UNITED STATES POSTAL SERVICE ®

INFORMED DELIVERY®

Interactive Campaign Guide

Purpose of the Document
This guide provides interested mailers with a "how to" explanation for initiating an Informed Delivery interactive campaign.

United States Postal Service®, Product Innovation, Version 2.4

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Change History

Document Version	Section(s) Updated	Change Description	Author	Date
1.0	All	Initial document created	Carrie Bornitz	02/28/2017
2.0	Appendix C	Added missing header record and CAT information	Carrie Bornitz	04/03/2017
2.1	All	Updated language for naming conventions, minimum campaign requirements, and contact info for Program Office and *PostalOne!* support	Carrie Bornitz	06/20/2017
2.2	All	Updated document to reflect beta testing of self-serve Mailer Campaign Portal	Carrie Bornitz	09/09/2017
2.3	All	Updated document with new information regarding the self-serve Mailer Campaign Portal	Carrie Bornitz	12/01/2017
2.4	All	Updated document to reflect resolved defects; added new Appendices (Pre-campaign and Post-campaign file formatting)	Carrie Bornitz	08/31/2018

1. Background

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

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

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

Figure 1: Depiction of Informed Delivery email digest

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

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

1.1. Availability

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

1.2. How It Works for Consumers/Mail Recipients

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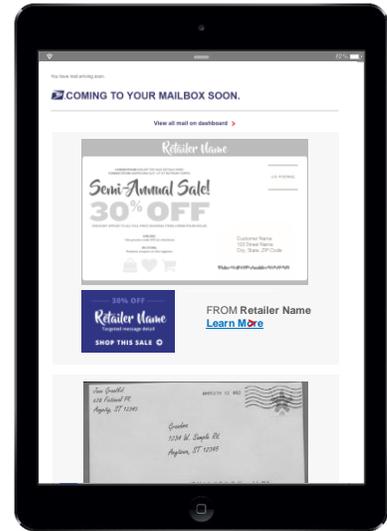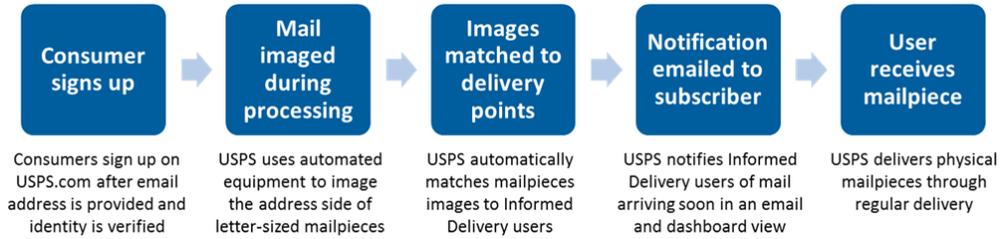
Figure 2: Process flow that enables Informed Delivery

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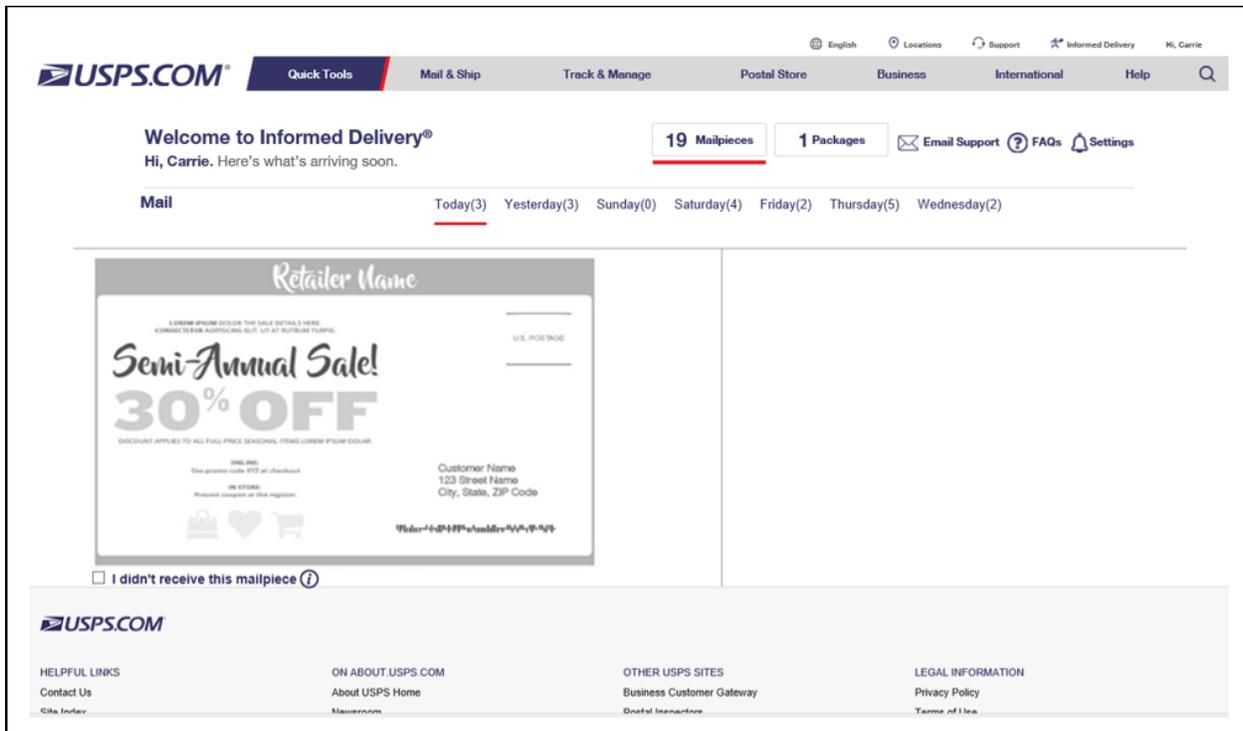
Figure 3: Example of Informed Delivery dashboard view

1.3. How It Works for Mailers/Mail Owners

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

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

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

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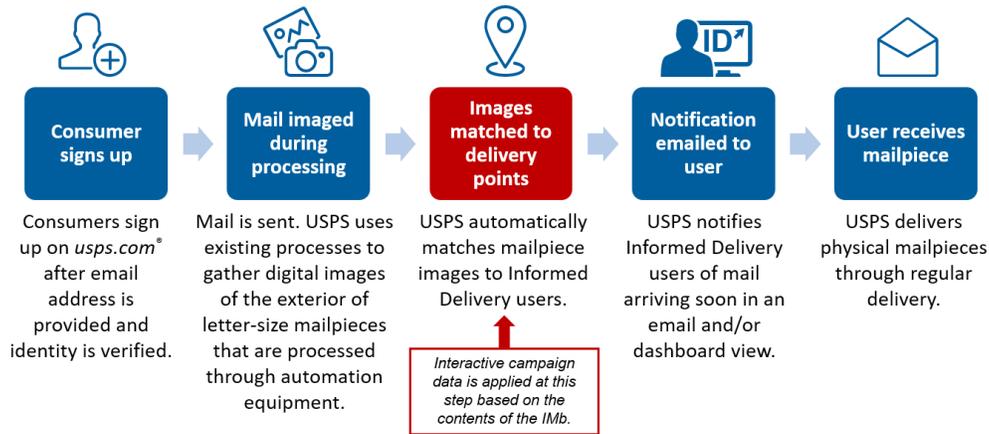
Figure 4: Process flow showing when USPS applies Informed Delivery campaigns

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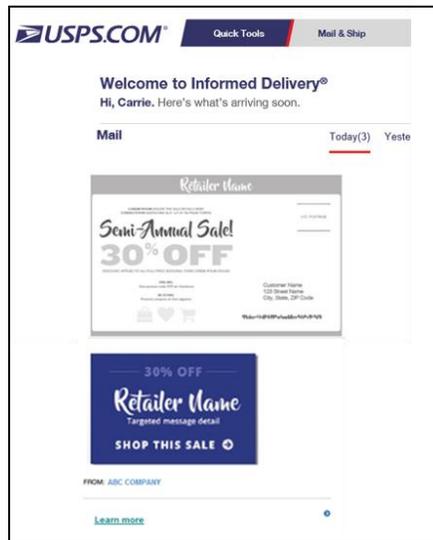
Figure 5: Example Informed Delivery dashboard view with interactive campaign

2. Benefits for Mailers

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

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

3. Participation Criteria

Virtually any mailer can conduct an Informed Delivery campaign if the following criteria are met:
- Mailpieces must be automation compatible.
- Mailpieces must contain a valid IMb.
- Mailer or Mail Service Provider (MSP) must be IMb certified.

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

4. Campaign Information

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. Detailed campaign information is provided in the following sections.

4.1. Levels of Interactive Campaigns

There are three levels or breakdowns of campaigns:
- **MID**: All mailpieces with this MID have the same campaign applied, therefore all Informed Delivery users see the same campaign.
    - This method cannot be used with shared MID's.
- **IMb Serialized**: All mailpieces with the same MID and a defined Serial Number range within the IMb create a unique campaign.
    - This campaign level provides the ability to apply different campaigns to groups of customers and the ability to use a "shared" MID, such as one that might be used in large businesses with multiple business units or one provided by a MSP.
    - These campaigns are defined with a unique and sequential Serial Number range for each campaign treatment desired. Dividing the mailing list into campaign groups prior to printing/addressing the actual mailpieces or assigning the IMbs is critical. See Appendix C—The Mailing Life Cycle—for more information on this topic.
    - The majority of interactive campaigns are conducted using this level.

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

4.2. Types of Interactive Campaigns

There are two types of Informed Delivery campaigns available.

Ride-along Image and Target URL (basic campaign - Figure 6):
- 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.
  - o **Important Note**: A Ride-along Image and URL are **required** to conduct an Informed Delivery campaign.

Representative Image, Ride-along Image, and Target URL (dual campaign - Figure 7):
- 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.)
  - o Representative Images are static; they are <u>not</u> clickable/interactive.
  - o These images must be clearly branded and must be directly related to the hardcopy mailpiece.
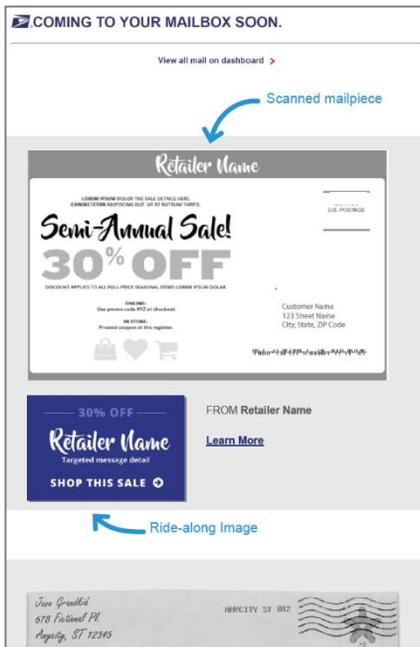
Figure 7: Informed Delivery notification - basic campaign
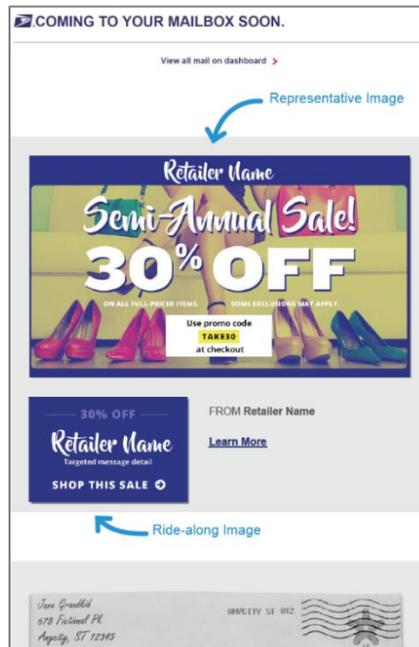
Figure 6: Informed Delivery notification - dual campaign

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

4.3. Campaign Data Elements

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

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

See Section 4.5 for additional information on campaign submission options. The entry/submission of data elements varies depending on the submission option chosen.

4.4. Image Requirements

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

Representative and Ride-along Images must:

- Must be representative of the brand or mail owner and directly related to the mailpiece.
- Not exceed 200 kilobytes (preferred is not to exceed 100 kilobytes).
- Be in JPEG (.jpg) format.
- Meet minimum or maximum pixel height/width, which varies per image type.
- Must use an RGB (red, green, and blue) Color Type—not CMYK (cyan, magenta, yellow, and black). CMYK is commonly used for physical and printed materials, but RGB is required for digital images.

Our *Campaign Image Requirements,* available at *usps.com/informeddeliverycampaigns,* provides campaign samples, information on allowable image sizes and content, and suggestions on how to check sizing and color type.

4.5. Campaign Submission Methods and Timing

There are two ways to submit an Informed Delivery campaign: via the Mailer Campaign Portal or *PostalOne!*. Campaigns entered in the Portal must be submitted no later than 12:00 PM (noon) Eastern Standard Time (EST) the day prior to the campaign start date.

This timing is also highly recommended for *PostalOne!* to allow adequate processing time. *PostalOne!* campaigns must be submitted and the campaign files must be fully processed by midnight the day prior to the campaign start date or the campaign submission will fail.

4.5.1. Mailer Campaign Portal (MCP)

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

- The Portal is accessed via the [Business Customer Gateway](#) (BCG) under the "Other Services" tab.
- Users can also edit campaigns, view campaign data and results, create campaign templates, store media, and more, all in one convenient location.
- The Portal is generally used for a lower volume of campaigns or less complex campaigns. There is no mailpiece volume/limit (minimum or maximum) for Portal use. It is recommended that mailers use the Portal for their first interactive campaign.
- There are several known defects and observations in the Portal that USPS is working to resolve.
  - A full and current list of defects and observations are listed in the *Interactive Campaign FAQs* on the [Informed Delivery for Business Mailers](#) website.
  - None of these defects affect an organization's ability to conduct a campaign or impact how the campaign is displayed to the user.
- See our Mailer Campaign Portal *User Guide* on the [Informed Delivery for Business Mailers](#) website for more information on how to create a campaign in the Portal.

4.5.2. *PostalOne!*

This web-based tool allows users to *submit interactive campaigns electronically* with other required documentation.

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

5. Campaign Stages and Reporting

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

5.1. Pre-Campaign

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

5.1.1. Pre-Campaign Analysis Report

USPS offers an **optional** Pre-Campaign Analysis report. For this analysis, USPS cross-references an uploaded list against a current Informed Delivery user list and provides an aggregate response indicating how many consumers in the list are Informed Delivery users—at a given point in time. This information is provided in aggregate as USPS is prohibited from providing lists of Informed Delivery users. Pre-Campaign files can be submitted at any time, even after a campaign has been activated.

The Pre-Campaign list/file must contain 11-digit Delivery Point ZIP Codes that are taken from the IMb of a recent mailing list. MSP's are most commonly able to provide this information from the IMb. This delivery point information is not stored in standard customer databases.

The file must meet the criteria below:

ZIP11
06601240216
06913468020
10057606837
10152586868
10252957523
10325892761
10420689175
10583557676
10686726107

Figure 8: Example of properly formatted Pre-Campaign .csv file

- The header must read ZIP11.
- Each entry **must** be an 11-Digit Delivery Point ZIP Code.
  - o 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 8 provides an example of how the Pre-Campaign file will look once it is ready for uploading. If the file does not meet this criteria, it will not be uploaded or processed.

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

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

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

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

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

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

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

Figure 9: Pre-Campaign Analysis Report

5.2. Campaign

Campaigns are activated based on the requirements provided by the mailer/MSP, which are dictated by the campaign data elements—as described in Section 4. The start date of the campaign, duration of the campaign, and campaign images that are provided result in the campaign being applied to each mailpiece, based on the information in the IMb (see Figure 4).

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

5.3. Post-Campaign

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

5.3.1. Post-Campaign Summary Report

This report provides the general aggregated results of an individual campaign, including information on the number of physical mailpieces processed, the number of users/mail recipients that were sent an email, the email open rate, and the number of click-throughs.

- For campaigns submitted through the Mailer Campaign Portal, post-campaign reports are available for download via the Portal
- For campaigns submitted via PostalOne!, post-campaign reports will not be available for download via the Portal, but may be requested from the Informed Delivery team by emailing USPSInformedDeliveryCampaigns@usps.gov and providing the Campaign Title(s) and Campaign Code(s).

The Summary Report includes the following data:

- **CAMPAIGN_DISPLAY_NAME:** The name displayed in the "From" field of the campaign (sometimes referred to as Brand Display Name or Display Name).
- **CAMPAIGN_TITLE:** A mailer generated title for a campaign.

- **CAMPAIGN_CODE:** A mailer generated unique code for a campaign.
- **MAILPIECES**: The number of campaign-related mailpieces identified during mail processing that were sent to a unique Delivery Point Code (DPC) address. *This is not the total number of mailpieces in the mailing—just those identified as going to Informed Delivery users*.
- **EMAILS**: The number of campaign-related emails generated from the number of physical pieces. All email users in a household are counted in this metric.
- **EMAIL_OPEN:** The number of instances where a sent email was opened.
- **EMAIL_OPEN_RATE:** The number of email opens divided by the number of emails (Col F/E).
  - This metric can seem irregularly high (e.g., over 100%) if organizations look at it on a daily or regular basis, as opposed to holistically over the entire life span of a campaign. This can happen if users who receive their mailpiece do not open their email until a later date/time.
- **CLICK_THROUGH:** The number of click-throughs generated from emails, dashboard, or app.
- **CLICK_THROUGH_RATE:** The number of click throughs divided by the number of mailpieces (Col H/D).
  - This metric can seem irregularly high (e.g., over 100%) if a single mailpiece is sent to a Delivery Point with two or more email enrolled Informed Delivery users.

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

Figure 9: Post-Campaign Summary Report

5.3.2. Post-Campaign Detailed Report

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

- This report is available to the mailer (or designated MSP) for download via the Mailer Campaign Portal for campaigns entered in the Portal by the user that entered the campaign.
- This report is not available at this time for campaigns submitted via *PostalOne!*, however, full report access is expected in the near future.

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

The Detailed Report includes the following data:

- **BRAND_DISPLAY_NAME:** The name displayed in the "From" field of the campaign (sometimes referred to as Campaign Display Name or Display Name).
- **MAILER_ID:** The six-digit or nine-digit numeric code that was submitted for the campaign.
- **CAMPAIGN_CODE:** A mailer-generated unique code for a campaign.
- **CAMPAIGN_TITLE:** A mailer-generated title for a campaign.
- **SUBMITTER_CRID:** A Customer Registration Identification (CRID) is a USPS-generated numeric code of up to 15 digits that uniquely identifies a USPS customer at a location.
- **START_DATE:** The start date of the campaign as specified by the mailer.

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

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

Figure 10A: Post-Campaign Detail Report (shown in two separate images due to file width, without formatting)

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

Figure 11B: Post-Campaign Detail Report (shown in two separate images due to file width, without formatting)

For additional information on campaign report access and other campaign related information, visit the [Informed Delivery for Business Mailers](#) website.

Appendix A – Interactive Campaign Checklist

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

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

☐	**3. Determine MID on Piece and, if relevant, the IMb® Serial Number Range (Section 4.1):**
	• MID can belong to the mail owner, ad agency, printer, or other Mail Service Provider (MSP).
	   ○ Existing MIDs can be used; full service IMb is not required.
	   ○ MID must be printed in the IMb on the mailpieces.
	• Gather Start and End IMb Serial Number Ranges – if doing IMb Serialized campaigns, a unique and sequential range is required for each campaign or treatment.

☐	**4. Develop supplemental content (Section 4.2):**
	☐ Design creative for your Ride-along Image (*required*).
	☐ Determine your target URL (*required*).
	☐ Decide if you want to keep the grayscale mail processing image or use a color Representative Image (*optional for letters/postcards, required for flats*).
☐	**5. Determine campaign timeline (Section 4.5):** • USPS suggests a Start Date of 2-3 days prior to your first expected in-home date. • USPS suggests an End Date 2-3 days after your last expected in-home date.
☐	**6. Submit campaign (Section 4.5):** • Mailer Campaign Portal – Enter your campaign details and supplemental content within the Portal. • *PostalOne!* – Submit campaign(s) using Mail.dat or Mail.xml.

☐	**7. Analyze Results (Section 5):**
	• Mailer Campaign Portal –Download Post-Campaign Analyses directly in the Portal.
	   ○ Summary Report – Download information regarding the number of physical mailpieces, number/percentage of emails opened, and number/percentage of click-throughs.
	   ○ Detailed Report – Download detailed information, such as the time stamp of when a user opened an email.
	• *PostalOne!* – Provide your Campaign Title(s) and Campaign Code(s) via email to [USPSInformedDeliveryCampaigns@usps.gov](#) to get a copy of your Post-Campaign Summary Report(s) after your campaign is complete.

Appendix B – Mailer ID (MID) and IMb Information

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

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

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

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

Appendix C – The Mailing Life Cycle

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

Additionally, there are many companies that provide support for day-to-day mailing operations or Direct Mail marketing campaigns. Mail Service Providers (MSPs) support mail owners with mail printing, addressing, barcoding, sorting, distribution, and/or commingling. Ad Agencies support mail owners with media decisions, campaign creative, mailpiece design, and more.
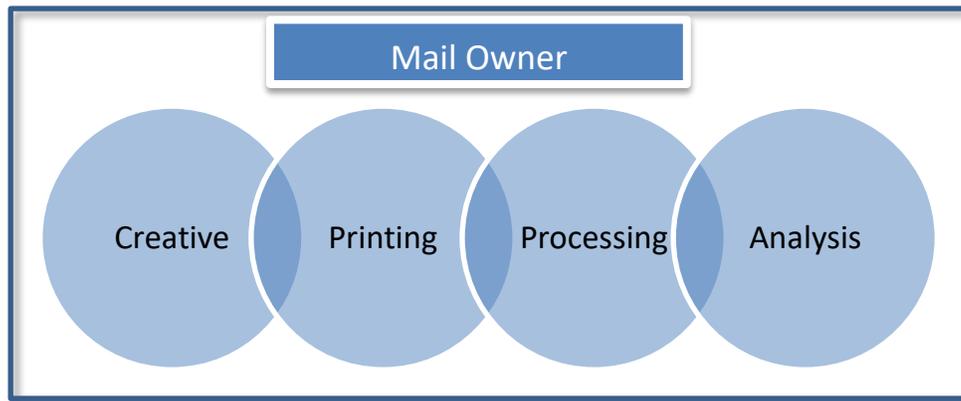
Figure 13: Illustration of functions and/or businesses involved in the mailing life cycle

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

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

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

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

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

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

Appendix D – *PostalOne!* Specifications

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

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

Details regarding the specific programming requirements and processes for *PostalOne!* campaign submissions are provided as links on the Informed Delivery for Business Mailers website. An overview of the required *PostalOne!* onboarding can be found below.

PostalOne! Onboarding & Contact Information

All mailers that wish to conduct/submit campaigns using *PostalOne!* are required to work with the *PostalOne!* Customer Acceptance Testing (CAT) office for Informed Delivery interactive campaigns. This *PostalOne!* team can be reached directly by emailing USPSInformedDeliveryeDoc@usps.gov.

PostalOne! Onboarding Check List

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

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

Set Up Your *PostalOne!* CAT Account with Permit

1. Visit the USPS BCG CAT environment.
2. Create a BCG account:
   a. Click on "Register for Free."
   b. Choose a username and password.
   c. Provide security information.
   d. Provide phone and email contact information.
   e. Provide company name, information, and address.
      i. A BCG Business Account will be granted upon completion of these fields. The user will be automatically assigned a mailer CRID and MID. Those credentials appear on-screen within the application and will be sent to the registered email address on file.

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

Any questions or information related to *PostalOne!* or the process outlined above can be sent to the Informed Delivery eDoc team.

All general campaign questions related to supplemental content specifications, reporting, etc., must be directed to the USPSInformedDeliveryCampaigns@usps.gov 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 (1) extract the 11-digit Delivery Point Codes (DPC) from IMb's and (2) confirm that every entry contains only 11-digit codes.

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

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

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

    1.2. Open a new instance of Microsoft Excel, and import the Text file by following the steps below.
        1.2.1. Open the Data tab, and then select "From Text" in the "Get External Data" section. **Note:** If you are working in Excel 2016 in O365 or later, the Text Import Wizard (below) may no longer be enabled. To enable it, navigate to File→Options→Data and select "From Text (Legacy)" under the "Show legacy data import wizards" section.

1.2.2. Select the file that contains your IMb's and click "Import." The Text Import Wizard will appear.
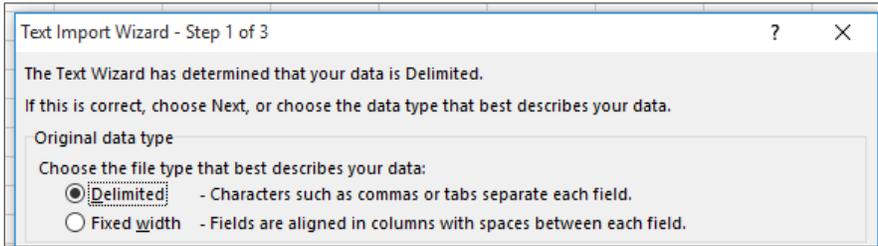
1.2.3. Using your mouse, click to the right of the first two characters of the numbers showing in the "Data preview" section. This will insert an arrow as shown below. Repeat this step four more times to insert these arrows in between each of the five IMb sections. Select "Next." **Important Note:** Your MID could be six or nine digits in length—and your IMb Serial Number is also six or nine digits long. It is imperative that you know the MID used before you complete this step.
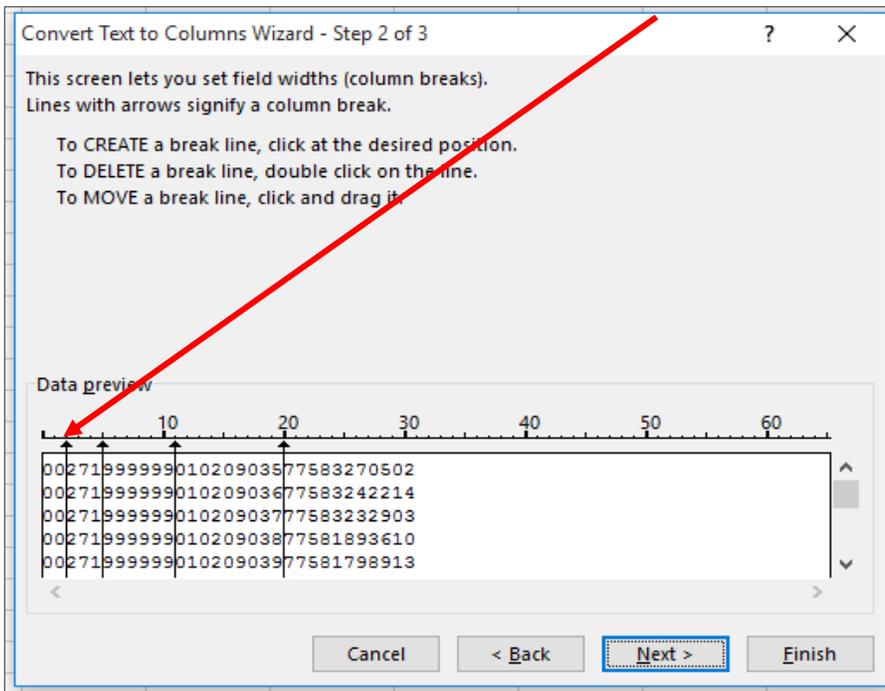
1.2.4. Select "Text" under Column data format. Then, select "Finish."
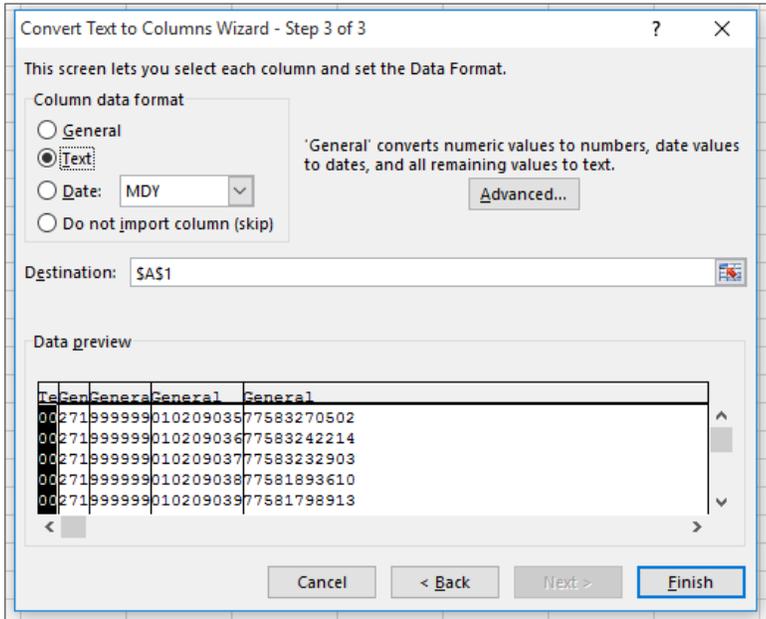
1.2.5. An Import Data window will appear. Select "Existing Worksheet" to indicate how you want to view this data in your workbook (default option).
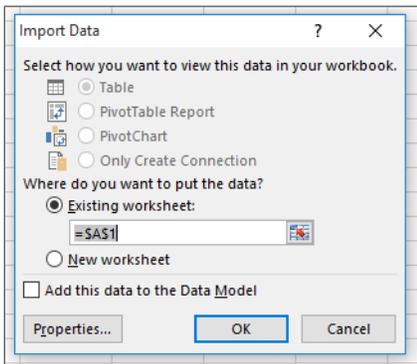
1.2.6. Content will be imported into Excel into five columns. The fifth column (Column E) contains the 11-digit DPC.

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

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

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.
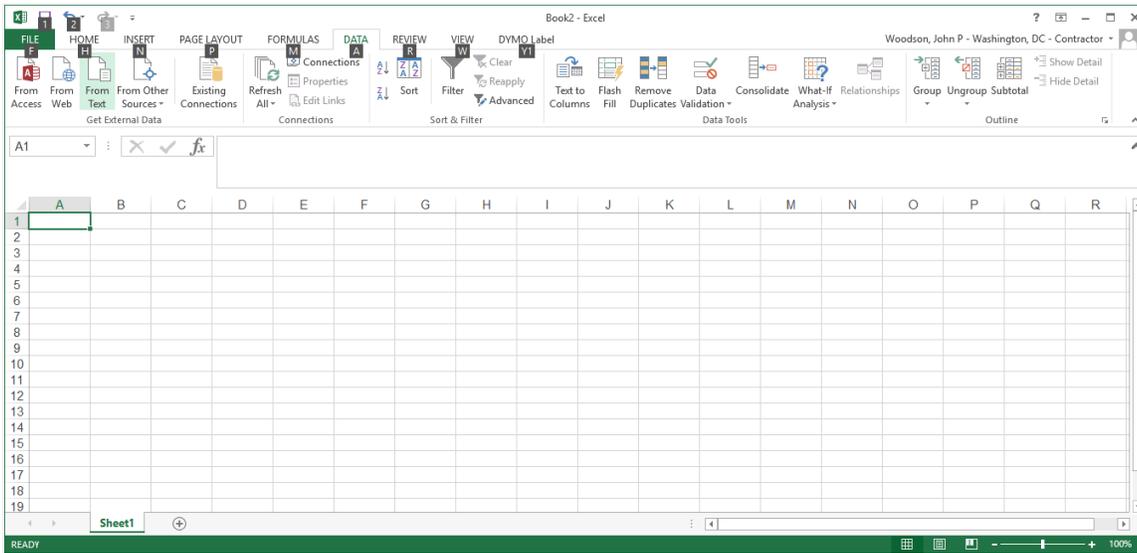
2.3. Select the file that contains your 11-digit Delivery Point Barcodes from your IMb's; select "Import."
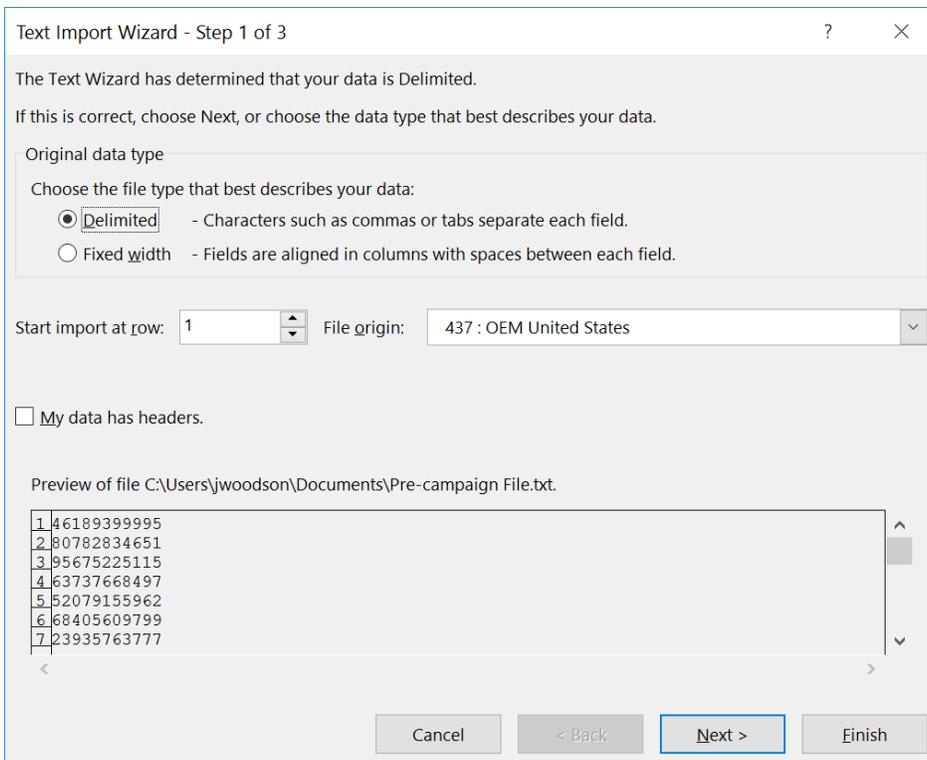
2.4. Leave the delimiters as is ("Tab"). Click "Next."

Text Import Wizard - Step 2 of 3   ?   ✕

This screen lets you set the delimiters your data contains. You can see how your text is affected in the preview below.

Delimiters
☑ Tab
☐ Semicolon   ☐ Treat consecutive delimiters as one
☐ Comma
☐ Space   Text qualifier: ["   ▾]
☐ Other: [   ]

Data preview

```
46189399995
80782834651
95675225115
63737668497
52079155962
68405609799
23935763777
```

[Cancel]   [< Back]   [Next >]   [Finish]

2.5. Select "Text."

Text Import Wizard - Step 3 of 3   ?   ✕

This screen lets you select each column and set the Data Format.

Column data format
○ General
● Text   'General' converts numeric values to numbers, date values to dates, and all
○ Date: [MDY   ▾]   remaining values to text.
○ Do not import column (skip)   [Advanced...]

Data preview

```
Text
46189399995
80782834651
95675225115
63737668497
52079155962
68405609799
23935763777
```

[Cancel]   [< Back]   [Next >]   [Finish]

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2.6. The data will import into your Excel document.
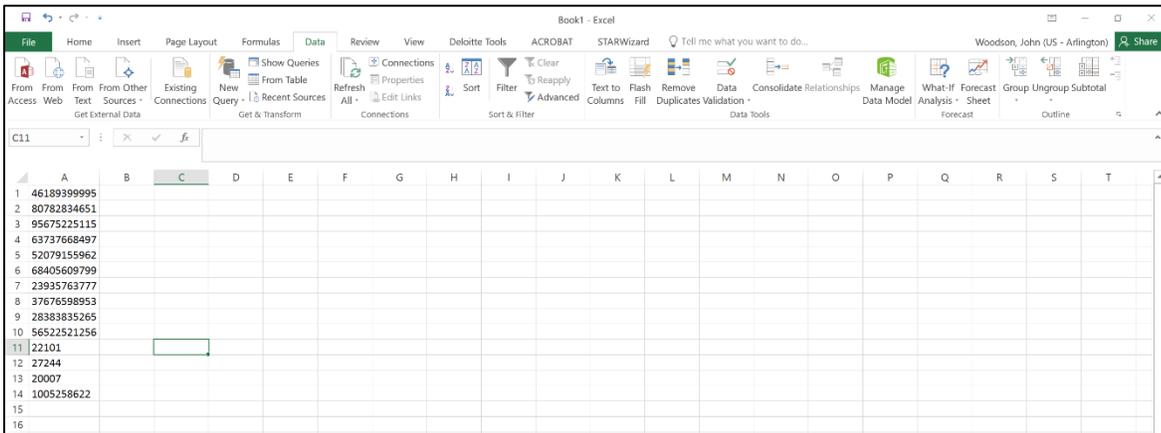
2.7. Insert "ZIP11" as a header to cell A1 without quotation marks. This is a required column header.
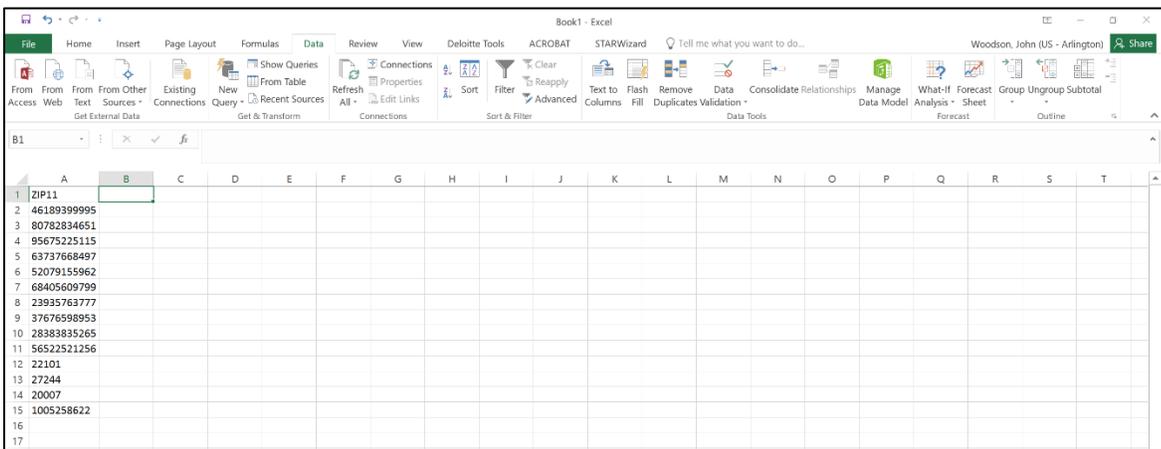
2.8. Label column B "Length" and enter the following formula into cell B2: =len(A2).
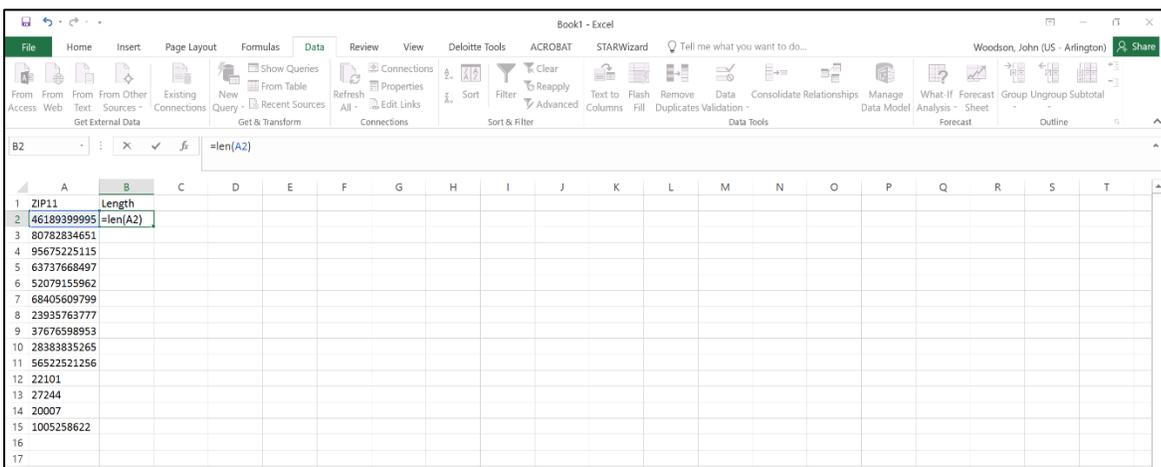
2.9. Copy the formula to each row by re-selecting B2 and double-clicking the green square at the bottom right of the cell.
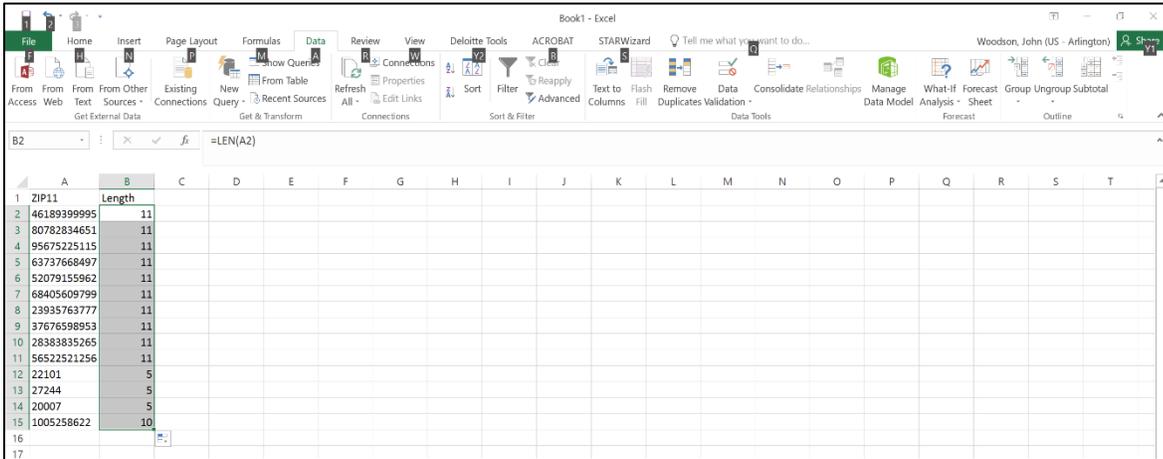
2.10. Highlight the two column headers and press Ctrl+Shift+L to enable filters; then, filter the Length column to only display lengths that do not equal 11.
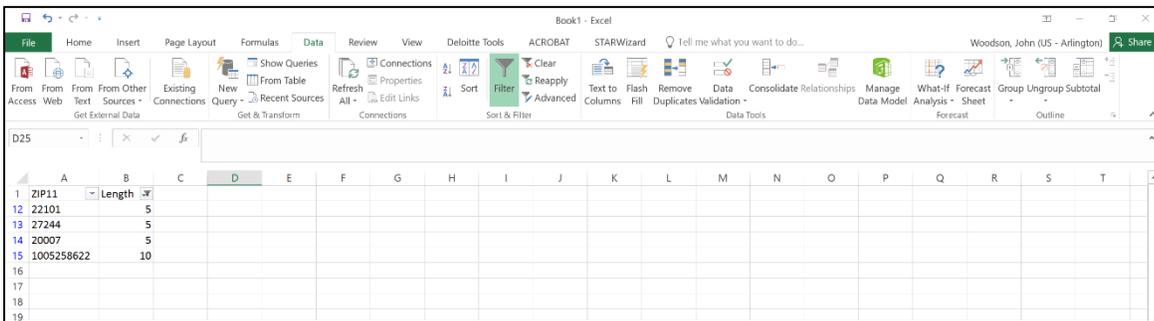
2.11. Highlight and delete all of the rows displayed in the filter.
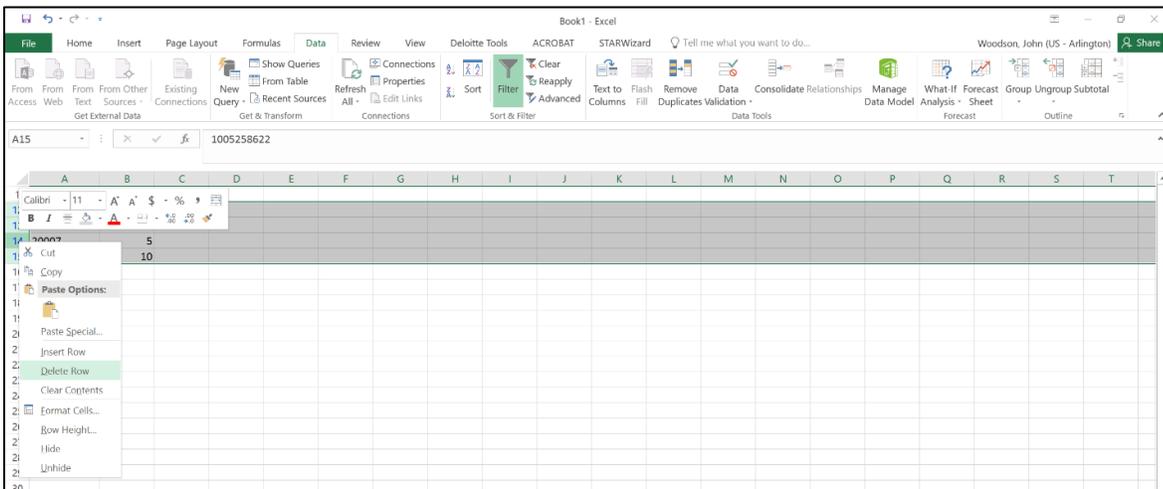
2.12. Remove the filter to display the remaining rows, which should all have a length of 11.
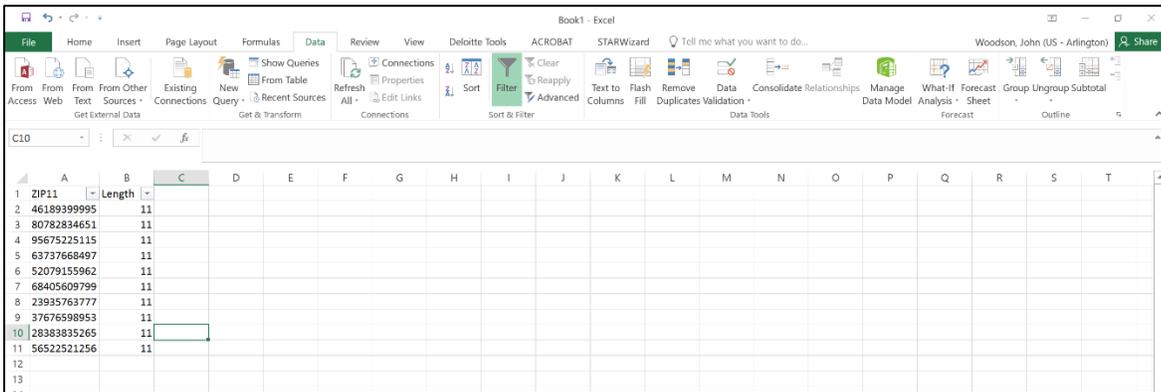
2.13. Delete the Length column and save the file in .CSV format.
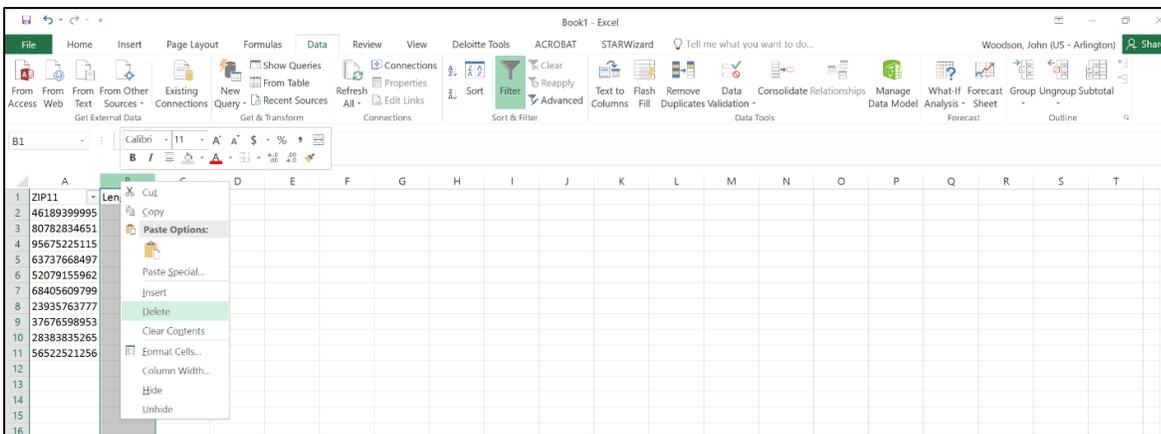
3. **Select all of the entries below the "ZIP11" column header.**

3.1 Click on the "Data" tab and click on the "Remove Duplicates" button under Data Tools.
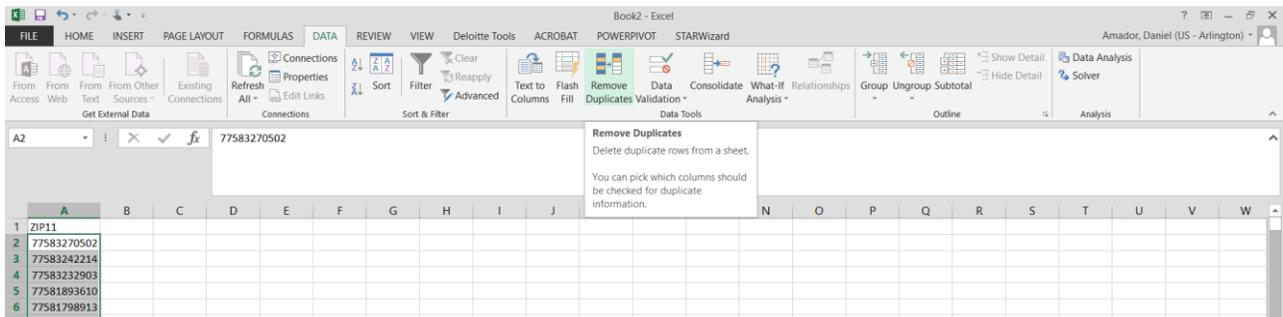
3.2 Click "OK" when the Remove Duplicates window appears.
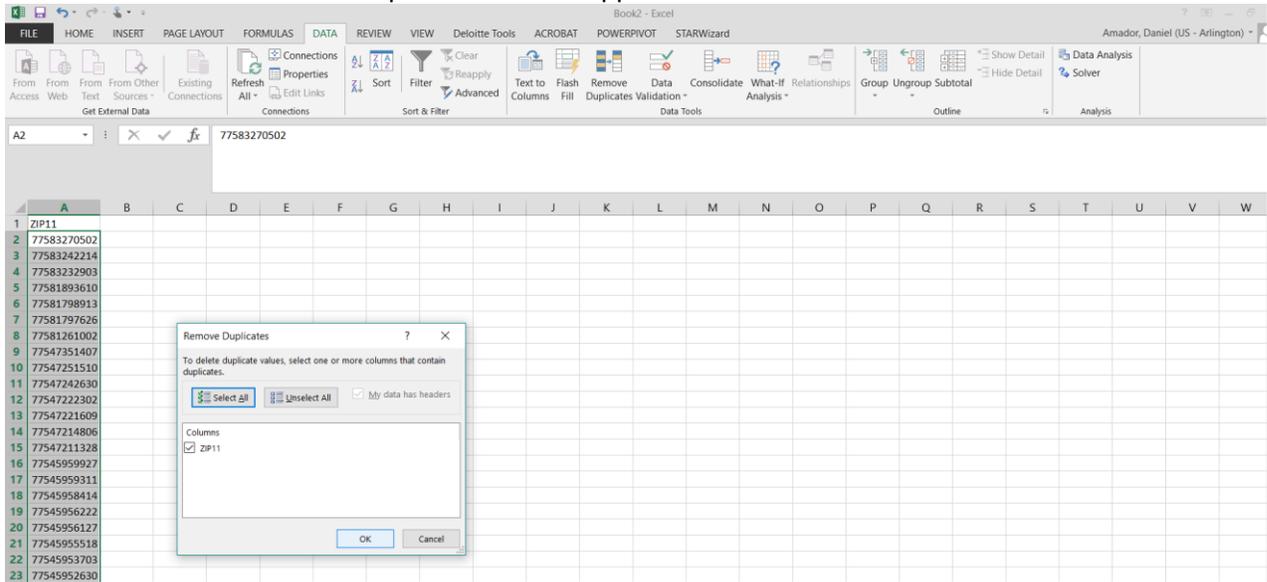
3.3 Click "OK" to accept the removal of duplicates and save the file to your computer as a .csv file.
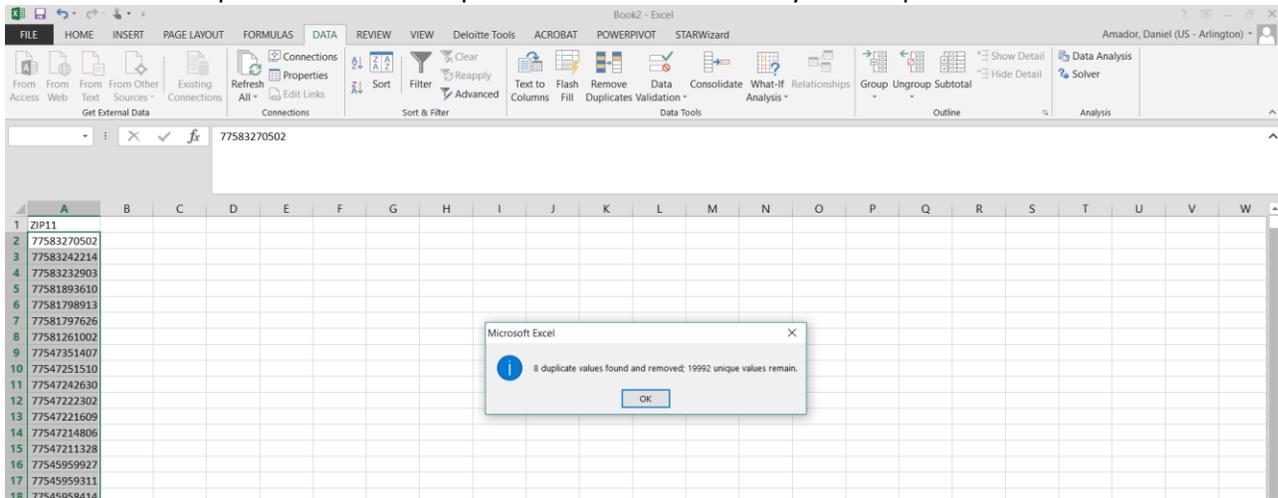
3.4 Ensure that your file does not exceed 102,400 KB. Your file is now ready for upload to the Mailer Portal.
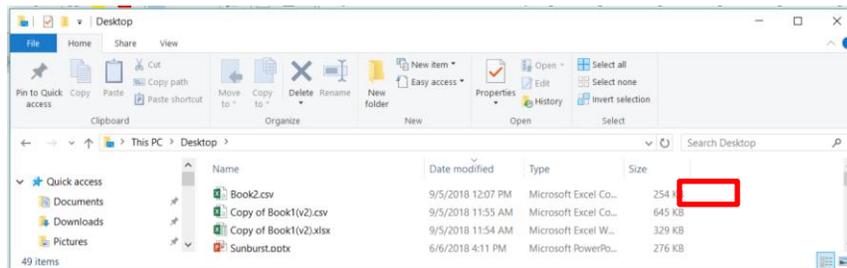
3.5 Proceed to the Mailer Campaign Portal to upload your file.

Appendix F – Formatting Post-Campaign Detailed Report

1. Click the "Download Report" link for the campaign in the Mailer Campaign Portal, and select "Save As." Do **NOT** open the file or view it in Excel.
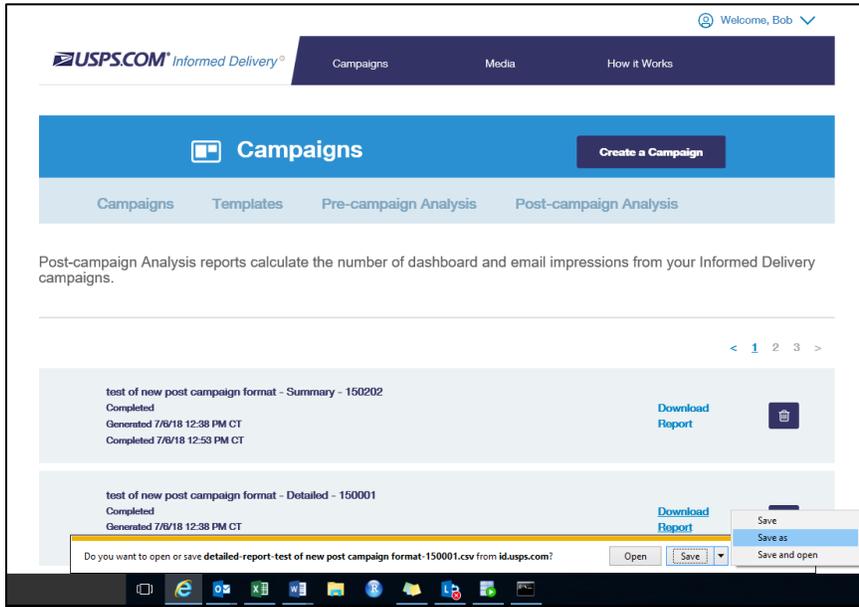
2. Open a new instance of Microsoft Excel. In the Data tab, select "From Text" and select the file that you saved in the previous step.
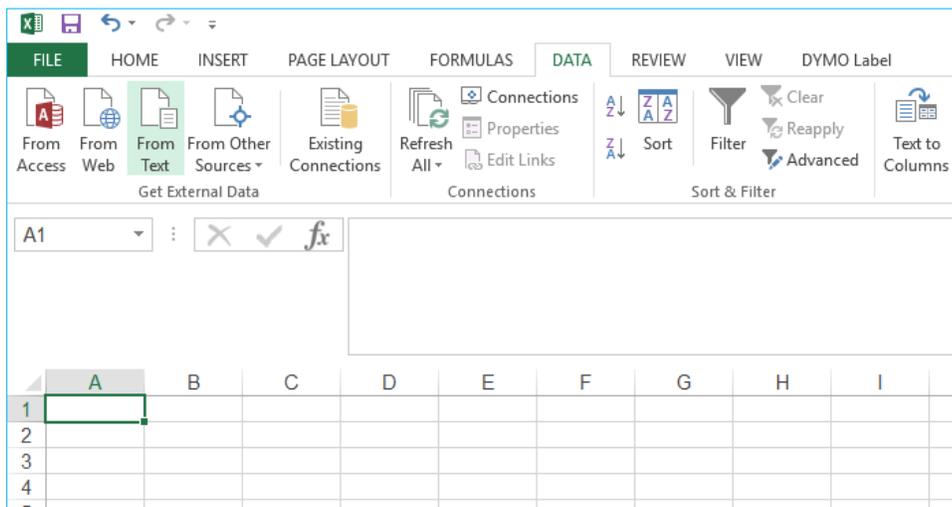
2.1. Select "Delimited" and "My data has headers."
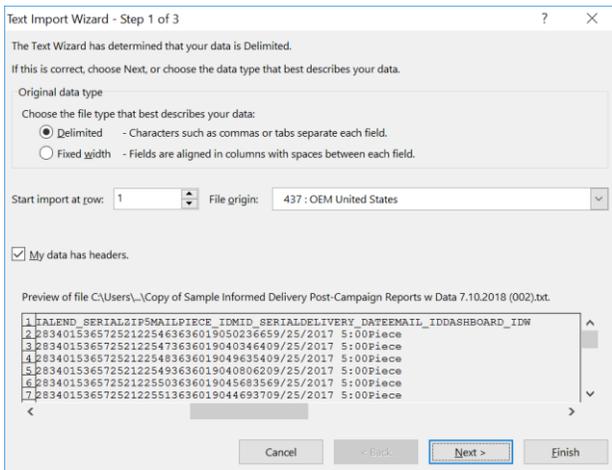
2.2. Select "Tab" and "Comma" under Delimiters.
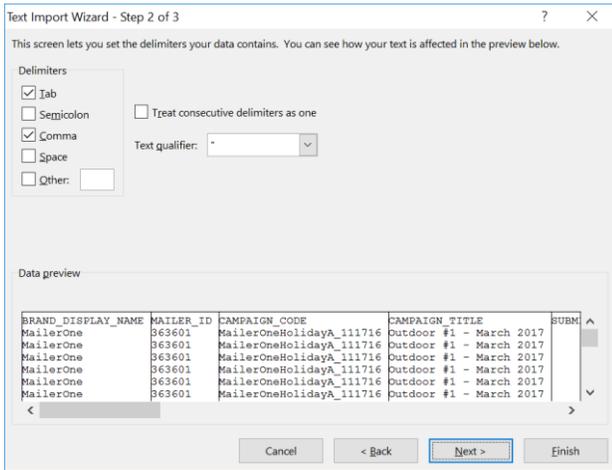
2.3. Select columns START_SERIAL, END_SERIAL, MID_SERIAL, ZIP5, MAILPIECE_ID, EMAIL_ID, and MID_SERIAL, and choose the "Text" Column data format.
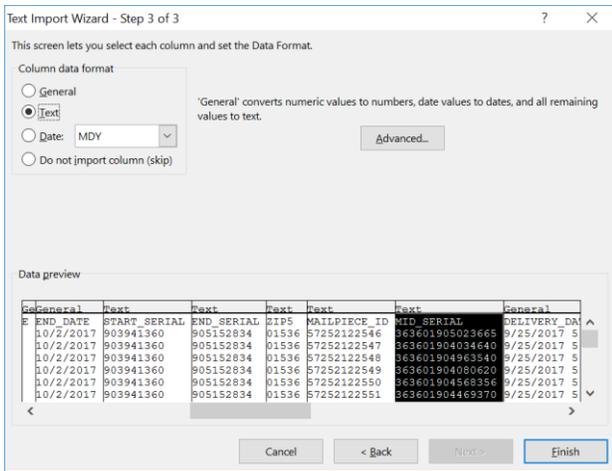
Appendix G – Legal Terms

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

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Eligible Content must not: (1) be defamatory, indecent or obscene; (2) depict violent or sexual material and/or material that would be harmful to minors; (3) violate any applicable law, statute, ordinance or regulation, or be legally actionable; (4) claim or create the impression, whether expressly or by implication, that the Postal Service endorses you or your product, service or offering; or (5) promote alcohol, tobacco, weapons, or gambling. You acknowledge and agree that USPS will not be involved in any way with the design of the Content. You agree to evaluate and bear all risks associated with the use of any Content. You are solely responsible for and assume all liability arising from use of the Content in or through or otherwise as a result of your Informed Delivery campaign. You agree that the fact that USPS reproduces, displays, or distributes the Content and/or otherwise uses it in the Informed Delivery campaign: (1) does not constitute approval or endorsement of the Content; (2) does not indicate that the Content complies with any or all applicable laws, including Postal law or regulations, or (3) does not constitute acceptance of any liability or risk arising from the Content. In the event that the Content contains an interactive link, you warrant and represent that any web page linked to directly from Informed Delivery, whether through an email or through the Informed Delivery interface, shall not take Informed Delivery users to a web page that could be confused by a reasonable person to be a Postal Service web page.

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