



FACT SHEET

**What is *PostalOne!* campaign submission with Mail.dat?**

*PostalOne!* eDocumentation (eDoc) submissions are electronic data file transmissions that include information on mailing sortation, quantities, rates, service types, and postage payment. Campaigns can be submitted as part of the eDoc by embedding the campaign data in Mail.dat job.

The campaign information is embedded by including the Informed Delivery data files (RMS/RMR) in the job – these files are usually populated by presort software at the time the mailing job is set up. Post-presort software can also be used to add campaign data to Mail.dat files.

The RMB method (consisting of the HDR, RMS & RMB files only) can be created using post-presort software and allows mailers to submit campaign data independent of presort data.

**Why should I create campaigns via *PostalOne!* eDoc?**

There are a few advantages to creating campaigns via eDoc:

- The eDoc submission of campaign data is an automated way of creating campaigns. With this method, PostalOne! does all the work – it extracts the MID and serials directly from the presort data (PDR/PBC) and uses that information to determine the MID and the Start and End Serials for the campaign.
- It reduces errors and eliminates the need to manually enter campaigns in the Mailer Campaign Portal.
- It allows mailers to submit campaigns with or without Presort data – the RMR embedded option with presort data or the RMB submission method that does not include presort data.
- It is an ideal solution for higher campaign volumes.

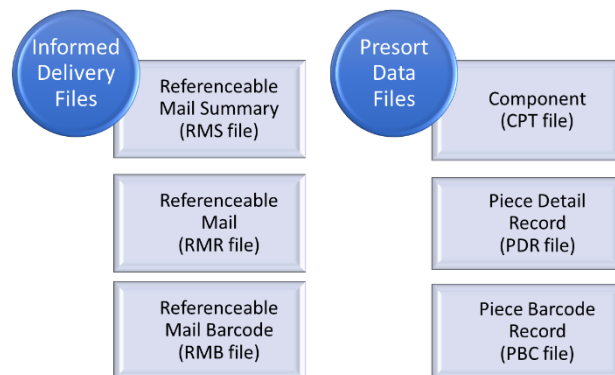
**Things to Consider**

- Both MID and Sequential (SEQ) campaigns can be submitted through Mail.dat eDoc, but PURLs and NON-SEQ are not supported.
- When submitting SEQ campaigns via eDoc, all barcodes must be distinct sequential serial ranges for each campaign submission. For the same MID, there cannot be overlaps of serials across job submissions.
- Keep in mind that Informed Delivery does not distinguish between Mail Class, Shape or Service Type. This means that only one campaign can be Active or Submitted for a given MID and serial range during a given timeframe.
- The Campaign Code must be unique for each campaign submission. The only exception is if multiple submissions are used to “update” serials on an existing campaign in Submitted status.

### How to Get Started

Mailers are required to work with the Informed Delivery eDoc Team and do the following to get started:

- 1 Read the Mailer Onboarding documents on PostalPro.  
<https://postalpro.usps.gov/mailing/idedocspecs>
- 2 Visit USPS **Business Customer Gateway** to sign up for a Customer Acceptance Testing (CAT) test account in the CAT BCG.  
<https://gateway-cat.usps.com/eAdmin/view/signin>
- 3 Once account is set up, email account information to the Informed Delivery eDoc Team at [USPSInformedDeliveryDoc@usps.gov](mailto:USPSInformedDeliveryDoc@usps.gov)
- 4 Set up testing scenarios and work with the USPS Informed Delivery eDoc Team throughout testing period



SUBMITTING VIA MAIL.DAT



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- You have the option of linking the campaign data to the CPT file or to the piece file (PDR/PBC). There are advantages to using both, depending on your mailing scenario. See the Mail.dat User Guide for more details.

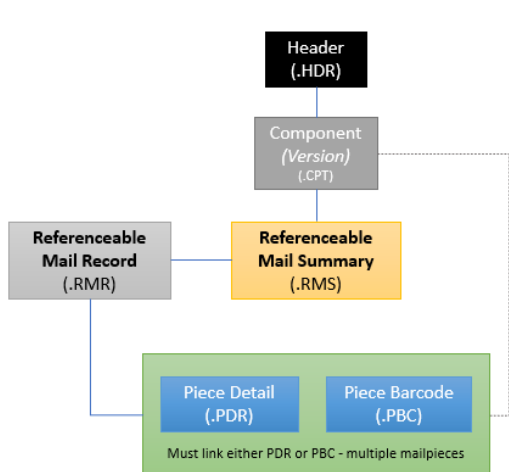


Figure 1: Piece Driven - PDR/PBC linked to RMR

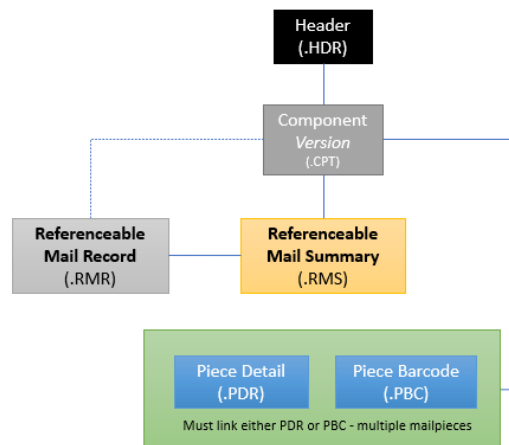


Figure 2: Component Driven - PDR/PBC linked to CPT

- Whoever submits the Mail.dat with campaign data (eDoc Sender CRID) will be the owner of the campaign. This means that the campaign management and reporting is only visible to the eDoc Sender CRID in the Mailer Campaign Portal (MCP). It will be the responsibility of the owner to share that information with the Mail Owner.
- Target URL, Ride-along and Replacement/Representative Image links must be the same for all pieces associated to a single campaign. When submitting campaigns with a piece linkage (PDR/PBC driven) or through the RMB submission, make sure that links in the RMR are the same for all pieces tied to a single campaign.

## We're Here to Support!

Below are some things to keep in mind when beginning with *PostalOne!* eDoc submissions:

- Make sure you test in the Customer Acceptance Testing (CAT) environment before moving to Production.
- Think about the types of campaigns you will submit and decide on which submission type you would like to use (RMR embedded vs. RMB submission).
- Think about the amount of testing that will be needed – this will depend on the types of mailings and types of campaigns you will need to submit. For example, you would not test MID campaign submissions if you will not submitting MID campaigns through eDoc.
- Make sure you host your images (Ride-along and Representative/Replacement) by placing them in a folder or sub-domain on your website or some other publicly accessible server. The images must be hosted on a publicly accessible and secure site (links must begin with https://). The image links are then provided in the mailing job as part of the campaign information. You should plan to host the images for at least a week. Once the campaign is successfully created, the image no longer needs to be hosted, unless you will be using it for more campaigns in the future.
- It is very important that you submit several types of jobs in the CAT test environment to ensure that you are creating **successful** campaigns **BEFORE** moving onto Production where the campaigns would result in live and active campaigns. The **Informed Delivery eDoc Team** will let you know when you are ready for Production.
- After you are done with testing and move to Production, you can contact the Informed Delivery eDoc Team at [USPSInformedDeliveryeDoc@usps.gov](mailto:USPSInformedDeliveryeDoc@usps.gov) with any questions or concerns regarding Informed Delivery Campaigns and eDoc submission of those campaigns.