UNITED STATES
POSTAL SERVICE ®

INFORMED DELIVERY®

Mailer Campaign Portal
User Guide

Purpose of the Document
To provide users with step-by-step instructions to navigate
the self-service Mailer Campaign Portal.

United States Postal Service®, Product Innovation, Version 1.3

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Change History

Document Version	Section(s) Updated	Change Description	Author	Date
1.0	All	Initial document created	Carrie Bornitz	11/10/2017
1.1	All	Additional feedback incorporated	Carrie Bornitz	1/12/2018
1.2	All	External publishing; updates related to updated functionality and known defects	Carrie Bornitz	4/16/2018
1.3	All	Updates related to improved functionality and resolution of known defects	Carrie Bornitz	8/31/2018

1. Getting Started

Informed Delivery is an optional, free feature that gives residential consumers the ability to digitally preview their mail and manage their packages scheduled to arrive soon. Mailers can use this feature to engage users through synchronized direct mail and digital marketing campaigns. The Informed Delivery for Business Mailers website offers a variety of resources regarding Informed Delivery interactive campaigns:

- *Informed Delivery Overview:* Introduction to Informed Delivery and how the feature works
- *Interactive Campaign Guide*: Detailed information on how to conduct campaigns, run Pre-campaign Analyses, and interpret Post-campaign Analyses
- *Campaign Image Requirements*: Campaign design best practices and specifications (e.g., image sizes, content, and file types)
- *Interactive Campaign FAQs*: Answers to the most frequently asked questions from mailers

The Mailer Campaign Portal (MCP) was created for self-serve entry and management of Informed Delivery interactive campaigns. This document does not describe what is needed to conduct a campaign; it only talks to how to enter campaigns into the Portal. To ensure that you are ready to enter a campaign in the Portal, review the resources on the website linked above. The key to efficient campaign entry is to have all of your campaign elements ready!

☞ Important Note: The Postal Service is still working to fix several defects and observations that have been reported in the Portal. The defects and observations related directly to the MCP are noted in this User Guide. A full listing of current defects is in the FAQs on the Informed Delivery for Business Mailers website. Users should check this listing frequently for updates. None of these defects adversely impact campaign presentation to customers.

1.1. Mailer Campaign Portal Access

The Informed Delivery MCP 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). This *User Guide* explains the MCP's functionalities, as well as how to navigate its various self-service features.

In addition to the MCP, *PostalOne!*® offers a second, and electronic, campaign entry method.
- Refer to the Informed Delivery for Business Mailers website for information on *PostalOne!* Customer Acceptance Testing (CAT), programming, and report access. *PostalOne!* and MCP integration for the purposes of viewing, cancelling, and reporting is under development.

1.2. Logging In

Any individual with a BCG account can navigate to the MCP:
- Log into the BCG by entering a valid username and password in the corresponding fields.
  - If you do not have an account, create one. To link accounts for a single business, see Appendix B or the material provided in the "Help" section on the main BCG page.
- Select the "Other Services" option on the left sidebar of the BCG homepage (Figure 1).
- Locate the "Informed Delivery® Mailer Campaign Portal" row.
  - First time users must click on the "Get Access" button in this row.
    - Access to the MCP is granted by the Business Service Administrator (BSA) for the MCP. See the material provided in the BCG "Help" section for more information on BSA's.
  - Returning users that have been granted access select the "Go to Service" button.
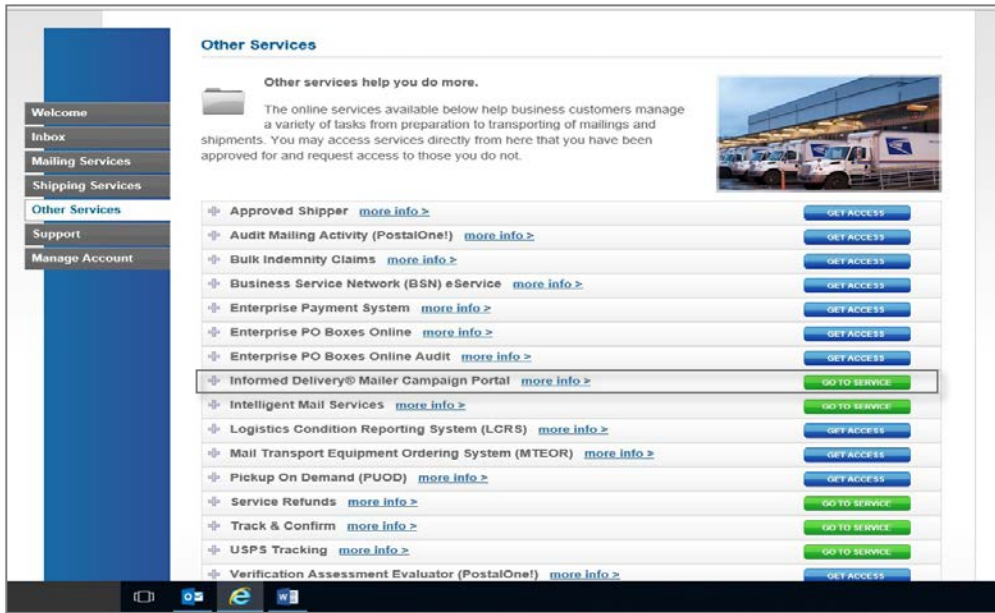- You will be taken to the MCP Welcome Page (Figure 2).

Figure 2:"Other Services" Tab in BCG

✓ **KNOWN DEFECT:** The Portal is conducting an address validation check prior to entry. This will be fixed in a future release. If you cannot access the MCP, see Appendix A for more information on how to resolve this issue.

The "How Informed Delivery Works" link redirects users to the Informed Delivery for Business Mailers website. The resources and material on this website will help you understand and gather all of your campaign elements ahead of time so you can complete your campaign entry in under three minutes!
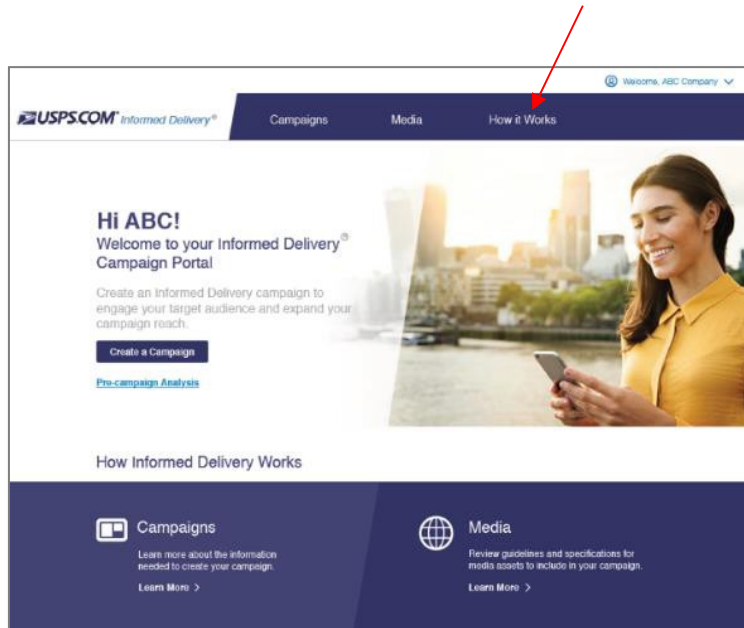

Figure 3: Welcome Page

2. Campaign Categories

Within the Portal, there are five categories that reflect the status of a campaign throughout its lifecycle:

- **Draft**: A campaign that has been saved as Draft, but not Submitted.
  - Users are not required to populate all fields or upload digital assets before "Saving as Draft."
  - These campaigns can be finalized and Submitted at a later date.
  - Draft campaigns are the only campaigns that can be deleted.
- **Submitted:** A campaign with all entries completed (e.g., required fields and digital assets) that is pending activation at a future date.
  - The campaign status will become Active upon the designated Start Date.
- **Active:** A campaign that is between the designated Start Date and End Date.
  - Users can view or download interim Post-campaign results.
  - An Active campaign cannot be edited; it can only be Cancelled.
- **Completed:** An Active campaign that has reached its End Date.
  - Users can view or download final Post-campaign results.
- **Cancelled:** A campaign that was Submitted or Active but was Cancelled.
  - Users can view or download Post-campaign results *if* the campaign was Active for at least one delivery day.

✓ **KNOWN DEFECT:** For Draft campaigns, users must always select the Edit Description or Edit Media option on the campaign Review page to get to a "Save and Continue" option.

☞ Important Note: Draft campaigns are subject to deletion after one month. Retention programming for other campaigns has not been completed at this time. Retention periods will be provided in a future *User Guide* update.

3. Campaign Creation

Start by selecting "Create a Campaign" from the Welcome Page. Choose either "Create a New Campaign" or "Create Campaign from a Template" (Figure 3).

- Users will only be provided the "Create a Campaign from a Template" option if templates are available (a Template can only be created after the Submission of a campaign).
- When a user selects "Create a New Campaign," it automatically creates a Draft campaign—regardless of whether any campaign elements were entered.

✓ **KNOWN DEFECT:** Campaign templates saved prior to July 5th may no longer be available.

☞ Important Note: Pop-up windows in the Portal contain a gray "X" in the upper right-hand corner (denoted with a red circle and arrow in Figure 3). Users can click this "X" to close the window.
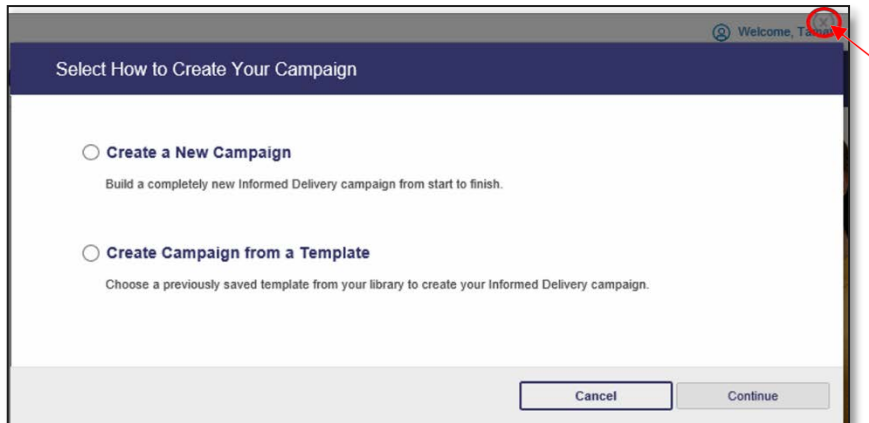

Figure 4: Campaign Creation Options & illustration of "X" used to close open windows

3.1. Step 1 – Describe

Enter the campaign data elements that appear on the first campaign entry screen (Table 1 and Figure 4). The table below provides a description for each required field:

Elements	Description
Brand Display Name	• This name will show in the "From" field in the Informed Delivery campaign presented to users. It must be the mail owner's name. For example, if an MSP represents Company123, this field should read "Company123." The same Brand Display Name can be used for multiple campaigns. • This field can have a maximum of 30 characters including spaces.
Campaign Title	• This field is for internal use only. For example, "AnyBrand Letter Mailing." The same Campaign Title can be used for multiple campaigns. • This field can have a maximum of 30 characters including spaces.
Campaign Code	• This field is for internal use only. • It **must be unique for each campaign**. For example "ABC102218-1" (company name, campaign Start Date, extension if more than one campaign). • This field can have a maximum of 30 characters including spaces.
Campaign Start and End Dates	• These fields indicate the dates when the campaign will begin and end. • USPS suggests that the Start Date is three days **prior** to and the End Date is three days **after** the target in-home date(s). • The campaign Start Date cannot occur in the past. • **The Start Date and End Date cannot be more than 45 days apart.**
Mailer ID (MID)	• The MID must be six or nine numeric digits in length; this is the MID that will be on the mailpieces sent. • If this is a shared MID or multiple campaigns are conducted at the same time, then the Intelligent Mail® barcode (IMb®) Serial Number Range is also required. • The MID can belong to the mail owner or a Mail Service Provider (MSP). The company that **addresses and prints the IMb's on the mailpieces** will know this number.

Elements	Description
IMb Serial Number Range	• This range is required if the campaign level is IMb Serialized (see the Interactive Campaign Guide for more information on campaign levels). • Campaigns using a shared MID **must each have a unique and sequential IMb Serial Number Range.** This must be a six- or nine-digit number (depending on length of the MID). • The company that **addresses and prints the IMb's on the mailpieces** will need to derive and provide this range.
Mailpiece Shape	• Indicate the type of mailpiece "Letter/Postcard" or ("Flat") based on the postage payment rate.

Table 1: Campaign Elements and Descriptions

☞ Important Notes: Campaigns must be submitted prior to noon EST (by 11:59 AM EST) the day before the campaign Start Date. Campaigns become active at midnight. This means a campaign must be submitted at least 12 hours before the campaign launches. Submitted campaigns cannot be edited within this window. They must be cancelled and reentered. No updates are allowed after the campaign is Active; Active campaigns can only be cancelled (and reentered using a new unique Campaign Code).
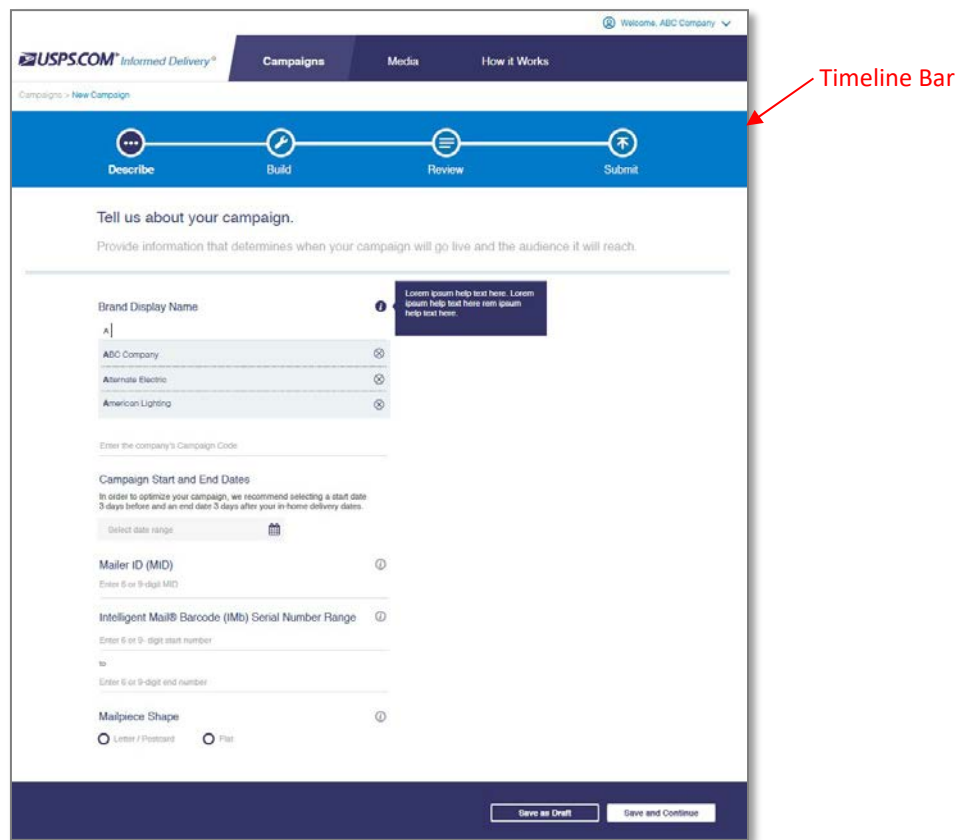

Figure 5: Describe Page

✓ **KNOWN DEFECT:** The breadcrumbs that appear above the timeline bar in the upper left-hand corner are not currently functional.

3.2. Step 2 – Build

Upload supplemental content (Figure 5). This includes providing the **required** Ride-along Image and entering your target URL. Ensure that the images meet the criteria as stated in our *Campaign Image Requirements* document on our [Informed Delivery for Business Mailers](#) website.

Follow the steps below to add the required **Ride-along Image and URL**:

- Click on the "Insert a ride-along image" box in the lower left-hand corner of the screen (Figure 5).
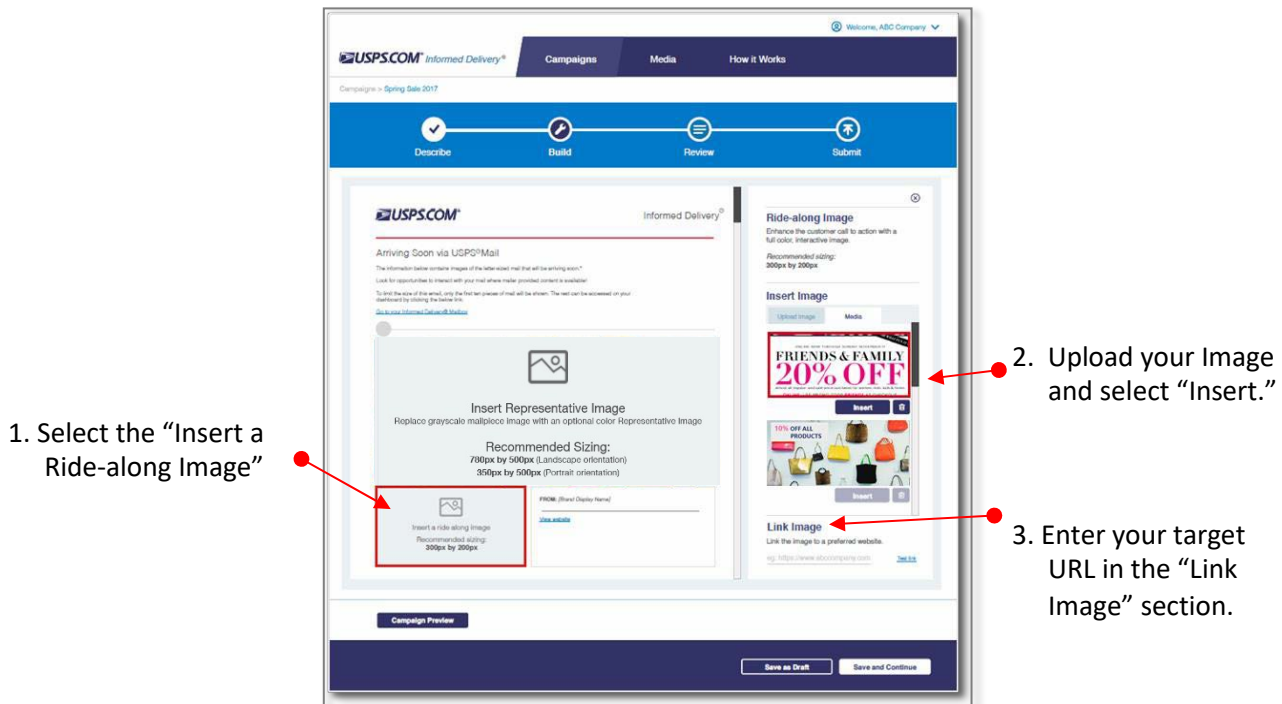- A module will appear on the right-hand side with "Insert Image" and "Link Image" sections.

1. Select the "Insert a Ride-along Image"

2. Upload your Image and select "Insert."

3. Enter your target URL in the "Link Image" section.

Figure 5: Build Page – Inserting Ride-along Image and URL

- Within the "Insert Image" section, select "Upload" to upload a new Ride-along Image (images must be accessible from the computer you are using). Alternately, you can select an image that was previously saved to your Media Library.
- Then select "Insert" to complete the image upload.
  - Figure 5 shows an example where two images are available to select from the Media Library.
- In the "**Link Image**" section, enter your **target URL** for your Ride-along Image. Link must have "www" or "http" or "https" in it.
- Be sure to select "Test Link" to verify the link is correct.

Follow the steps below to return to the "Build" page and test the URL associated with your campaign.
- Select the desired campaign from the Welcome Page or "Campaigns" tab.
- On the Campaign Summary page, go down to the Campaign Media section and select the "Edit Media" button. This will take you to the "Build" page.
- Click on the Ride-along Image section (like you did when you first created the campaign).
- The Ride-along Image and Link Image options will appear on the right-hand side of the screen.
- Use the "Test Link" function that is provided in the Link Image section.

☞ Important Notes: The maximum length for the target URL is 255 characters, although the Portal will not display an error message if the URL is longer than the maximum allowable length. Also, digital image color types (sometimes referred to as profiles) must be RGB (CMYK version is generally used

for printed material). If the image is not the proper color type, the image upload will fail; however, an error message is not provided. An error message will be added for this in the future.

Follow the steps below to add a **Representative Image**:
- Click on the "Insert Representative Image" box in the middle of the screen (Figure 6).
- A module will appear on the right-hand side with "Insert Image" and "Link Image" sections.
- Within the "Insert Image" section, select "Upload" to upload a new Representative Image.
- Then select "Insert" to complete the image upload.
  - Information on using "Media" can be found in Section 6 of this document.

A Representative Image is **optional** for letters / postcards, however, it is **required** for flat campaigns. As a reminder, flat-size mail has fewer scan events and less visibility than letters / postcards due to differences in processing.
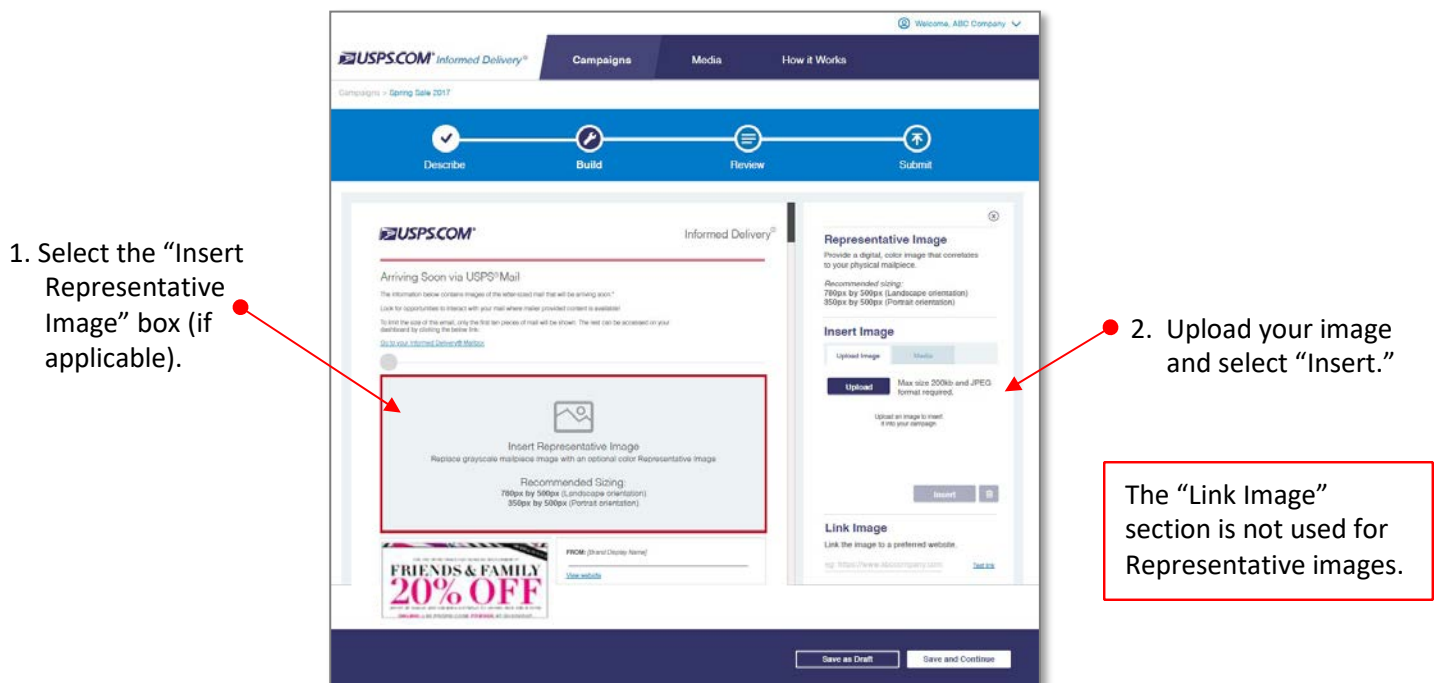
1. Select the "Insert Representative Image" box (if applicable).

2. Upload your image and select "Insert."

The "Link Image" section is not used for Representative images.

Figure 6: Build Page – Inserting Representative Image

- ✓ **KNOWN DEFECTS:** The "Link Image" section incorrectly appears for Representative Images. Do not insert a target URL in the Representative Image "Link Image" section. The Portal will ignore any information provided for this field. Users cannot click through on a Representative Image or grayscale image.

  The Representative Image does not appear as a required field when the Mailpiece Shape selected is "Flat." In the Review screen, it says the Representative Image is "encouraged." This error will be fixed in a future release. If a Representative Image is not provided, the campaign display to the user will be adversely impacted.

At any time during the campaign creation process, users can select "Save as Draft" or "Save and Continue" to keep working on the campaign. The *Campaign Image Requirements* document on the Informed Delivery for Business Mailers website contains information about design and image

requirements (e.g., dimensions, formats, etc.).

Optional Campaign Preview

An optional Campaign Preview is available from the Review page.
- Select the "Campaign Preview" button at the bottom of the page.
- View a digital preview of the email notification consumers will receive.
  - Select "Send Preview" and enter up to five email addresses to send this digital preview email notification to yourself or others in your organization.
- View a digital preview of the campaign on a mockup of a consumer's dashboard by selecting the "Consumer Dashboard" option at the top of the screen.

3.3. Step 3 – Review
Review the campaign elements before submission.
- Click the "Edit Description" box to return to the Describe step or "Edit Media" box to return to the Build step to make changes to the campaign (Figure 7).
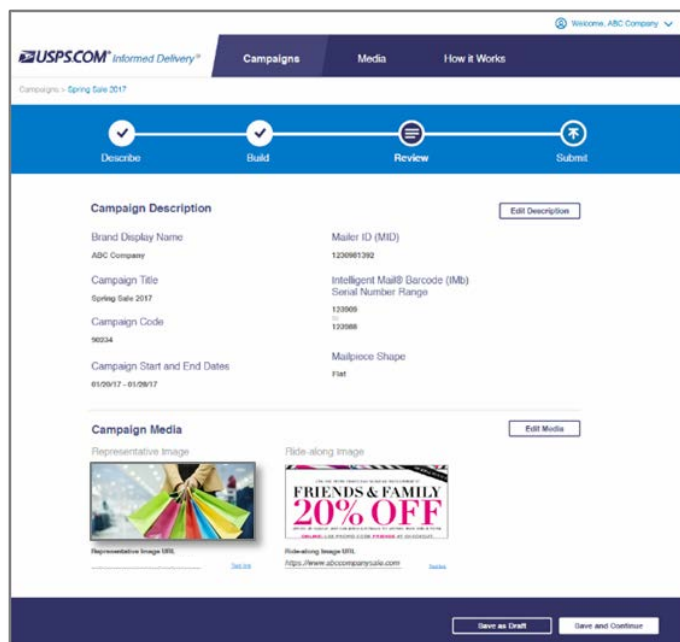

Figure 7: Review Page

- The Review page will indicate if required fields are missing. A red "X" icon will appear next to any field that requires additional action (Figure 8).
- Selecting "Save as Draft" at this point saves the campaign information so it can be edited and submitted later. Selecting "Save and Continue" at this final stage will take users to the Submit page (Figure 9).

☞ Important Notes: When working with Draft campaigns, you **must** go into the "Edit Description" or "Edit Media" function from the "Review" page before you can "Save and Continue" (Figure 8). This will be fixed in a future release. The Representative and Ride-along Images may appear stretched on the Review page. If the images meet the requirements outlined in the *Campaign Image Requirements* on the [Informed Delivery for Business Mailers](#) website, the images will correctly appear in the consumer's Informed Delivery notification.
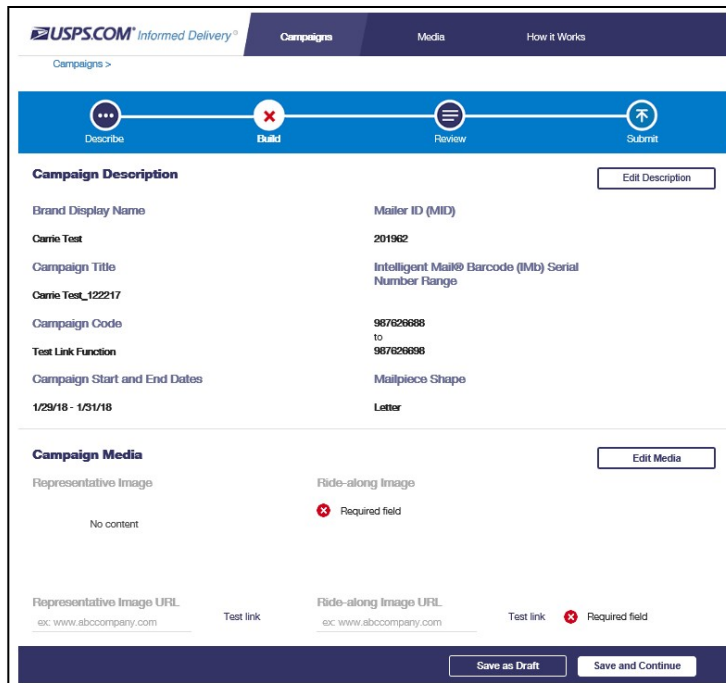
Figure 8: Review Page – Illustrating Missing Required Elements

3.4. Step 4 – Submit

If all of your campaigns elements have been entered and are correct, select "Submit Campaign" (Figure 9). This will result in the campaign showing a Submitted status on the Welcome Page and "Campaigns" tab. The campaign will become Active on the designated Start Date.
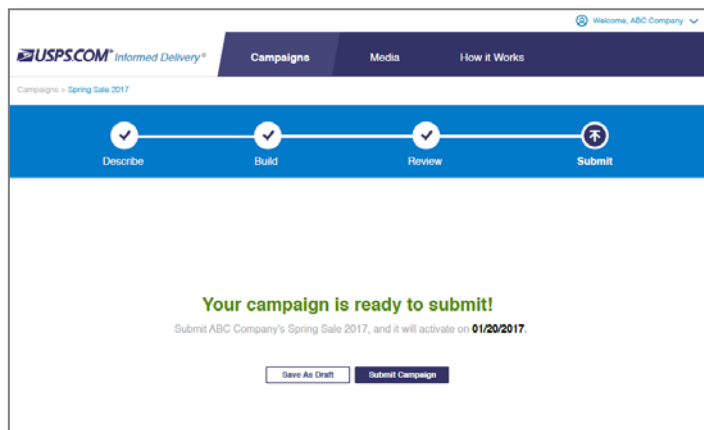

Figure 9: Submit Page

If campaign elements are still missing or incorrect at this stage (Figure 10), return to the "Describe" or "Build" pages, as applicable, to finalize the campaign entries. Selecting "Save As Draft" saves the campaign information so it can be edited later.

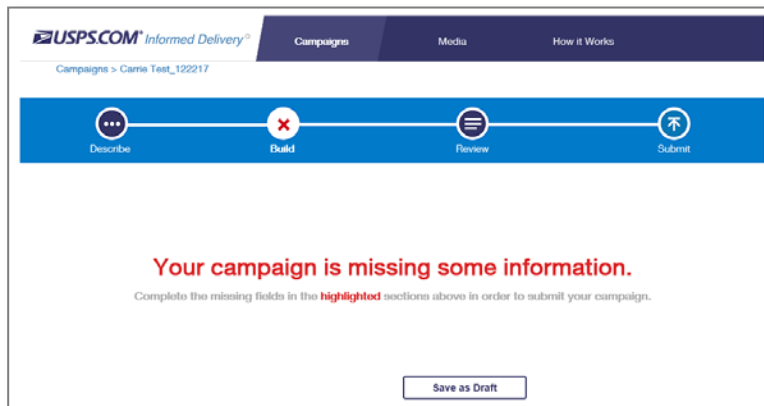☞ Important Note: Users can edit a Submitted campaign until 11:59 AM EST the day before the campaign Start Date.

Figure 10: Submit Page – Indicating Missing Campaign Elements

4. Reports

Users have the opportunity to get reports both before and after a campaign. See the *Interactive Campaign Guide* on the [Informed Delivery for Business Mailers](#) website for details on report contents, calculations, and samples.

4.1. Pre-campaign Analysis Report

The optional Pre-campaign Analysis Report allows users to evaluate their campaign reach within a specific mailing list. Users can initiate this report from the Welcome Page (Figure 2, under the "Create a Campaign" button) or within the "Pre-campaign Analysis" tab.

- Enter a name for this report first; this title is for internal use only and is meant to help differentiate between multiple Pre-campaign Analyses (Figure 11).
- Select "Upload ZIP11 File" to access the file that was previously saved on your computer (that meets the criteria outlined in the *Interactive Campaign Guide*).
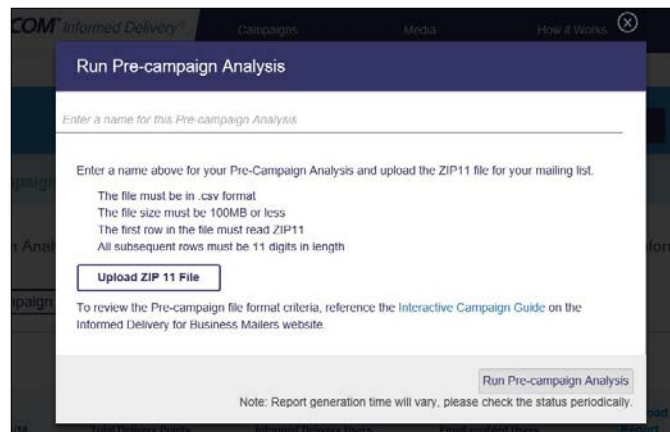

Figure 11: Pre-campaign Analysis Naming Window

The amount of time required to generate report results depends on the size of the 11-Digit Delivery Point ZIP Code list. The report will be posted on the Pre-campaign Analysis tab (Figure 12). 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.

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.
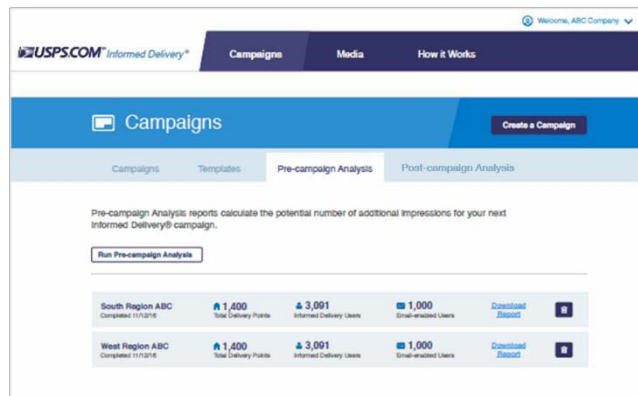

Figure 12: Pre-Campaign Analysis Tab

☞ Important Note: Details of the requirements for the file format, contents, and file size limitations are provided in the *Interactive Campaign Guide*. The Appendix of the *Interactive Campaign Guide* provides helpful information to help you resolve error messages and address inaccuracies in your campaign file. This report is NOT required to conduct a campaign. This analysis can be conducted in the MCP regardless of the campaign entry/submission method.

4.2. Post-campaign Analysis Reports

Participating businesses and organizations that enter campaigns in the MCP can gather valuable insights from their campaign data using Post-campaign Reports (Figure 13). Portal users initiate Post-campaign Analysis reports by checking the box beside Active, Completed, or Cancelled campaigns on the Welcome Page or "Campaigns" page and then selecting "Generate Report." Post-campaign data on Cancelled campaigns will only be available if the campaign was Active prior to being cancelled.
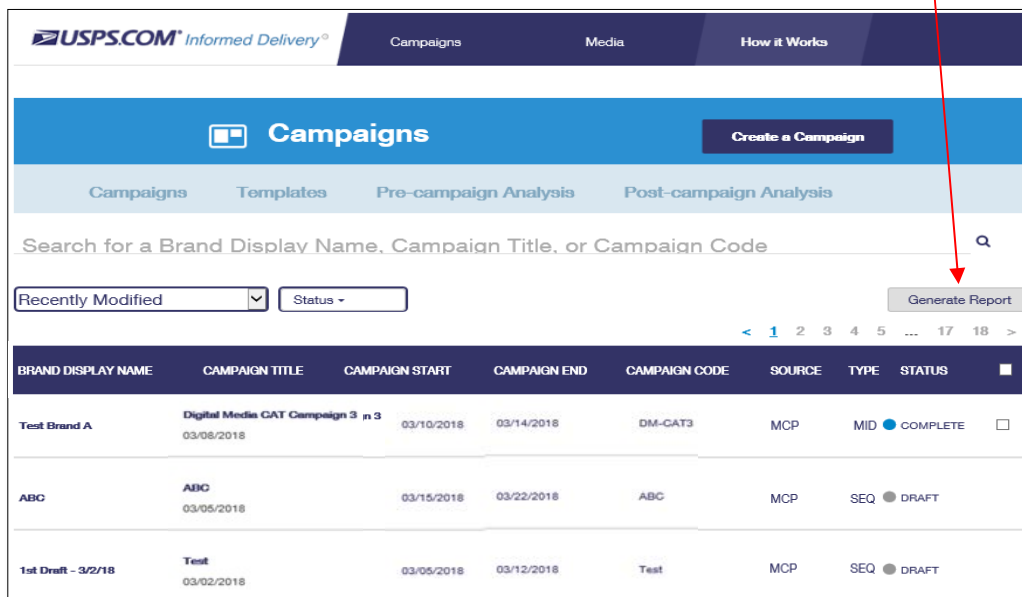

Figure 13: Requesting Post-campaign Analysis

☞ Important Note: The date in gray text that appears below the Campaign Title represents the date the campaign was created or most recently updated.

Once the desired campaign(s) are selected, clicking "Generate Report" will bring up a new window. Enter the desired name for this Post-campaign Analysis and select "Generate Post-campaign Analysis." The Portal will then direct you to the "Post-campaign Analysis" tab (Figure 14).

- Both the Summary Report and Detailed Report are automatically generated for each campaign selected. If you select multiple campaigns, the results will appear in one set of reports.
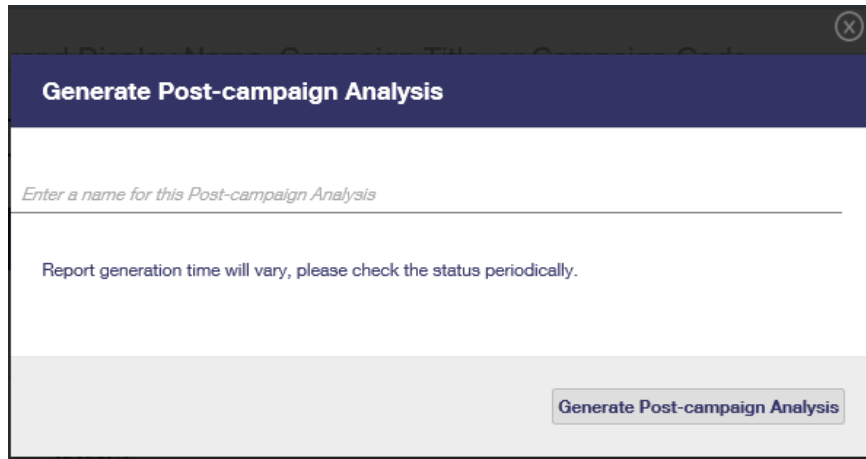

Figure 14: Post-campaign Analysis Naming Window

- These reports can be pulled at any time during an Active campaign; however, the final Post-campaign summary report (pulled after the campaign is Complete) provides the cumulative and final campaign performance information.
  - There are three stages to Post-campaign Reports: Queued, In Progress, and Completed. Reports can only be downloaded when the report is in this last stage (Figure 15). Reports may not appear in the order in which they were generated or be grouped by campaign.
- ✓ **KNOWN DEFECTS:** There have been instances of the reports timing out if they take more than 30 minutes to process or if multiple reports are requested at once. A fix for this will be put into production in the near future. Also, the use of a comma in the original Brand Display Name, Campaign Title, or Campaign Code can shift characters in Post-campaign Summary Report to the
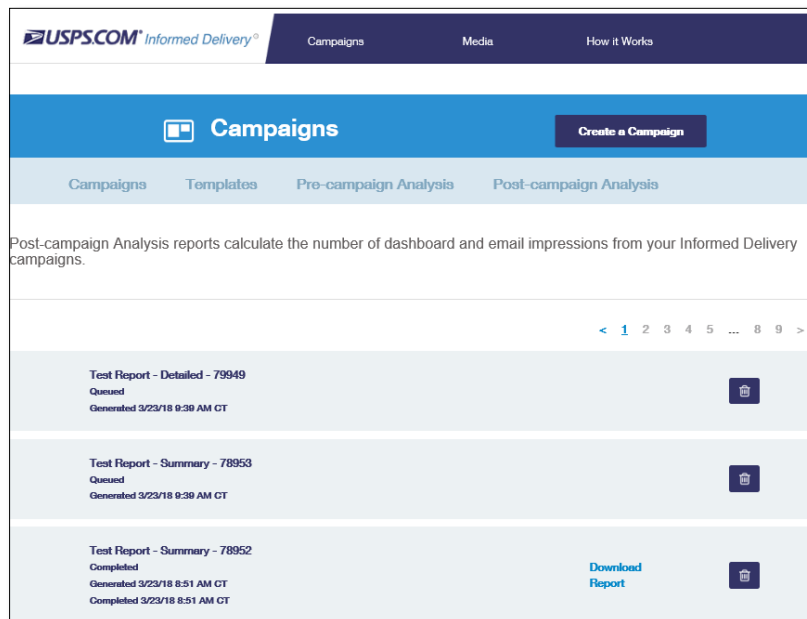

Figure 15: Post-campaign Analysis Tab

incorrect column. Additionally, the use of these special characters \ / : * ? " < > | _ in the Report name can result in the report hanging/not processing.

5.   Campaign Management

Selecting the "Campaigns" link in the MCP directs users to a page where they can browse existing Campaigns, Templates, Pre-campaign Analysis, and Post-campaign Analysis information (Figure 16).
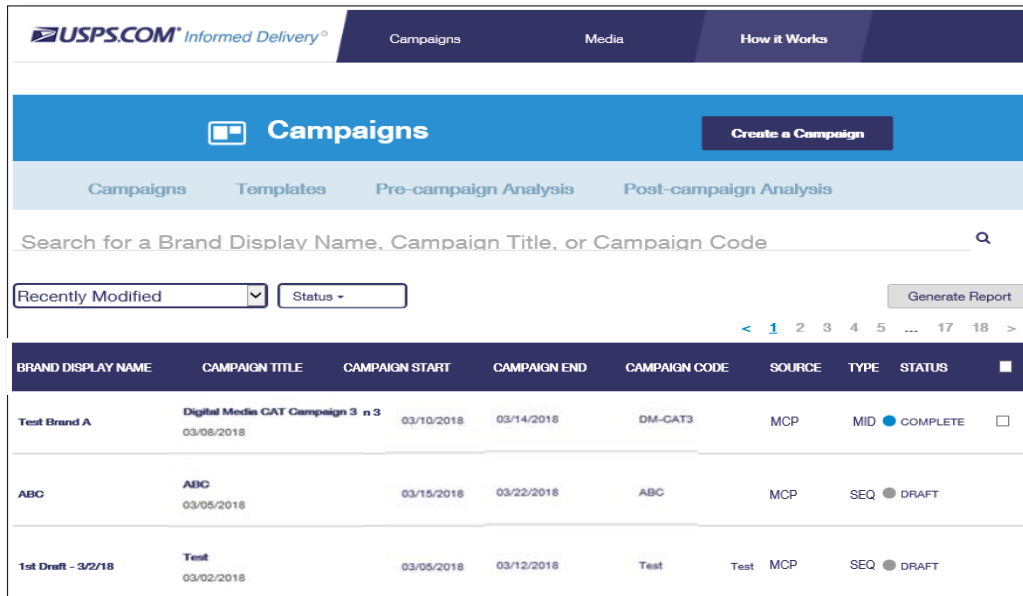

Figure 16: "Campaigns" Tab and Available Sub-Tab Options

5.1. Browsing Campaigns

Users can view a limited number of campaigns on the Welcome Page. All campaigns are displayed on the "Campaigns" tab.

- The search bar on the "Campaigns" tab allows users to filter campaigns by specific text. The search bar is case and character (e.g., additional spaces or punctuation) sensitive.
- Clicking on any campaign element in the campaign list (i.e., "Brand Display Name," "Campaign Start," "Status," etc.) will redirect the user to a page displaying information for that specific campaign.
- Users are able to edit Draft and Submitted campaigns after clicking on a specific campaign.

Additionally, users can select the "Actions" drop-down menu to take further action on a specific campaign, based on the campaign status (Figure 17).

- Select any campaign from the Welcome page or Campaigns tab.
- Select "Preview Campaign" in the drop-down list to view a campaign as an Informed Delivery user would see it: in an email or dashboard notification view.
- Delete Draft by clicking "Delete Draft."
- Cancel a Submitted or Active Campaign by selecting "Cancel Campaign."
- View campaign data by clicking "Generate Report" if the campaign is Active, Cancelled (with activity), or Completed.
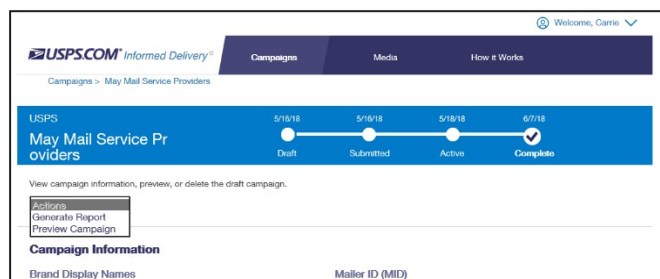

Figure 17: Campaign Actions

5.2. Creating a Campaign from a Template

Users can expedite the campaign creation process by building a campaign from a template (Figure 18). A template pre-populates some campaign fields with information from previous campaigns. Users are still able to edit fields and provide new campaign information. This feature only becomes available after a campaign is Submitted.

Figure 18: Campaign from Template

5.3. Managing Templates

Select the "Templates" folder (within the "Campaigns" tab) to view, use, or delete campaign templates. To create a campaign from an existing template, select the "Actions" drop-down menu and click "Create Campaign from Template."

Follow the steps beginning in Section 3 to continue building your campaign. Users can also delete templates by selecting the "Actions" drop-down menu and clicking "Delete Campaign."

Clicking on any templated campaign information in the listing (i.e., "Brand Display Name," "Campaign Title," etc.) will direct the user to a page displaying that specific campaign's information.

✓ **KNOWN DEFECT:** The "Actions" list from the Templates table (Figure 16) is not functioning properly. Selecting the "Actions" list from the main table will result in the associated template opening. The "Actions" list is then available for use. You must select "Create Campaign from Template" again to get to the "Describe" page.

6. Uploading Media

The "Media" link at the top of the page enables users to upload Representative and Ride-along Images to their personal Media Library within the MCP (Figure 19). Users can also delete images stored from previous campaigns that are no longer needed. Up to 10 images can be stored in your Media library.

- Select the drop-down menu that reads "Media Type."
- Choose the appropriate media type (e.g., Representative Image or Ride-along Image).
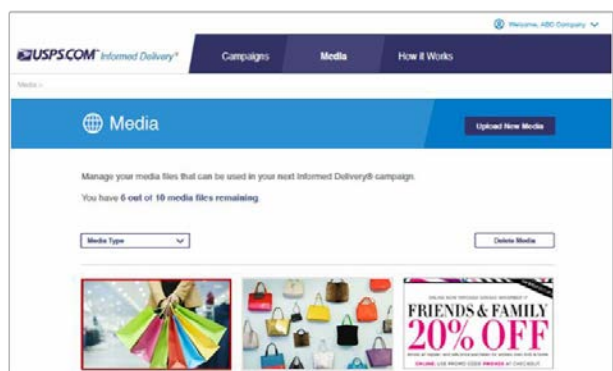- Select "Upload Media."

Figure 19: "Media" Tab

7.   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.

Your Representations and Warranties

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

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.

Campaign data available in Post-campaign Reports is not available for resale to any third-party organizations.

Indemnity

You agree to indemnify and hold the Postal Service and its Governors, officers, employees, agents, printers, contractors, vendors, and suppliers harmless against any and all expenses and losses of any kind (including attorneys' fees and costs) incurred in connection with any claims of any kind arising out of breach of any of the above representations and warranties, and publication, transmission, display or distribution of the Content (including, without limitation, any claim of patent, trademark or copyright infringement, libel, defamation, breach of confidentiality, misappropriation of trade secret, invasion of

the rights of privacy or publicity (including the right to control use of one's name and likeness), false or deceptive advertising or sales practices) or any material or products of your' s to which third parties can link through the Content.

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Appendix A – Resolving Address Validation Issue

When a first-time user clicks on the "Request Access" or "Go To Service" link, the BCG informs the user it will redirect him/her to the landing page (Figure 20). The MCP requires an Address Validation prior to accessing the Portal. The Postal Service is currently working to resolve this defect.
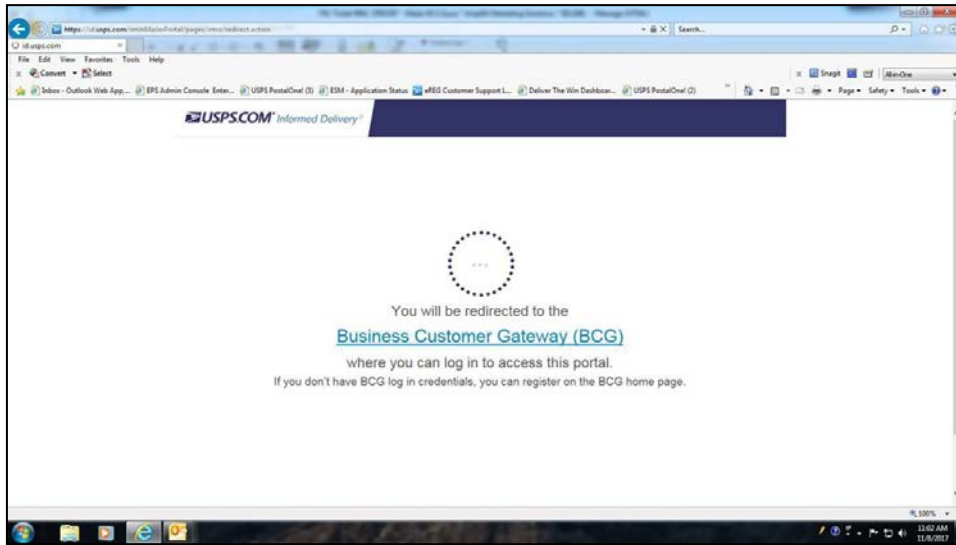

Figure 20: BCG – Portal Access Defect Due to Address Validation Check

Until USPS resolves this defect, users can attempt to address this issue with any of the solutions below.
1. Follow the steps outlined below to ensure the account contains a valid USPS approved mailing address. For instance, users oftentimes fail to include a Suite or Unit number or place that information in the wrong location. Access to the MCP will be granted once the address is recognized and verified.
    o Go to *USPS.com* and select *ZIP Code Lookup* under *Quick Tools* (Figure 21).
    o Enter just the Address and City/State from your BCG account and conduct the search—do not enter your ZIP Code (Figure 21).
        ▪ Be sure to enter the address just like it is shown in your account (on Address Line 1, Address Line 2, etc.)
    o The response provided will indicate if the address is valid or if there are multiple addresses available (First red highlighted box in image below).
        ▪ Most common issue is that a Suite or Unit number is missing, as shown in the example below (Second red highlighted box in the image below).
        ▪ Alternately, the Suite or Unit number may be on the wrong Address line.
    o Update your address in your BCG account to include the full, valid address.
        ▪ Click on Edit Profile, choose My Company is Moving, make the change to your address, click on Continue and Confirm. Then log out of BCG. You should see the change when you log back in.
2. Conduct programming to submit campaigns via *PostalOne!* (Reference the *Interactive Campaign Guide* on the Informed Delivery for Business Mailer website for more information).
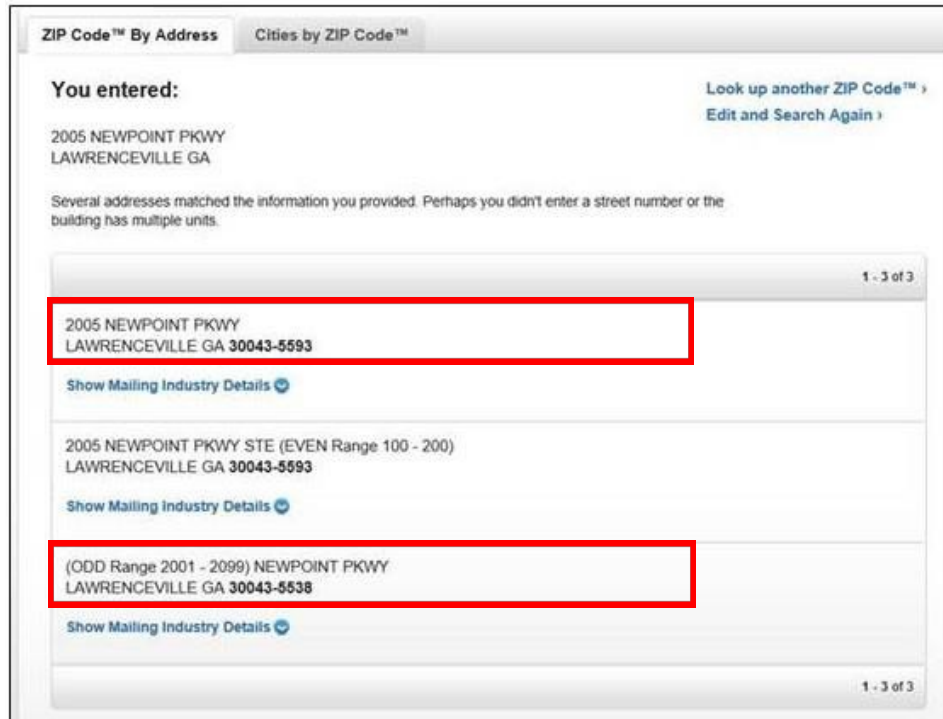3. Wait until the observation is fixed to conduct a campaign in the MCP.

Figure 21: Address Entry Page on USPS.com

Appendix B – Business Customer Gateway (BCG) Access Management

For multiple individuals to share access to campaign information in the MCP, two requirements must be met:
1. The BCG must associate the users with the same company through the same CRID.
2. New users must be approved by the Business Service Administrator (BSA). The first person to create an account with a CRID becomes the organization's BSA.

USPS recommends following the three steps below to ensure that multiple individuals can view relevant campaign information.
1) **Search for an organization by CRID**: If a user creates an account and selects a name or address for a company that does not perfectly match an already existing account, a new CRID is created. USPS recommends avoiding this pitfall by searching for a company by its CRID—not the Name/Address option.
2) **Ensure the BSA approves each user:** The BSA receives a notification when a new user requests access and must approve that individual. USPS recommends that new users contact their organization's BSA to confirm their access request will be approved.
3) **Check the "Home Location":** The "Home Location" reflects the individual's first CRID used in BCG. The CRID must perfectly match the BSA's CRID. At this time, individuals cannot change their "Home Location." If the CRID is incorrect, USPS recommends creating a new account with the correct CRID

Use the BCG "Help" link for more information on how to assign rights within BCG.