboard Click Through	• The number of click-throughs generated from the Informed Delivery dashboard.
Informed Delivery App Click Through	• The number of click-throughs generated from the Informed Delivery Mobile app.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	REPORT_GENERATED_DATE	BRAND_DISPLAY_NAME	CAMPAIGN_TITLE	CAMPAIGN_CODE	START_DATE	END_DATE	MAILPIECES	EMAILS	EMAIL_OPEN	EMAIL_OPEN_RATE %	CLICK_THROUGH	CLICK_THROUGH_RATE %	DIGEST_CLICK_THROUGH	DIGEST_CLICK_THROUGH_RATE %	DASHBOARD_CLICK_THROUGH	ID_APP_CLICK_THROUGH
2	2/1/2025	USPS	Careers Central Mass	Careers 2025	1/1/2025	1/31/2025	141453	100000	60000	60%	28	0.019794561	10	0.0001	3	18
3	2/1/2025	USPS	Careers Southwest	Careers 2025	1/1/2025	1/31/2025	100000	60000	30000	60%	30	0.0111111	15	0.00025	5	10
4	2/1/2025	USPS	Careers Atlantic	Careers 2025	1/1/2025	1/31/2025	200000	15000	7000	60%	50	0.087	5	0.0003333	5	40

Figure 7. Example of Campaign summary report

3.2 Active Campaign Detailed Reports

Active Campaign Detailed Reports provide detailed 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. Each row in the report corresponds to an individual campaign action such as a click through, email open, or mailpiece delivery.

- For campaigns submitted through the Mailer Campaign Portal (MCP), Postal One!®, Informed Delivery API, or My Products Portal, Active Campaign Reports are available for download via the Mailer Campaign Portal. Detailed Reports are cumulative and encompass all campaign activity through the report date.
- Detailed Reports are available to download up to 60 days after the campaign has ended.

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- To see detailed campaign reports past 60 days, go to Informed Visibility® to download campaign data for up to 120 days after a campaign has completed. Review Informed Visibility PostalPro for additional information and resources.

Table 3. Active Campaign Detailed Report Columns

Columns	Definitions
Brand Display Name	• The name displayed in the "From" field of the campaign (sometimes referred to as Campaign Display Name or Display Name).
Mailer ID	• The six-digit or nine-digit numeric code that was submitted for the campaign.
Campaign Title	• A mailer-generated title for a campaign.
Campaign Code	• A mailer-generated unique code for a campaign.
Submitter CRID	• Customer Registration Identification (CRID) is a USPS® generated numeric code of up to 15 digits that uniquely identifies a USPS customer at a location.
Start Date	• The start date of the campaign as specified by the mailer. The campaign start date cannot be set for more than 60 days in the future.
End Date	• The end date of the campaign as specified by the mailer. The cut-off is at 12AM CSTon the end date. Mail processed on the campaign end date will not be included in any reports.
Start Serial	• If the campaign is based on IMb® Serialized (not MID level) – indicates a six- or nine-digit starting Serial Number.
End Serial	• If the campaign is based on IMb Serialized (not MID level) – indicates a six-digit or nine-digit ending Serial Number.
Mid Serial	• The full 15-digit MID and the IMb Serial Number of that specific mailpiece.
ZIP5	• The ZIP Code™ of the subscriber (recipient).
Mailpiece ID	• A unique identifier for each piece. Automatically generated by USPS. Alphanumeric field.
Delivery Date	• The date that a mailpiece was processed for delivery. All times show as 5:00 GMT.
Email ID	• A unique identifier for each mailpiece. Automatically generated by USPS. Alphanumeric field.
When Was Email Sent	• The time stamp of when the Daily Digest Email email was sent using GMT time zone.

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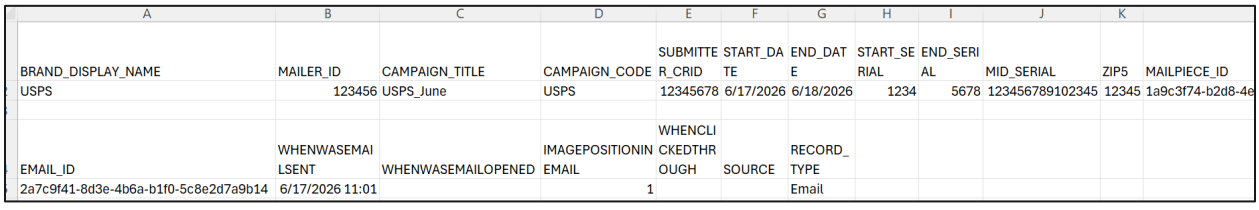
When Was Email Opened	• The time stamp of when the Daily Digest email was opened using GMT time zone.
Image Position In Email	• The position in which the image was displayed in the Daily Digest email (1 means it was the first image, 2 means it was the second image, etc.)
When Clicked Through	• The time stamp of when a link from a campaign was clicked using GMT time zone.
Source	Where the click-through originated. Includes the following: • **"RIDEALONG_WEBSITE"** = click-through originated from the Learn More link on the Informed Delivery® Dashboard. • **"RIDEALONG_WEBSITE_IMAGE"** = click-through originated from the campaign image on the Informed Delivery Dashboard. • **"RIDEALONG_EMAIL"** = click-through originated from the Learn More link in the Daily Digest. • **"RIDEALONG_EMAIL_IMAGE"** = click-through originated from the campaign image in the Daily Digest. • **"RIDEALONG_APP"** = click-through originated from the Learn More link in the Informed Delivery Mobile app. • **"RIDEALONG_APP_IMAGE"** = click-through originated from the campaign image in the Informed Delivery Mobile app.
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 Daily Digest email opens. • **"Click Details"** = details for tracking on clicks on campaign. • **"Email"** = details for Daily Digest emails sent that included the campaign. • **"Piece"** = 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.



A	B	C	D	E	F	G	H	I	J	K	
BRAND_DISPLAY_NAME	MAILER_ID	CAMPAIGN_TITLE	CAMPAIGN_CODE	SUBMITTER_CRID	START_DATE	END_DATE	START_SERIAL	END_SERIAL	MID_SERIAL	ZIP5	MAILPIECE_ID
USPS	123456	USPS_June	USPS	12345678	6/17/2026	6/18/2026	1234	5678	123456789102345	12345	1a9c3f74-b2d8-4e
EMAIL_ID	WHENWASEMAILSENT	WHENWASEMAILOPENED	IMAGEPOSITIONINEMAIL	WHENCLICKEDTHROUGH	SOURCE	RECORD_TYPE					
2a7c9f41-8d3e-4b6a-b1f0-5c8e2d7a9b14	6/17/2026 11:01		1			Email					

Figure 8. Example Campaign detailed report.

For additional information on campaign report access and other campaign related information, visit the Informed Delivery for Business Mailers website. Our full listing of

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known report issues/defects is in Informed Delivery® Mail Tracking and Reporting (IV®-MTR).

3.2.1 How to Use Active Campaign Detailed Reports

1. Filter the report in Excel® to isolate the data that you need.
    a. Delivery Date to sort campaign data by date when the mailpiece was delivered.
    b. When Was Email Sent to sort campaign data by date that Daily Digest containing the campaign was sent to a user.
    c. Image Position In Email- filter to understand placement in the Daily digest email your campaign had and how it performed. For example filter for Image Position 1, filter for "RECORD_TYPE" "Click Details" and count the number of rows to see the number of clicks your campaign had when it was the first campaign displayed in the email.
2. Number of Mailpieces- Filter column "RECORD_TYPE" within the detailed report for "Piece" to show total email opens. Total the distinct count of "Mailpiece_ID" in the detailed report to match the number of mailpieces in the summary report. *This is not the total number of mailpieces in the mailing—just those identified as going to Informed Delivery users*.
3. Number of Emails- Filter column "RECORD_TYPE" within the detailed report for "Email" to show total email opens. Total the distinct count of email ids in the detailed report to match the number of emails sent in the summary report.
4. Number of Emails 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.
5. Time analysis to understand engagement after mailpiece was delivered
6. Click Throughs for ID Mobile app - Filter column "RECORD_TYPE" within the detailed report for "Click Details" to show total clicks on a campaign.
    a. To see clicks on Ride-along image - Filter column "SOURCE" within the detailed report for "**RIDEALONG_APP_IMAGE**" to show total clicks on a campaign ride along image.
    b. To see clicks on Learn More link- Filter column "SOURCE" within the detailed report for "**RIDEALONG_APP**" to show total clicks on a campaign link.
7. Click Through Rate for ID Dashboard-
    a. To see clicks on Ride-along image - Filter column "SOURCE" within the detailed report for "**RIDEALONG_ WEBSITE _IMAGE**" to show total clicks on a campaign ride along image.

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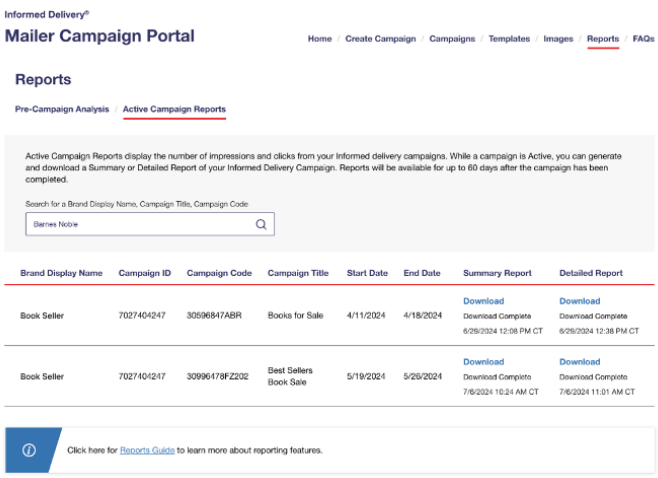
b. To see clicks on Learn More link- Filter column “SOURCE” within the detailed report for “**RIDEALONG_ WEBSITE**” to show total clicks on a campaign link.

8. Click Through Rate for Daily Digest Email
   a. To see clicks on Ride-along image - Filter column “SOURCE” within the detailed report for “**RIDEALONG_ EMAIL _IMAGE**” to show total clicks on a campaign ride along image.
   b. To see clicks on Learn More link- Filter column “SOURCE” within the detailed report for “**RIDEALONG_ EMAIL**” to show total clicks on a campaign link.

3.2.2 Formatting Active Campaign Detailed Reports

1. If some of the columns in the campaign report appear in scientific notation and cannot be resolved by changing the format to a number, click the “Download Report” link from the Mailer Campaign Portal, and select “Save As.”

   *Note, do not open the file or view it in Excel®. If you open the file in Excel, formatting options will be limited.



2.	Open a new blank sheet in Excel. In the Data tab, select “From Text/CSV” and upload the data file that you saved in the previous step and click “Import”.
3.	For data that appears in scientific notation, select the column(s) you wish you change and select “Data Type: Whole Number” from the top ribbon.

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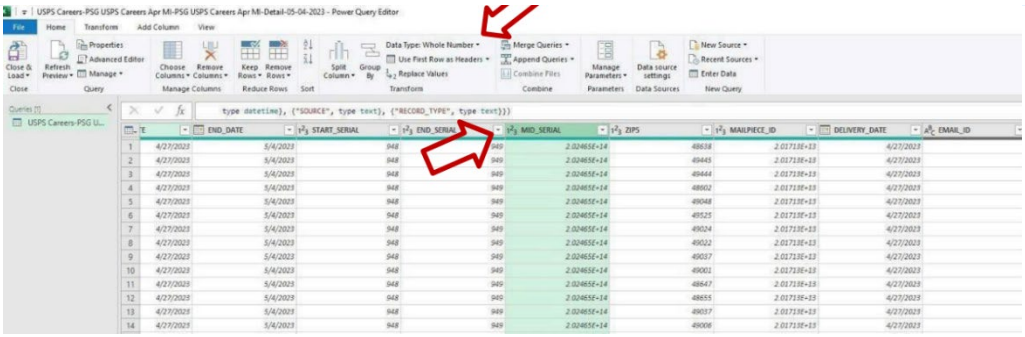

4. Informed Visibility®

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 it's 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
- Detailed campaign reporting available for 120 days after a campaign has completed

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

To find additional resources and information:

- PostalPro IV-MTR 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.

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4.1 IV®-MTR IDPC Data Dictionary

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
eDocSubmitter CRID	The name of the organization that submitted the electronic documentation to USPS® for mailing.	ABC Company
Email ID	A unique identifier for each mailpiece. Automatically generated by USPS. Alphanumeric field.	2a7c9f41-8d3e-4b6a-b1f0-5c8e2d7a9b14
End Date	The end date of the campaign as specified by the mailer. The cut-off is at 12 AM on 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 IMbSerialized (not MID level) – indicates a six-digit or nine-digit ending Serial Number.	987456124
ImagePositionin 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 USPS 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. Alphanumeric field.	129c3f74-b2d8-4e61-a7f0-5d2b8c9e14a6
Service Type Code	Service Type Code of the mailpiece IMb Code	011
Source	Where the click-through originated. Includes the following: **“RIDEALONG_WEBSITE”** = click-through originated from the Learn More link on the Informed Delivery® dashboard **“RIDEALONG_WEBSITE_IMAGE”** = click-through originated from the campaign image on the	RIDEALONG_WEBSITE

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	Informed Delivery dashboard **“RIDEALONG_EMAIL”** = click-through originated from the Learn More link in the Daily Digest **“RIDEALONG_EMAIL_IMAGE”** = click-through originated from the campaign image in the Daily Digest **“RIDEALONG_APP”** = click-through originated from the Learn More link in the Informed Delivery® Mobile app. **“RIDEALONG_APP_IMAGE”** = click-through originated from the campaign image in the Informed Delivery Mobile app.	
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
Whenemail 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: **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 **Piece** = details for mailpieces associated to campaigns **Status** = details for campaign status updates	Piece

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	>10pcs = a piece that was not included in an email due to the user already having 10 images in their Daily Digest email	

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