



# INFORMED VISIBILITY<sup>®</sup> ORIENTATION

An introduction to the Informed platform and IV Mail Tracking and Reporting (IV-MTR<sup>®</sup>) application

May 2021, v1.2



## **This presentation covers the following topics:**

- [Informed Platform Overview](#)
- [Informed Visibility Mail Tracking & Reporting \(IV-MTR\) Overview](#)
- [IV-MTR Introduction](#)
- [IV-MTR Navigation Overview](#)
- [Features Available in IV-MTR](#)
- [IV-MTR API](#)
- [Key Terms](#)
- [IV-MTR References & Resources](#)



# Informed Platform Overview

Connecting the digital and physical worlds through data

## Informed Visibility

Provides near real-time mail tracking for **commercial mailers**

# USPS Informed Platform

- **Free, data-driven** services
- Provide commercial mailers **insight into mail**
- Provide residential customers options for **customizing mail experience**

## Informed Offers

Will allow Informed Delivery customers to choose categories of mail they are interested in

## Informed Delivery®

Provides incoming mail notifications to **residential customers**

## Informed Address

Will replace residential customer's physical address with an alphanumeric code

## Informed Delivery Campaigns

Interactive campaigns mailers can create

## Informed Delivery:

- Allows residential customers to **preview mail\*** scheduled for delivery at their residential or PO Box address\*\* and **schedule package deliveries**
- Preview includes **black and white images of the mail** captured by the USPS mail processing machines
- Image preview is available via **email, app, or online dashboard**

For more information about this service, see [informedelivery.usps.com](https://informedelivery.usps.com)

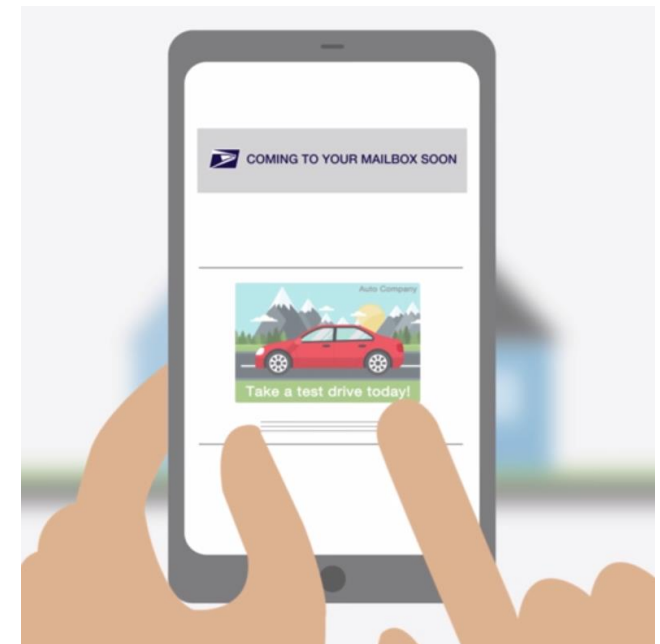
*\*Currently images are only available for letter-sized mailpieces*

*\*\*This service is not currently available for commercial addresses*



## Informed Delivery Campaigns:

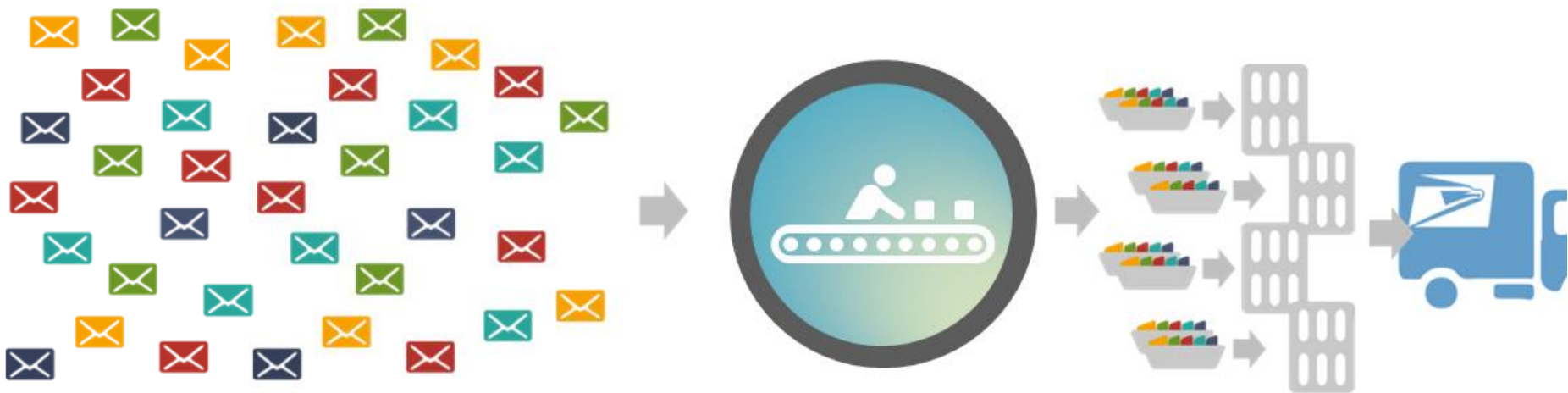
- **Interactive campaigns** commercial mailers can create
- Allow mailers to:
  - **Replace the normal black-and-white mail image** in Informed Delivery **with a color image**
  - Include a **target URL** that **directs users to a digital experience**
- Available for **letters and flats**



For more information on this service, see [usps.com/business/informed-delivery.htm](https://usps.com/business/informed-delivery.htm)

## Informed Visibility

- **Analytics tool** for commercial mailers
- Allows mailers to see **where their mailpieces are** in near-real time
- Tracking available through the **Informed Visibility – Mail Tracking & Reporting (IV-MTR) application**

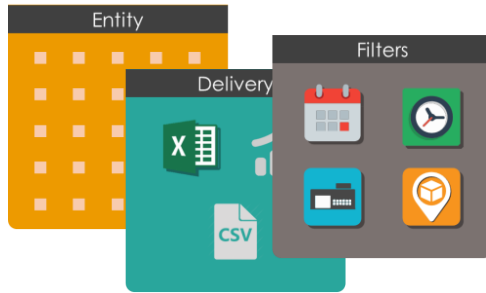


# Informed Visibility Mail Tracking & Reporting Overview

An introduction to IV-MTR features and benefits

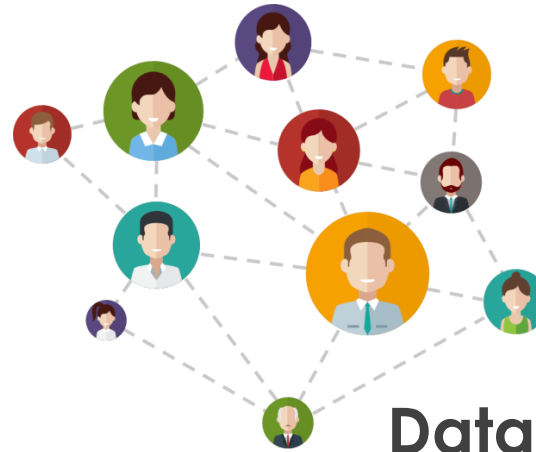


## IV-MTR provides:



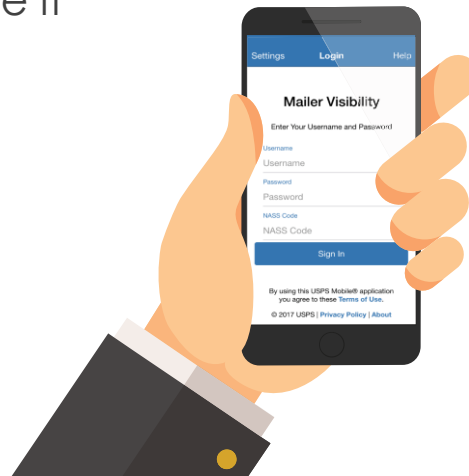
### Flexible Data Provisioning

You decide what data you want, when you want it, and how to receive it



### Data Delegation

You can share your data with other users



### Access Control

You can control access to your data on an enterprise or per-user basis

## How Can IV-MTR Help My Business?

**IV-MTR provides near real-time tracking data, which allows you to:**

### *Outgoing Mail*

Obtain near real-time notification when your mail receives processing scans

Identify mail delivery trends and upcoming delivery dates

Enable fulfillment, staffing, and inventory planning based on mail delivery

Know when your message reaches your audience so you can synchronize multichannel marketing

## How Can IV-MTR Help My Business?

**IV-MTR provides near real-time tracking data, which allows you to:**

### *Incoming Mail*

Obtain near real-time notification when your return mail enters the mailstream

Know when return items are expected so you can better manage your supply chain

Manage cash flow and accounts receivable more effectively

Evaluate the success of advertising campaigns in near real-time

## What kind of mail data is available through IV-MTR?

- IV-MTR primarily supplies **mail scanning and tracking data**
  
- You can also request data from the following systems:\*
  - **Enterprise Payment System (EPS)** – payment information for mailings, PO Boxes, and other Postal products
  - **Informed Delivery Post-Campaign (IDPC) Detailed Data**– processing, open, and click-throughs for [Informed Delivery Campaigns](#)
  - **Mail Quality Data (MQD)** – detailed error data from the Mailer Scorecard
  - **Package Platform Concept (PPC)** – physical and payment information for packages

*\*Note data from these systems is pass-through data and is only provisioned through IV-MTR. IV-MTR is not responsible for generating this data or its reports.*

## What do I need to do to use IV-MTR?

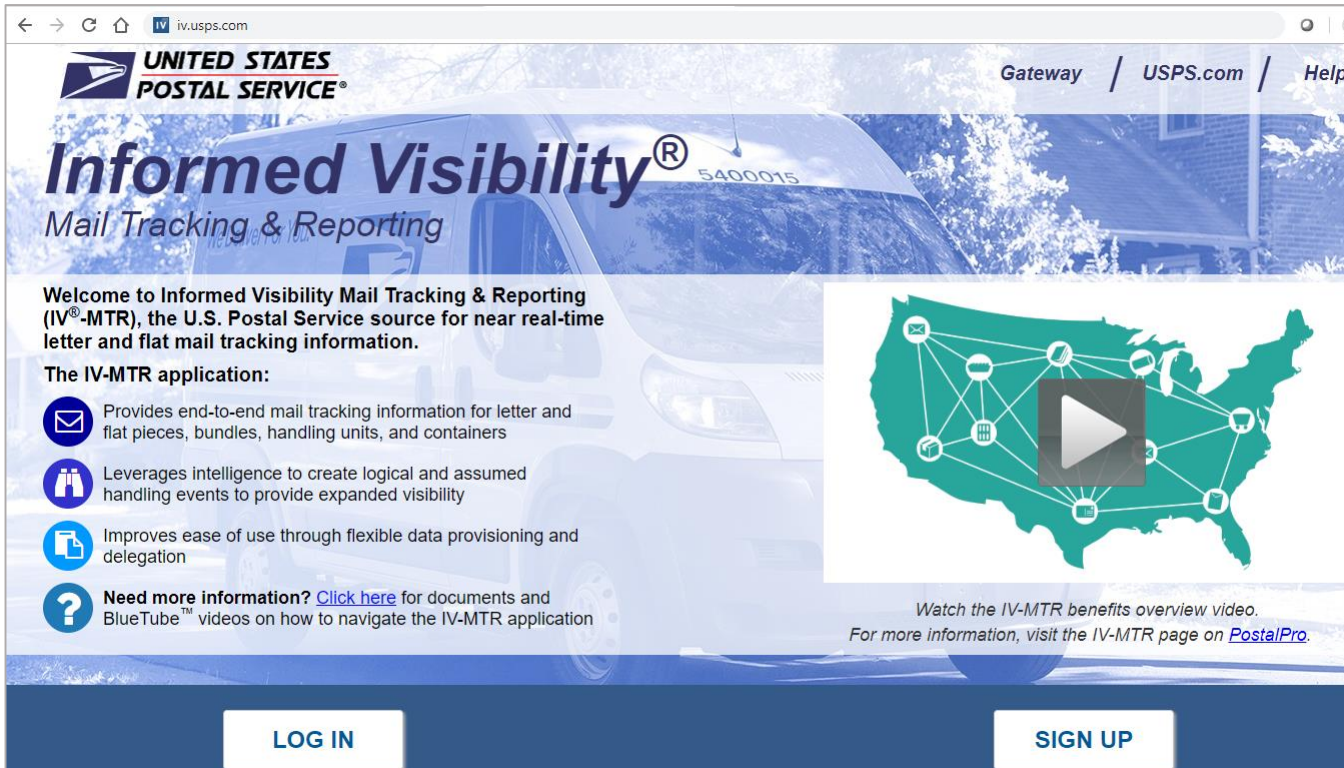
- To take advantage of the visibility in IV-MTR, you must:
  - Be a registered business customer (through the Business Customer Gateway (BCG)) with a [Customer Registration ID \(CRID\)](#) and a [Mailer ID \(MID\)](#)
  - Use unique Intelligent Mail Barcodes (IMbs)\* with all required fields, including Service Type IDs (STIDs) and MIDs
    - Tracing STIDs can receive data on a recurring or ad hoc basis
    - Non-tracing STIDs can only receive data on an ad hoc basis

*\*Non-unique IMbs can still receive data in IV-MTR. However, because multiple mailpieces contain the same barcode, their records will overwrite each other. Note that Business Reply Mail scans can be uniquely identified by using their IV Piece IDs.*

# IV-MTR Introduction

How to access the IV-MTR Application

The IV-MTR application is located at: [iv.usps.com](https://iv.usps.com)







The screenshot shows the homepage of the Informed Visibility Mail Tracking & Reporting (IV-MTR) application. The page features the USPS logo, navigation links for Gateway, USPS.com, and Help, and a large header image of a mail carrier's vehicle. The main content area includes a welcome message, a list of application benefits, and a video player showing a map of the United States with a play button. At the bottom, there are 'LOG IN' and 'SIGN UP' buttons.

← → ↻ 🏠 [iv.usps.com](https://iv.usps.com) Gateway | [USPS.com](https://usps.com) | Help

## **Informed Visibility®** Mail Tracking & Reporting

Welcome to Informed Visibility Mail Tracking & Reporting (IV-MTR), the U.S. Postal Service source for near real-time letter and flat mail tracking information.

**The IV-MTR application:**

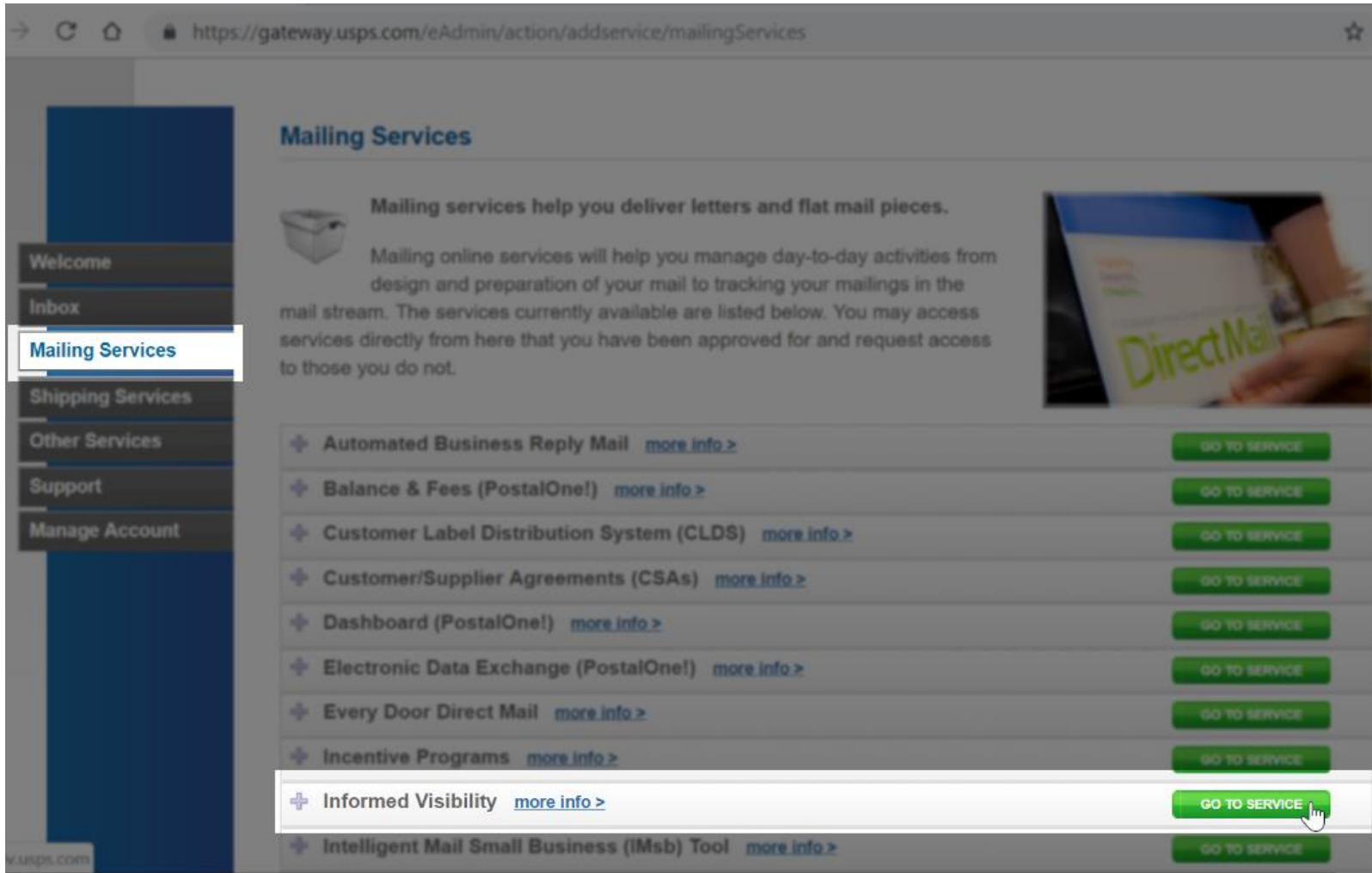
-  Provides end-to-end mail tracking information for letter and flat pieces, bundles, handling units, and containers
-  Leverages intelligence to create logical and assumed handling events to provide expanded visibility
-  Improves ease of use through flexible data provisioning and delegation
-  **Need more information?** [Click here](#) for documents and BlueTube™ videos on how to navigate the IV-MTR application

Watch the IV-MTR benefits overview video.  
For more information, visit the IV-MTR page on [PostalPro](#).

[LOG IN](#) [SIGN UP](#)

*Note: Chrome is the recommended browser for viewing IV-MTR.*

IV-MTR can also be accessed through the **BCG portal** by clicking **Mailing Services**, then **Informed Visibility Go to Service**.



The screenshot shows the USPS Gateway eAdmin portal at the URL <https://gateway.usps.com/eAdmin/action/addservice/maillingServices>. The page is titled "Mailing Services" and features a navigation sidebar on the left with options: Welcome, Inbox, Mailing Services (highlighted), Shipping Services, Other Services, Support, and Manage Account. The main content area includes a description of mailing services and a list of available services, each with a "GO TO SERVICE" button. The "Informed Visibility" service is highlighted with a white box, and a mouse cursor is pointing at its "GO TO SERVICE" button.

Service Name	Action
Automated Business Reply Mail <a href="#">more info &gt;</a>	GO TO SERVICE
Balance & Fees (PostalOne!) <a href="#">more info &gt;</a>	GO TO SERVICE
Customer Label Distribution System (CLDS) <a href="#">more info &gt;</a>	GO TO SERVICE
Customer/Supplier Agreements (CSAs) <a href="#">more info &gt;</a>	GO TO SERVICE
Dashboard (PostalOne!) <a href="#">more info &gt;</a>	GO TO SERVICE
Electronic Data Exchange (PostalOne!) <a href="#">more info &gt;</a>	GO TO SERVICE
Every Door Direct Mail <a href="#">more info &gt;</a>	GO TO SERVICE
Incentive Programs <a href="#">more info &gt;</a>	GO TO SERVICE
<b>Informed Visibility <a href="#">more info &gt;</a></b>	<b>GO TO SERVICE</b>
Intelligent Mail Small Business (IMsb) Tool <a href="#">more info &gt;</a>	GO TO SERVICE



## To access IV-MTR, you need the following:

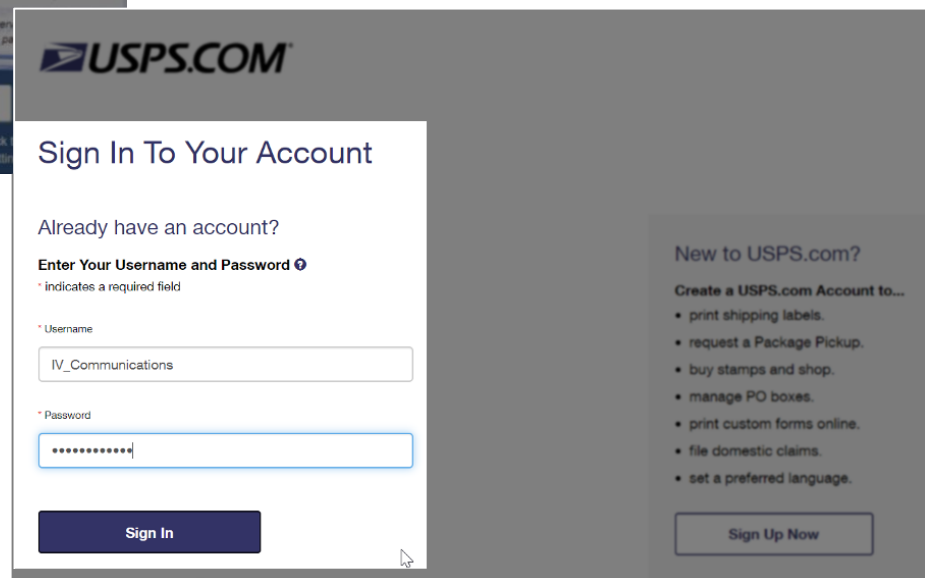
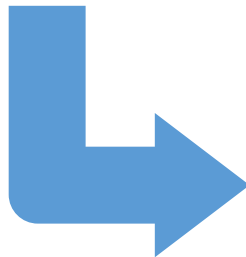
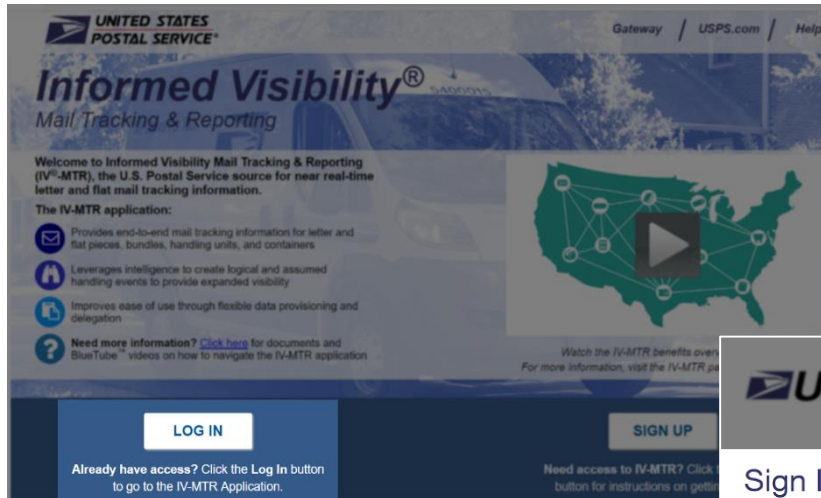
1. An existing BCG account
2. IV-MTR privileges (requested & granted through BCG)

## Need help accessing IV-MTR?

IV-MTR resources related to getting access are provided in the table below.

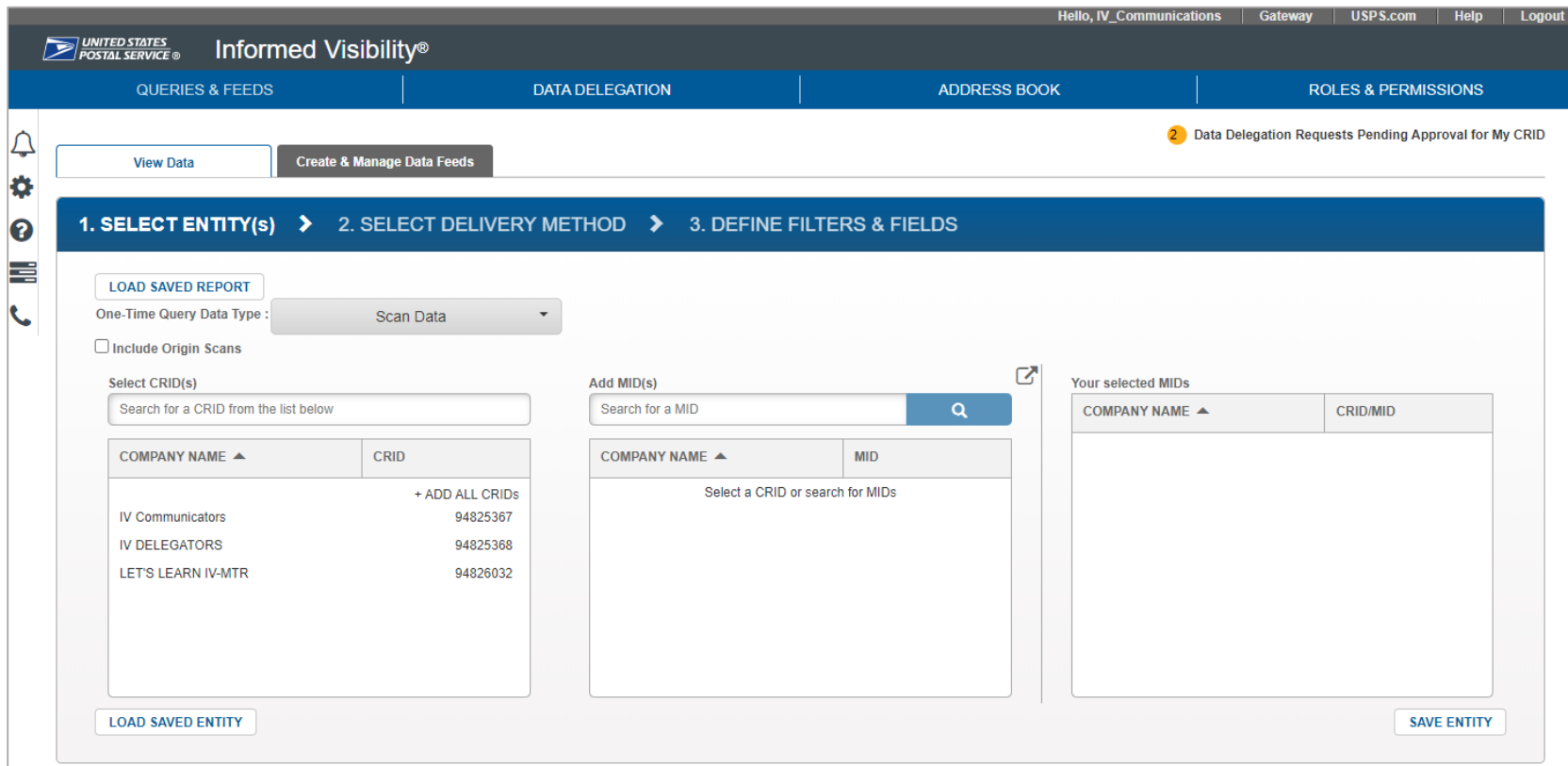
If You Want...	See...
Step-by-Step instructions for getting access to BCG and/or IV-MTR	<a href="#">Applying for Access User Guide</a>
More details about getting access to IV-MTR	<a href="#">The IV-MTR User Guide</a>

To log into the IV-MTR portal from the IV-MTR homepage, click **Log In**. Enter your BCG username & password, then click **Sign In**.



Once you log in, the **Informed Visibility** application will appear.

▮ The homepage defaults to the Queries & Feeds page.



The screenshot shows the Informed Visibility application interface. At the top, there is a navigation bar with the USPS logo and the text 'UNITED STATES POSTAL SERVICE® Informed Visibility®'. To the right of the logo, there are links for 'Hello, IV\_Communications', 'Gateway', 'USPS.com', 'Help', and 'Logout'. Below this is a main navigation bar with four tabs: 'QUERIES & FEEDS', 'DATA DELEGATION', 'ADDRESS BOOK', and 'ROLES & PERMISSIONS'. The 'QUERIES & FEEDS' tab is active.

On the left side, there is a sidebar with icons for a bell, settings, help, and a phone. The main content area has a header with 'View Data' and 'Create & Manage Data Feeds' buttons. Below this is a progress indicator: '1. SELECT ENTITY(S) > 2. SELECT DELIVERY METHOD > 3. DEFINE FILTERS & FIELDS'. The first step is active.

The main content area contains a 'LOAD SAVED REPORT' button and a 'One-Time Query Data Type' dropdown menu set to 'Scan Data'. There is an unchecked checkbox for 'Include Origin Scans'. Below this are two search sections:

- Select CRID(s)**: A search box with the placeholder 'Search for a CRID from the list below'. Below it is a table with columns 'COMPANY NAME' and 'CRID'.
 

COMPANY NAME ▲	CRID
+ ADD ALL CRIDs	
IV Communicators	94825367
IV DELEGATORS	94825368
LET'S LEARN IV-MTR	94826032
- Add MID(s)**: A search box with the placeholder 'Search for a MID' and a search icon. Below it is a table with columns 'COMPANY NAME' and 'MID'.
 

COMPANY NAME ▲	MID
Select a CRID or search for MIDs	

On the right side, there is a section titled 'Your selected MIDs' with a table with columns 'COMPANY NAME ▲' and 'CRID/MID'. Below the search sections are 'LOAD SAVED ENTITY' and 'SAVE ENTITY' buttons.

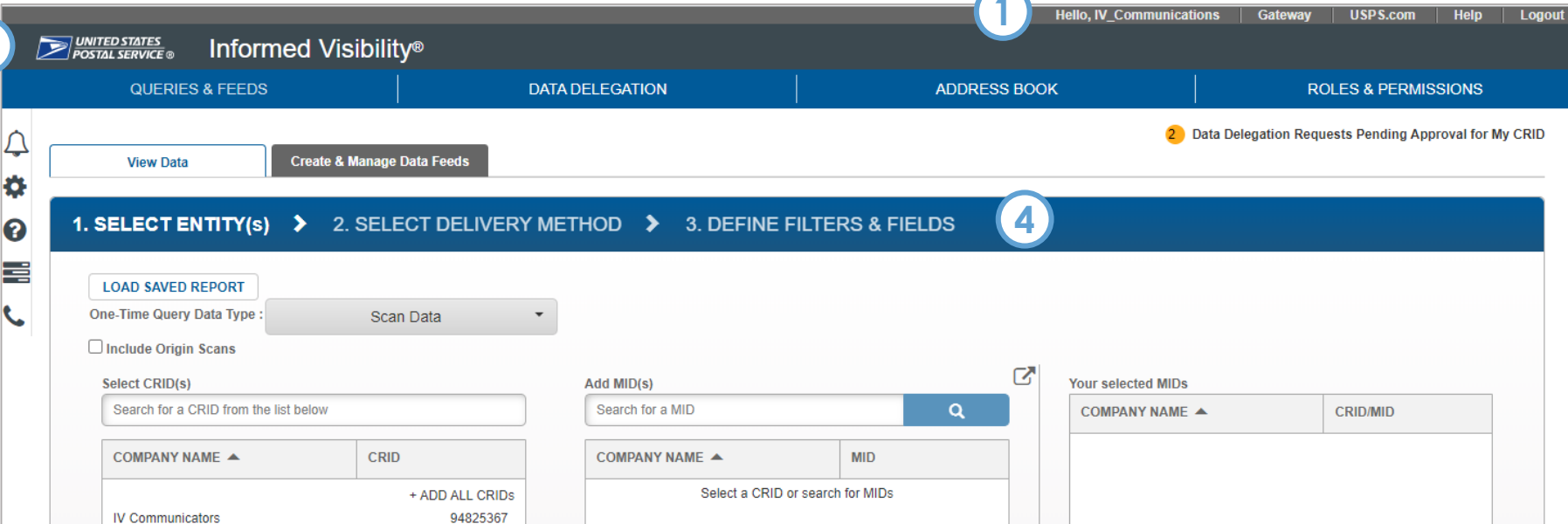
At the top right of the main content area, there is a notification: '2 Data Delegation Requests Pending Approval for My CRID'.

# IV-MTR Navigation Overview

How to get around in IV-MTR

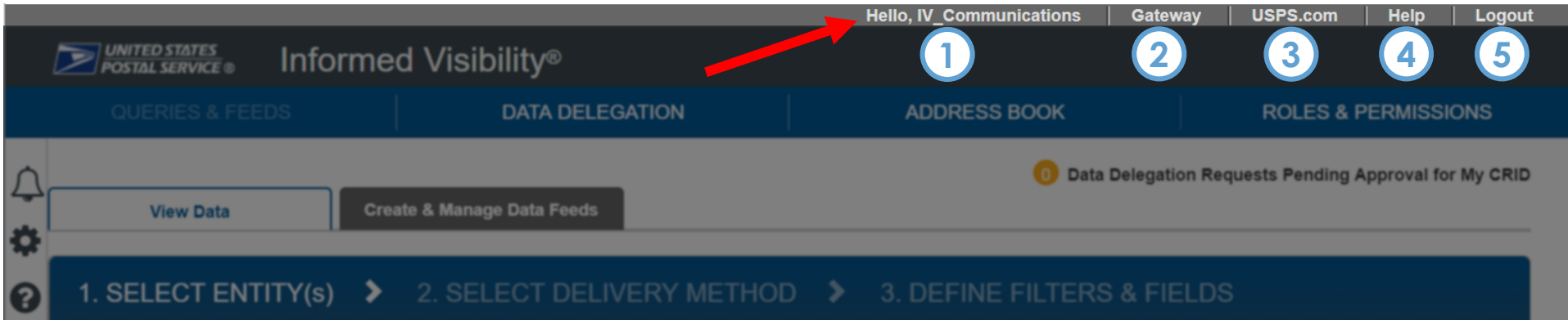
## IV-MTR provides the following navigational aids:

- ① BCG Navigation Bar
- ② IV-MTR Functionality Bar
- ③ Widget Sidebar
- ④ Process Overview Bars
- ⑤ Guidance Windows (not pictured)



The screenshot shows the Informed Visibility web application interface. The top navigation bar (1) includes the USPS logo, the text 'Informed Visibility®', and user information: 'Hello, IV\_Communications | Gateway | USPS.com | Help | Logout'. Below this is a secondary navigation bar (2) with tabs: 'QUERIES & FEEDS', 'DATA DELEGATION', 'ADDRESS BOOK', and 'ROLES & PERMISSIONS'. A notification banner (2) on the right states 'Data Delegation Requests Pending Approval for My CRID'. On the left, a widget sidebar (3) contains icons for notifications, settings, help, and a phone. The main content area features a process overview bar (4) with three steps: '1. SELECT ENTITY(s)', '2. SELECT DELIVERY METHOD', and '3. DEFINE FILTERS & FIELDS'. Below this bar are several input fields: 'LOAD SAVED REPORT', 'One-Time Query Data Type: Scan Data', 'Include Origin Scans', 'Select CRID(s)' (with a search box and a table), 'Add MID(s)' (with a search box and a table), and 'Your selected MIDs' (with a table). The 'Select CRID(s)' table contains one entry: 'IV Communicators' with CRID '94825367'. The 'Add MID(s)' table is empty with the instruction 'Select a CRID or search for MIDs'.

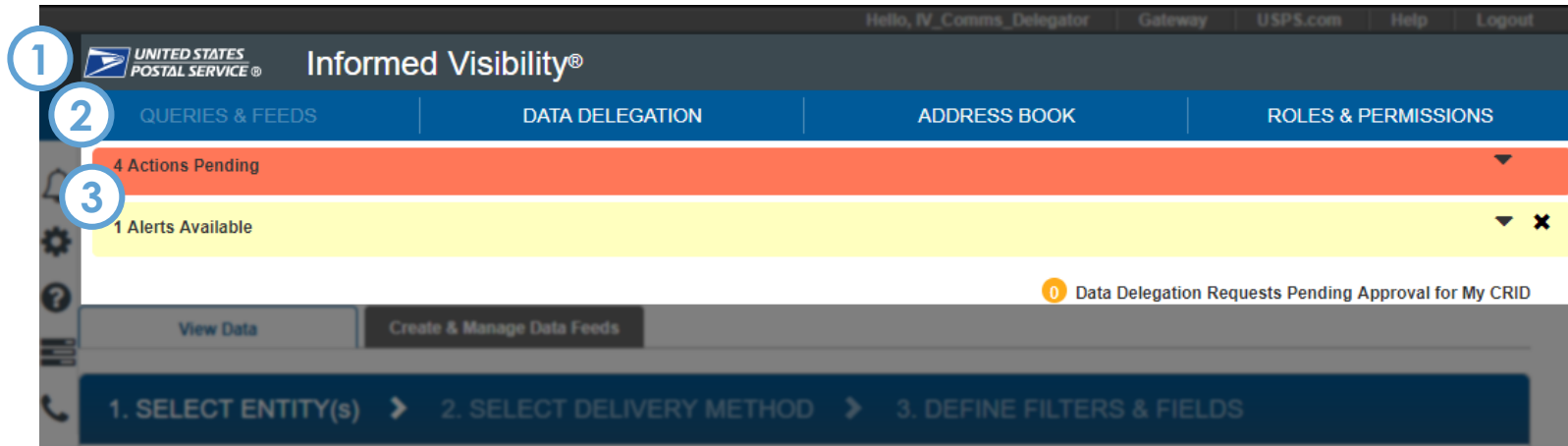
The BCG Navigation Bar is located in the grey bar at the top of the IV-MTR screen.



It:

- ① Displays the user you are currently logged in as and provides links to:
- ② Your BCG dashboard
- ③ Your USPS.com account
- ④ The BCG help page
- ⑤ Log out of all USPS accounts (including BCG and usps.com)

The IV-MTR Navigation Bar is the main navigational tool, located under the BCG Navigation Bar.



It:

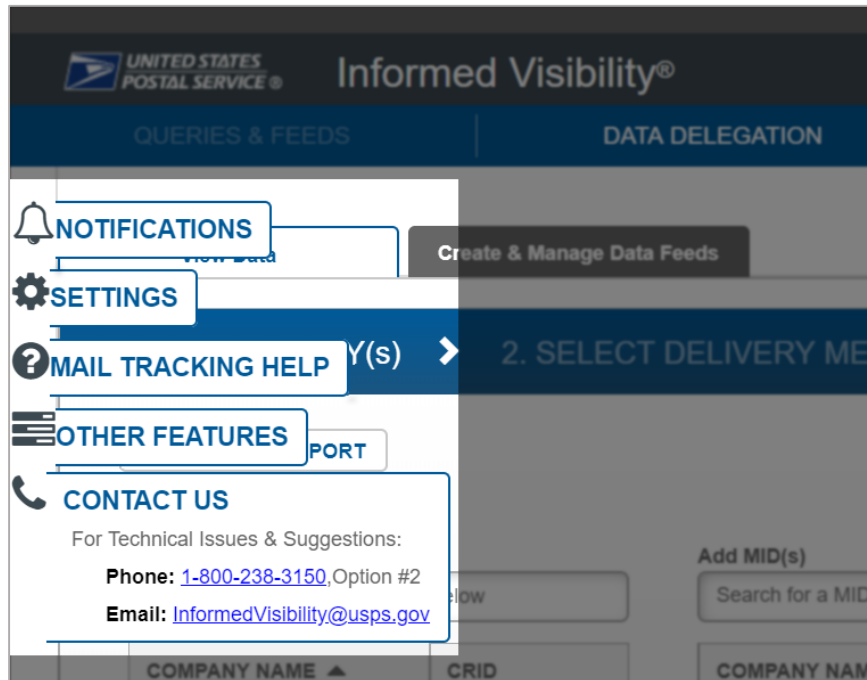
**Allows you to navigate to the major areas of the site:**

- 1** Informed Visibility header takes you to the IV-MTR homepage
- 2** Section headers take you to the specific section of the site

**Displays the following communications related to your account in the notification area:**

- 3**
  - Actions
  - Alerts

The Widget Sidebar is located on the top left side of the IV-MTR screen. Hover over the icons to see their titles.

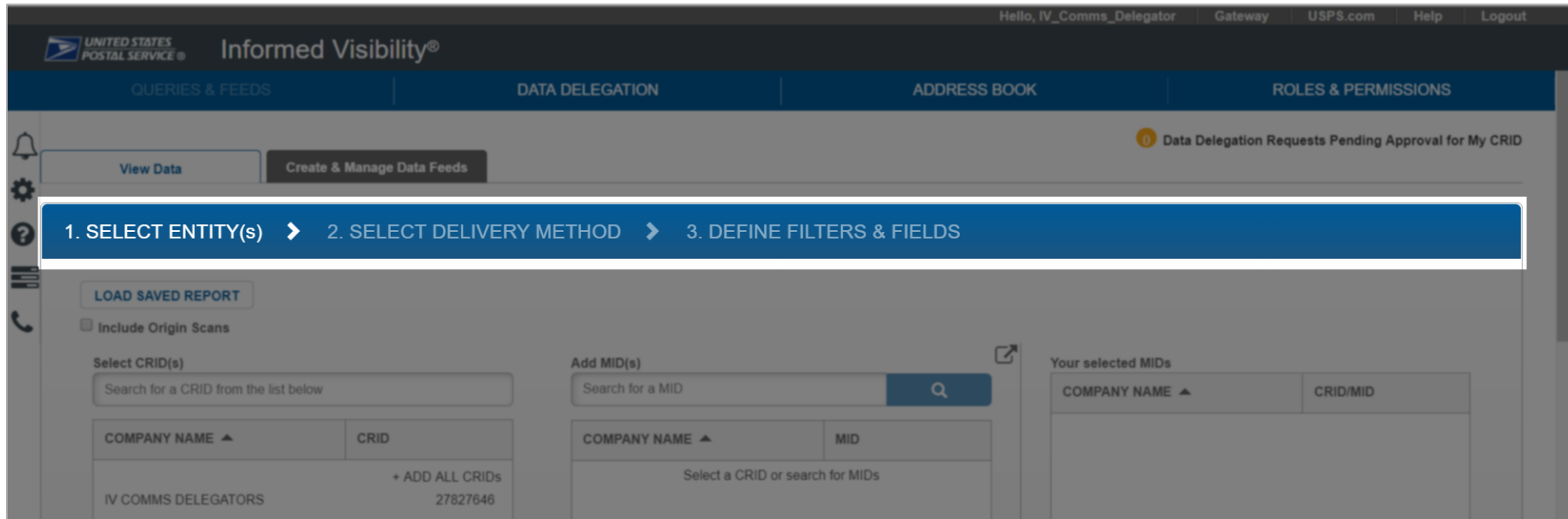


## The Widget Sidebar provides access to:

- **Notifications:** your notifications inbox
- **Settings:**
  - **Email Preferences** – view and update your email address
  - **Notification Settings** – view & update where you receive notifications
- **Mail Tracking Help:** IV-MTR help page, with links for the BlueTube library, user guides, and PostalPro
- **Other Features:** Area of application set aside for additional functionality
- **Contact Us:** Contact info for the IV Solutions Center



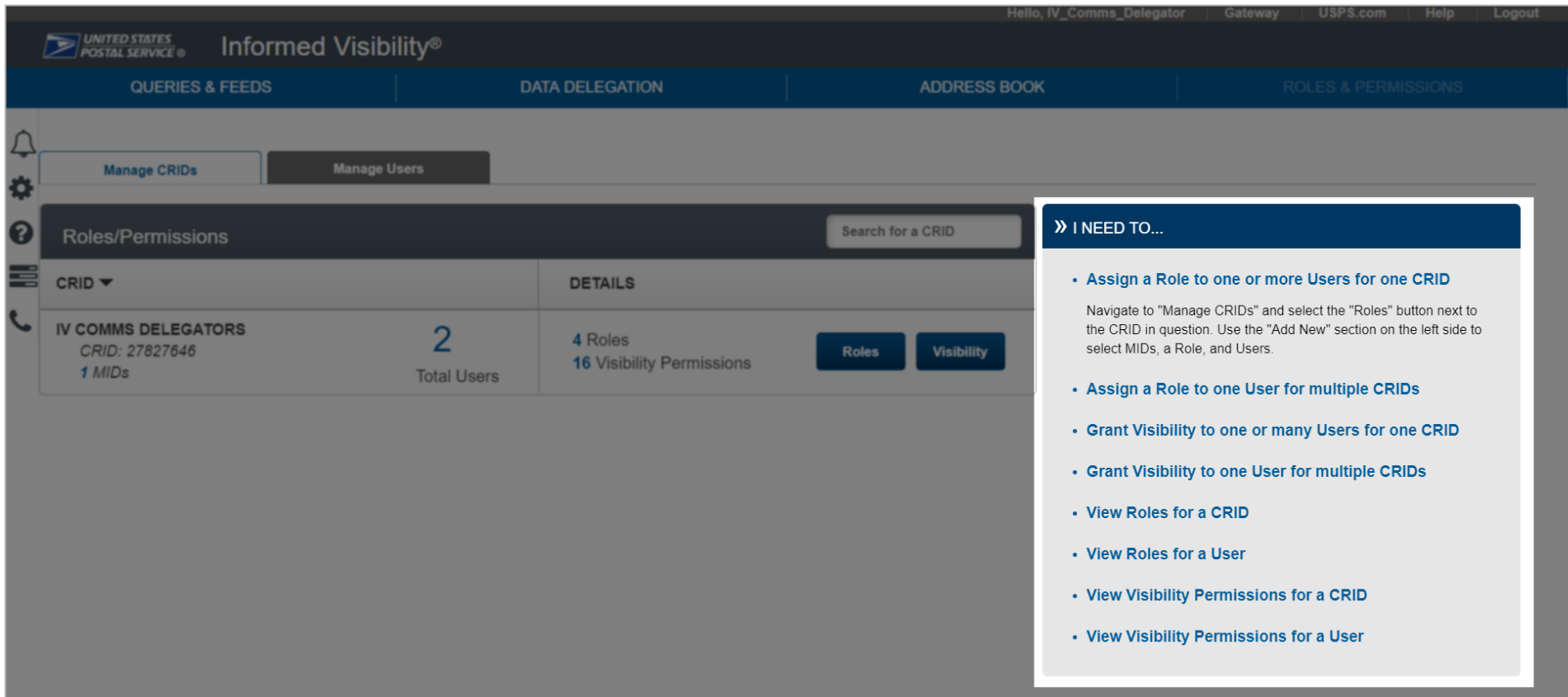
Process Overview bars are available on some pages. They display the high-level steps you will take to complete an action.



The screenshot shows the Informed Visibility interface. At the top, there is a navigation bar with the USPS logo and the text "Informed Visibility®". Below this, there are four main sections: "QUERIES & FEEDS", "DATA DELEGATION", "ADDRESS BOOK", and "ROLES & PERMISSIONS". The "DATA DELEGATION" section is currently active. In the top right corner, there is a notification: "Data Delegation Requests Pending Approval for My CRID".

The main content area features a process overview bar for the "Create & Manage Data Feeds" action. The bar contains three steps: "1. SELECT ENTITY(s)", "2. SELECT DELIVERY METHOD", and "3. DEFINE FILTERS & FIELDS". Below the bar, there are several input fields and tables. On the left, there is a "LOAD SAVED REPORT" button and a checkbox for "Include Origin Scans". Below this is a "Select CRID(s)" section with a search box and a table. The table has two columns: "COMPANY NAME" and "CRID". It contains one row with "IV COMMS DELEGATORS" and "27827646", and a "+ ADD ALL CRIDs" button. In the middle, there is an "Add MID(s)" section with a search box and a table. The table has two columns: "COMPANY NAME" and "MID". It contains the text "Select a CRID or search for MIDs". On the right, there is a "Your selected MIDs" section with a table. The table has two columns: "COMPANY NAME" and "CRID/MID".

**Guidance Windows are available on select pages. They provide instructions for common actions available on that page.**



The screenshot shows the 'Informed Visibility' web application interface. The top navigation bar includes 'Hello, IV\_Comms\_Delegator', 'Gateway', 'USPS.com', 'Help', and 'Logout'. The main navigation tabs are 'QUERIES & FEEDS', 'DATA DELEGATION', 'ADDRESS BOOK', and 'ROLES & PERMISSIONS'. The 'Manage CRIDs' and 'Manage Users' buttons are visible. The 'Roles/Permissions' section is active, displaying a table with the following data:

CRID	DETAILS
<b>IV COMMS DELEGATORS</b> CRID: 27827646 1 MIDs 2 Total Users	4 Roles 16 Visibility Permissions Roles Visibility

A guidance window titled '» I NEED TO...' is overlaid on the right side of the screen, listing the following actions:

- Assign a Role to one or more Users for one CRID
- Assign a Role to one User for multiple CRIDs
- Grant Visibility to one or many Users for one CRID
- Grant Visibility to one User for multiple CRIDs
- View Roles for a CRID
- View Roles for a User
- View Visibility Permissions for a CRID
- View Visibility Permissions for a User

# Features Available in IV-MTR

An overview of where IV-MTR's features are

■ **There are 3 levels of access in IV-MTR:**

1. Business Service Administrator (BSA)
2. BSA Delegate
3. General User



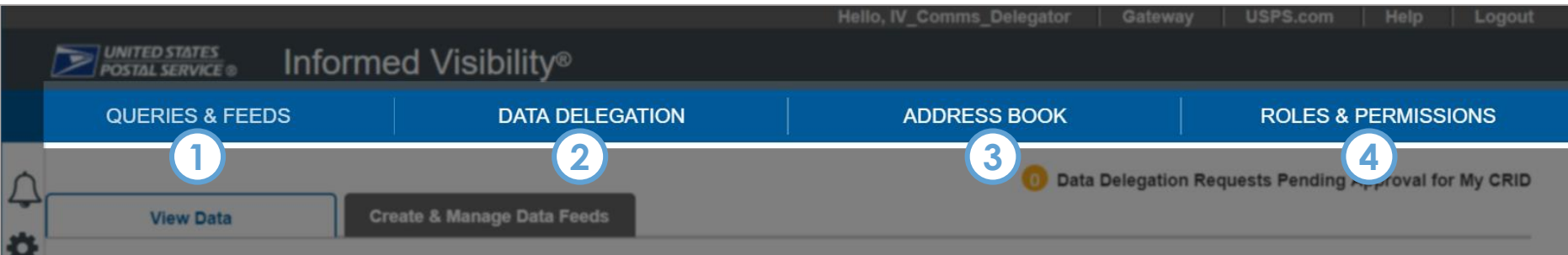
■ Different screens are available to different users.

■ By default, your IV-MTR access level matches your BCG access level.

■ To change your BCG access level, see the *Access Levels* section of the [BCG Overview and Tour](#).

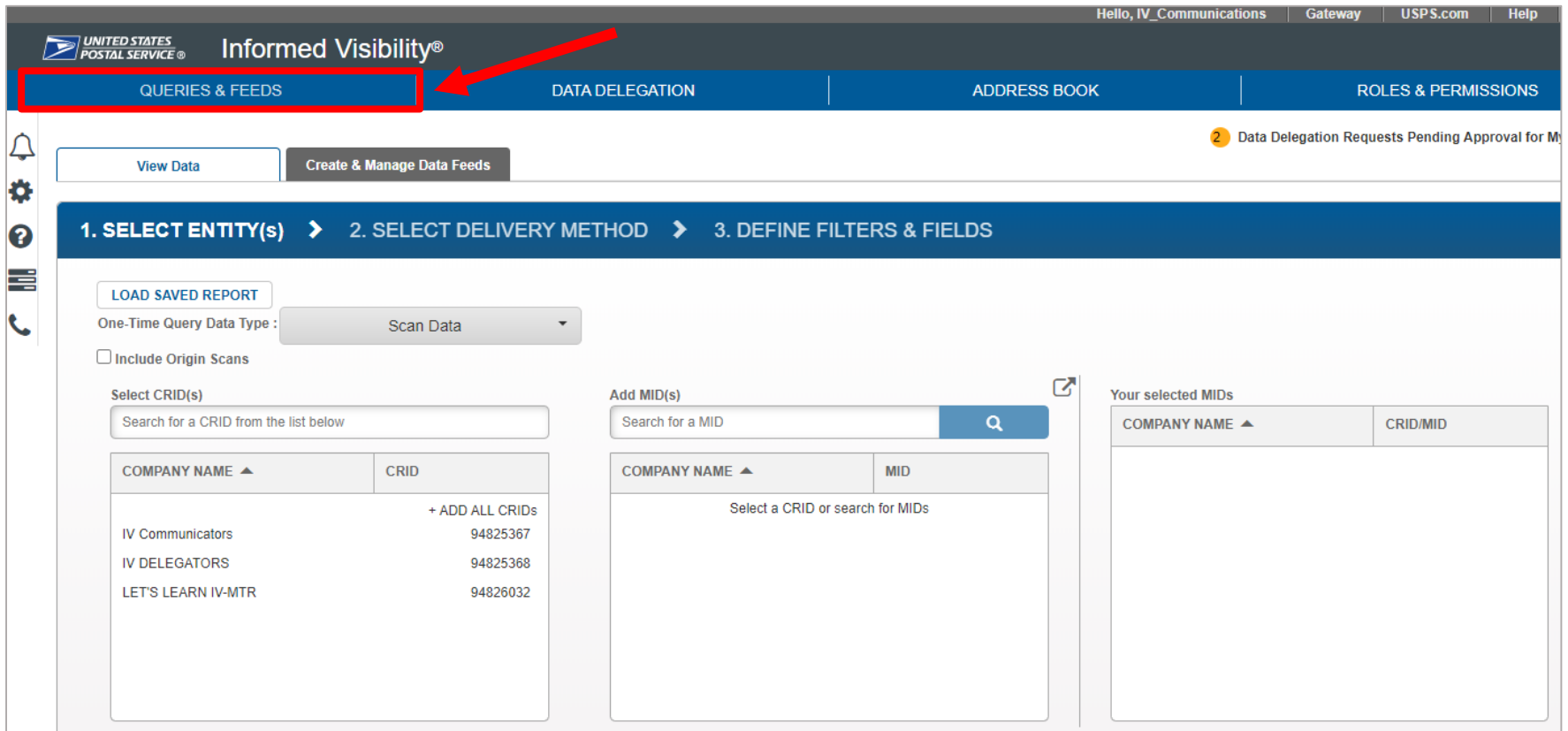
## There are four main areas in IV-MTR:

- ① Setting up data queries and feeds
- ② Managing data delegation, or data other people have permission to view
- ③ Managing the address book to specify where data is received
- ④ Managing user roles and permission to control access



## The Queries & Feeds area allows you to set up and view One-Time Queries (ad hoc reports) and Data Feeds (subscriptions)

■ Note: EPS, MQD, & PPC data is only available as data feeds



UNITED STATES POSTAL SERVICE® Informed Visibility®

HELLO, IV\_COMMUNICATIONS | GATEWAY | USPS.COM | HELP

**QUERIES & FEEDS** | DATA DELEGATION | ADDRESS BOOK | ROLES & PERMISSIONS

2 Data Delegation Requests Pending Approval for M

View Data | Create & Manage Data Feeds

**1. SELECT ENTITY(S)** > 2. SELECT DELIVERY METHOD > 3. DEFINE FILTERS & FIELDS

LOAD SAVED REPORT

One-Time Query Data Type : Scan Data

Include Origin Scans

Select CRID(s)

Search for a CRID from the list below

COMPANY NAME ▲	CRID
+ ADD ALL CRIDs	
IV Communicators	94825367
IV DELEGATORS	94825368
LET'S LEARN IV-MTR	94826032

Add MID(s)

Search for a MID

COMPANY NAME ▲	MID
Select a CRID or search for MIDs	

Your selected MIDs

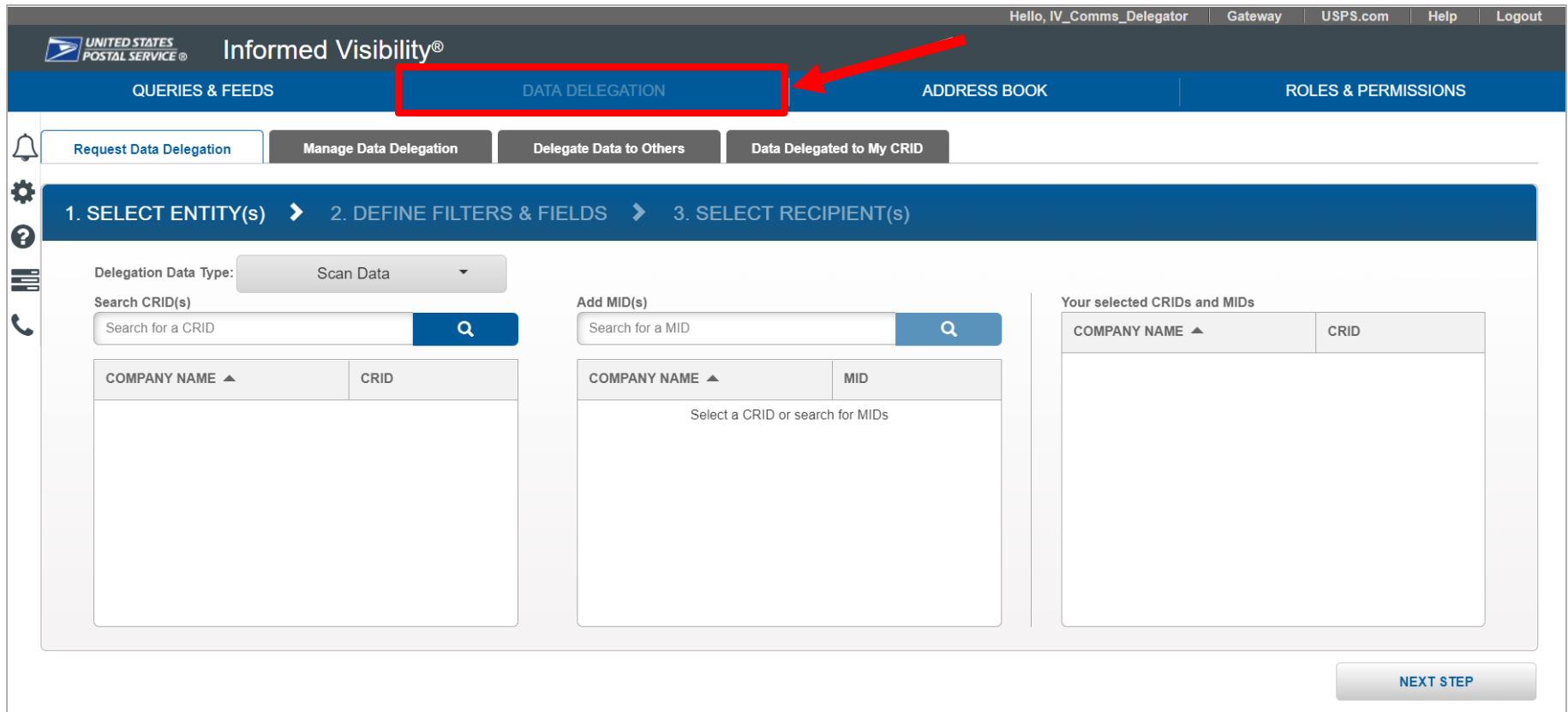
COMPANY NAME ▲	CRID/MID

## Need help with Queries & Feeds?

- IV-MTR resources related to Queries and Feeds are provided in the table below.

If You Want...	See...
Step-by-Step instructions for setting up a One-Time Query (OTQ)	<ul style="list-style-type: none"> <li>• <a href="#">IV-MTR Quick Start Guide</a></li> <li>• <a href="#">OTQ BlueTube videos (click “click here” on page)</a></li> <li>• Scan Data: <a href="#">The IV-MTR User Guide</a></li> <li>• IDPC: <a href="#">Provisioning IDPC through IV-MTR</a></li> </ul>
Step-by-Step instructions for setting up a Data Feed	<ul style="list-style-type: none"> <li>• Scan Data:               <ul style="list-style-type: none"> <li>• <a href="#">IV-MTR Quick Start Guide</a></li> <li>• <a href="#">Data Feed BlueTube videos (click “click here” on page)</a></li> </ul> </li> <li>• EPS &amp; PPC: <a href="#">Provisioning EPS &amp; PPC Data through IV-MTR</a></li> <li>• MQD: <a href="#">Provisioning MQD through IV-MTR</a></li> <li>• IDPC: <a href="#">Provisioning IDPC through IV-MTR</a></li> </ul>
More details about OTQs and Data Feeds	<a href="#">The IV-MTR User Guide</a>

The Data Delegation area allows you to view and manage data delegated to you or data you have delegated to other people.



UNITED STATES POSTAL SERVICE® Informed Visibility®

Hello, IV\_Comms\_Delegator Gateway USPS.com Help Logout

QUERIES & FEEDS **DATA DELEGATION** ADDRESS BOOK ROLES & PERMISSIONS

Request Data Delegation Manage Data Delegation Delegate Data to Others Data Delegated to My CRID

1. SELECT ENTITY(S) > 2. DEFINE FILTERS & FIELDS > 3. SELECT RECIPIENT(S)

Delegation Data Type: Scan Data

Search CRID(s)  
Search for a CRID

COMPANY NAME ▲	CRID
----------------	------

Add MID(s)  
Search for a MID

COMPANY NAME ▲	MID
Select a CRID or search for MIDs	

Your selected CRIDs and MIDs

COMPANY NAME ▲	CRID
----------------	------

NEXT STEP



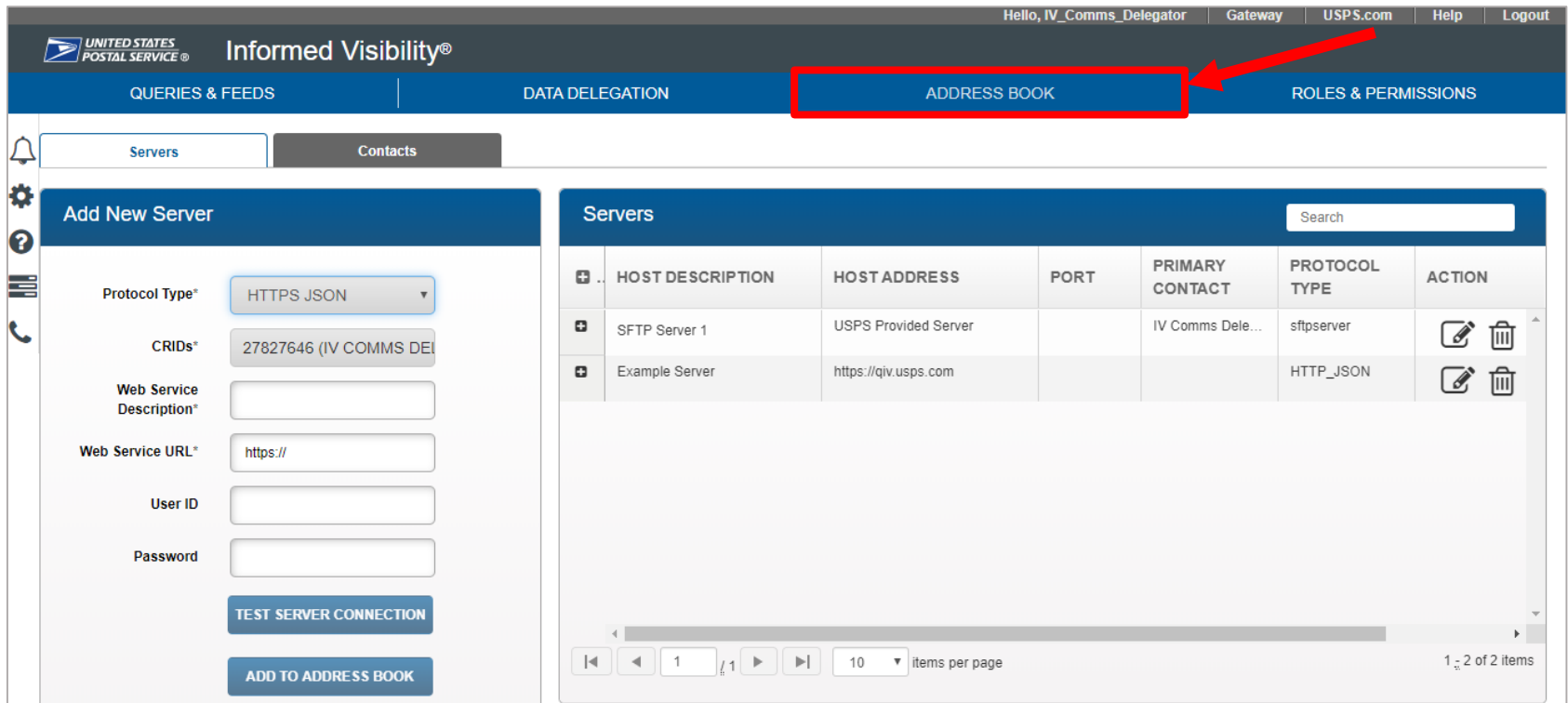
## Need help with Data Delegation?

- IV-MTR resources related to Data Delegation are provided in the table below.

If You Want...	See...
Step-by-Step instructions for setting up Data Delegation	<ul style="list-style-type: none"> <li>Scan Data:               <ul style="list-style-type: none"> <li><a href="#">The IV-MTR User Guide</a></li> <li><a href="#">Data Delegation BlueTube videos (click “click here” on page)</a></li> </ul> </li> <li>EPS &amp; PPC: <a href="#">Provisioning EPS &amp; PPC Data through IV-MTR</a></li> <li>IDPC: <a href="#">Provisioning IDPC through IV-MTR</a></li> <li>MQD: <a href="#">Provisioning MQD through IV-MTR</a></li> </ul>
Forms to help set up Data Delegation	<ul style="list-style-type: none"> <li><a href="#">Scan Data through Data Feed Form</a></li> <li><a href="#">EPS Form</a></li> <li><a href="#">IDPC Form</a></li> <li><a href="#">MQD Form</a></li> <li><a href="#">PPC Form</a></li> </ul>
More details about Data Delegation	<a href="#">The IV-MTR User Guide</a>

## The Address Book area allows you to:

- Set up and view servers you have configured
- Set up & view contacts for IV-MTR, including email notification settings
- Set up & edit the [IV-MTR Primary Contact](#) for servers



The screenshot shows the 'Informed Visibility' web application interface. At the top, the user is logged in as 'Hello, IV\_Comms\_Delegator'. The navigation bar includes 'QUERIES & FEEDS', 'DATA DELEGATION', 'ADDRESS BOOK' (highlighted with a red box and arrow), and 'ROLES & PERMISSIONS'. Below the navigation bar, there are tabs for 'Servers' and 'Contacts'. The main content area is split into two sections: 'Add New Server' on the left and a 'Servers' table on the right.

**Add New Server Form:**

- Protocol Type\*: HTTPS JSON
- CRIDs\*: 27827646 (IV COMMS DEL)
- Web Service Description\*: [Empty]
- Web Service URL\*: https://
- User ID: [Empty]
- Password: [Empty]
- TEST SERVER CONNECTION
- ADD TO ADDRESS BOOK

**Servers Table:**

HOST DESCRIPTION	HOST ADDRESS	PORT	PRIMARY CONTACT	PROTOCOL TYPE	ACTION
SFTP Server 1	USPS Provided Server		IV Comms Dele...	sftpserver	[Edit] [Delete]
Example Server	https://qiv.usps.com			HTTP_JSON	[Edit] [Delete]

Page navigation: 1 / 1 items per page, 1 - 2 of 2 items

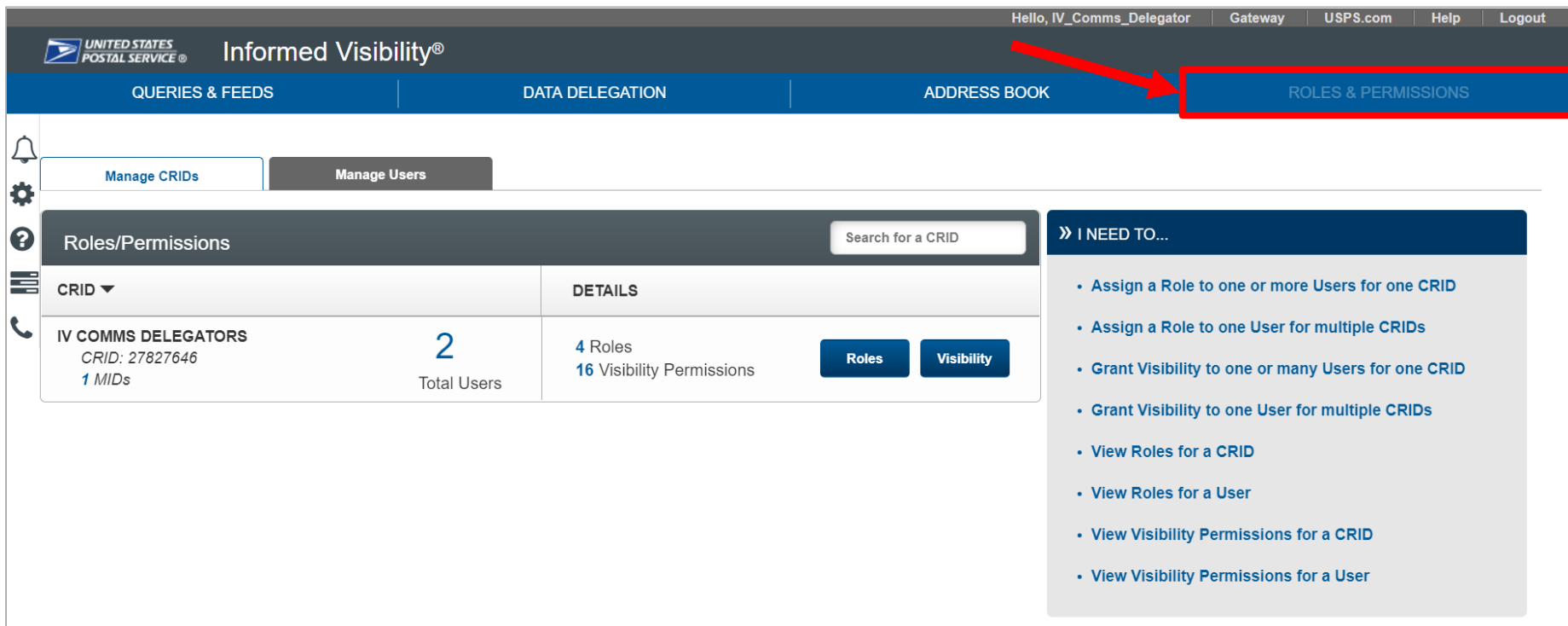
## Need help with the Address Book?

- IV-MTR resources related to the Address Book are provided in the table below.

If You Want...	See...
Step-by-Step instructions for using the Address Book	<ul style="list-style-type: none"><li><a href="#">The IV-MTR User Guide</a></li><li><a href="#">Address Book BlueTube videos (click “click here” on page)</a></li></ul>

The Roles & Permissions area allows you to restrict or expand user access.

- At CRID or user level
- Can also create a company-specific default user level
- For a list of user roles, see [IV-MTR User Roles](#)



Hello, IV\_Comms\_Delegator | Gateway | USPS.com | Help | Logout

**UNITED STATES POSTAL SERVICE® Informed Visibility®**

QUERIES & FEEDS | DATA DELEGATION | ADDRESS BOOK | **ROLES & PERMISSIONS**

Manage CRIDs | Manage Users

Roles/Permissions

CRID ▼	DETAILS
<b>IV COMMS DELEGATORS</b> CRID: 27827646 1 MIDs	<b>2</b> Total Users 4 Roles 16 Visibility Permissions Roles Visibility

» I NEED TO...

- Assign a Role to one or more Users for one CRID
- Assign a Role to one User for multiple CRIDs
- Grant Visibility to one or many Users for one CRID
- Grant Visibility to one User for multiple CRIDs
- View Roles for a CRID
- View Roles for a User
- View Visibility Permissions for a CRID
- View Visibility Permissions for a User

## Need help with Roles & Permissions?

IV-MTR resources related to Roles & Permissions are provided in the table below.

If You Want...	See...
Step-by-Step instructions for BSAs to manage users	<a href="#">The IV-MTR BSA Instructions</a>
Step-by-Step instructions for setting up a new user	<a href="#">Applying for Access User Guide</a>
More details about Roles & Permissions	<ul style="list-style-type: none"><li>• <a href="#">The IV-MTR User Guide</a></li><li>• <a href="#">Roles &amp; Permissions BlueTube videos (click "click here" on page)</a></li></ul>

# IV-MTR API

An overview of the IV-MTR Application Program Interface  
(API)

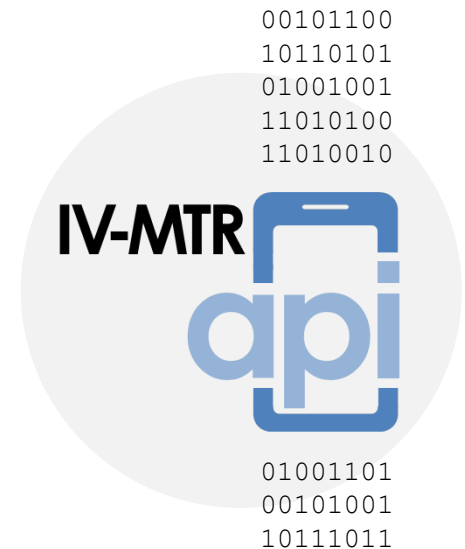
## The IV-MTR API enables mailers to receive IV-MTR data through a lightweight data exchange

- Data available for 45 days after scan date
- Data accessible without using one-time queries or data feeds in the web application
- Administration (including data feeds and delegations) can be automated

### Two types of APIs are available:

1. Mail Tracking Service – allows mailers to receive mail tracking data in near real-time
2. Admin – allows mailers to perform administrative functions without entering the IV-MTR web application

**With IV-MTR APIs, mailers can develop apps that provide visibility into mailings.**



## Need help with the IV-MTR API?

IV-MTR resources related to the IV-MTR API are provided in the table below.

If You Want...	See...
Answers to FAQs about the API	<a href="#">IV-MTR API FAQ</a>
More details about the IV-MTR API, including sample requests and responses	<a href="#">The IV-MTR API Developer Toolkit</a>

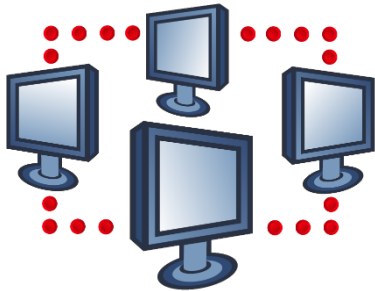


# Key Terms

Basic terms for IV-MTR

**IV-MTR Primary Contact for Server** – Contact name required at time of server setup if you choose to set up a server in IV-MTR

- Should be a **technical contact** who is able to remedy technical problems
- **Do not enter an unmonitored or general mailbox**



- USPS monitors data transfers in IV-MTR
  - When a server data transfer error is detected, **USPS notifies the Primary Contact** for the server
  - Missing these notifications results in data loss

- There are **two key identifiers** used by USPS systems to locate your data. They are automatically assigned by BCG:

### **Customer Registration ID (CRID)**

A unique ID number used to identify a physical business location (address). CRIDs connect a company location's information across all USPS systems.

- A company may have more than one CRID if it has more than one physical address.

### **Mailer Identifier (MID)**

A unique ID number that identifies a specific mail owner, mailing agent, or other service provider.

- Each MID is owned by a CRID
- Companies may have multiple MIDs depending on mail volume

- For more information about CRIDs and MIDs, see the [Mailing Services section of PostalPro](#).

IV-MTR allows you to expand a general user's access so they have permission to do certain actions by assigning them *roles*.

The available roles are:

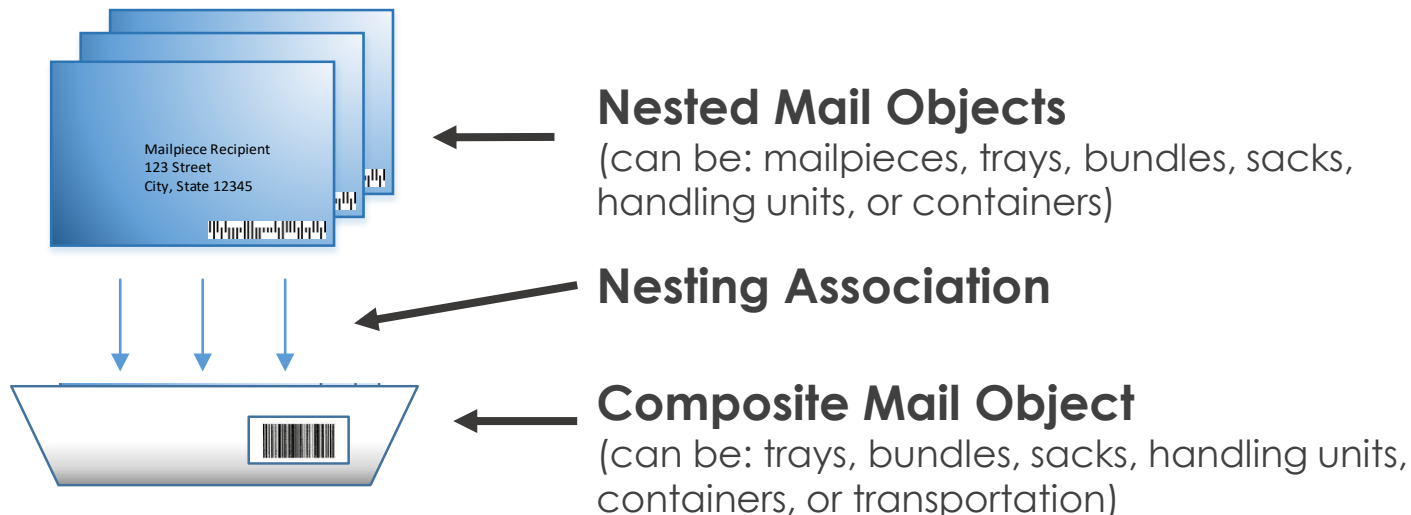
Role	Description	CRID or MID Level
Address Book Manager	Manages a CRID's address book	CRID only
Data Delegation Manager	Manages data delegation for a CRID or MID	MID or CRID
Report Manager	Creates and manages a CRID's public saved reports and portions of reports	CRID only
Roles and Permissions Manager	Assigns roles and permissions for a CRID or MID	MID or CRID
Subscription Manager	Creates and manages a CRID's data feeds (subscriptions)	CRID only

For more information about IV-MTR Roles, see the [IV-MTR User Guide on PostalPro](#).

■ **Nesting** – Insertion/association of smaller mail objects into a larger mail object. The smaller mail objects are then referred to as ***nested mail objects***, while the larger mail object is referred to as a ***composite mail object*** (or *mail aggregate* or *parent mail object*).

■ Nesting association information is provided:

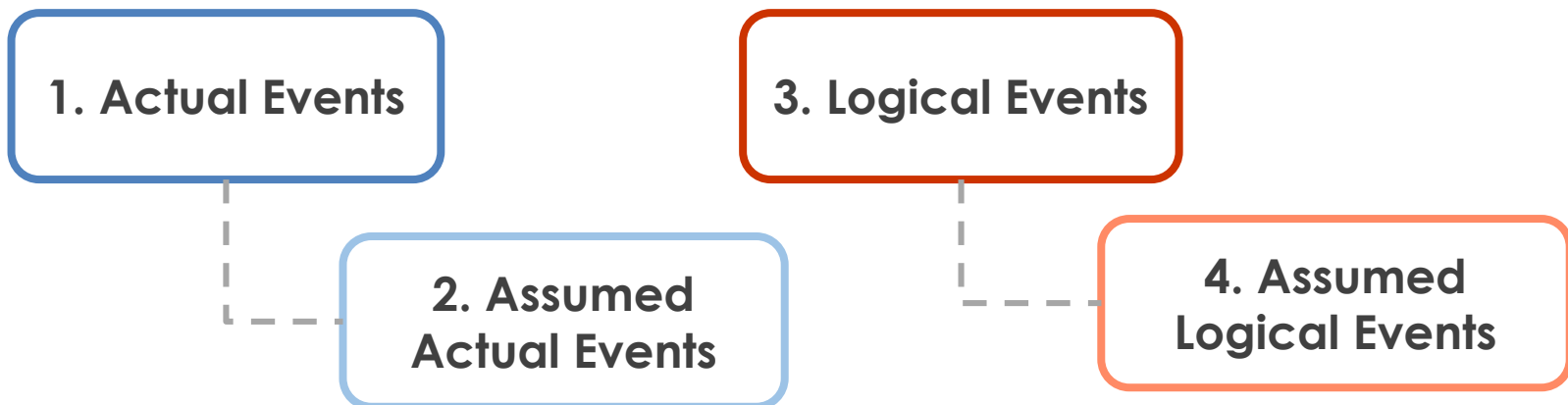
- Before USPS possession: by mailers (through eDoc)
- While in USPS possession: by USPS



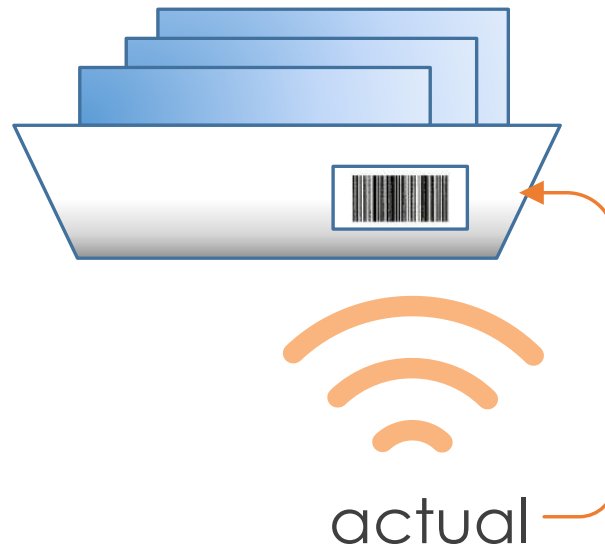
■ **Handling Events** – Any change in the state of a mail object, including assembling, processing, sorting, scanning, staging, and transporting. May also be referred to as *scan events*.

- Make it possible to track mail on its journey
- Are assigned **Scan Event Codes** (also referred to as *Operation Codes*), which represent the type of sortation and/or equipment mail was processed on
  - Scan Event Codes are mapped to *Mail Phases*, which are broader groups of similar processing operations
- Many handling events are made possible via nesting associations

■ There are four categories of handling events in IV-MTR:

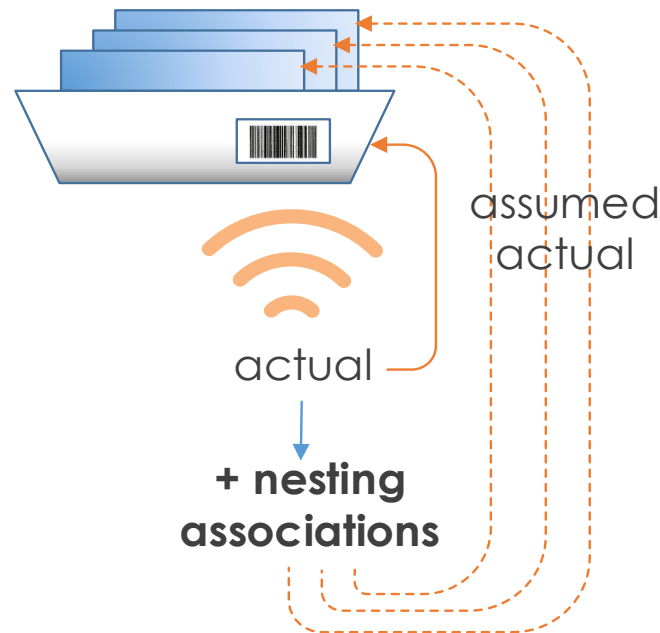


- **Actual Events** are created when a barcode is physically scanned by a machine or scanner
- Generated by machines / scanners
  - Tell you the *actual location* of the mail in the mailstream



**Assumed Actual Events** are automatically created and applied to nested mailpieces when their composite/parent mail object has an actual event

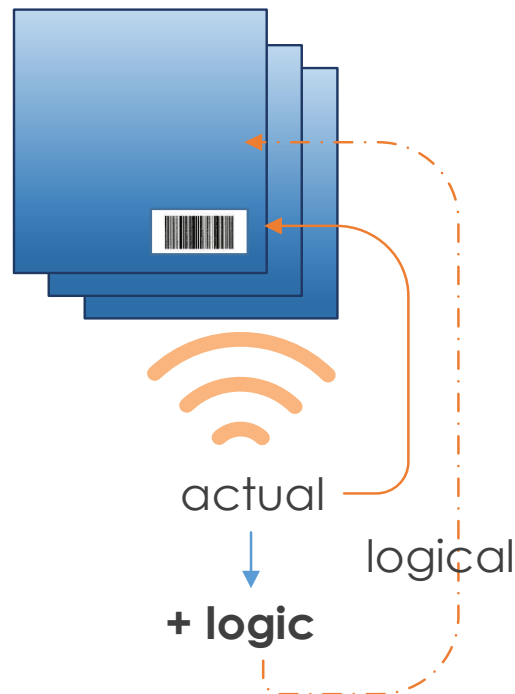
- Generated by the IV-MTR system using information from Electronic Documentation (eDoc) or USPS
- Are implied scans
- Tell you the *implied location* of mail in the mailstream



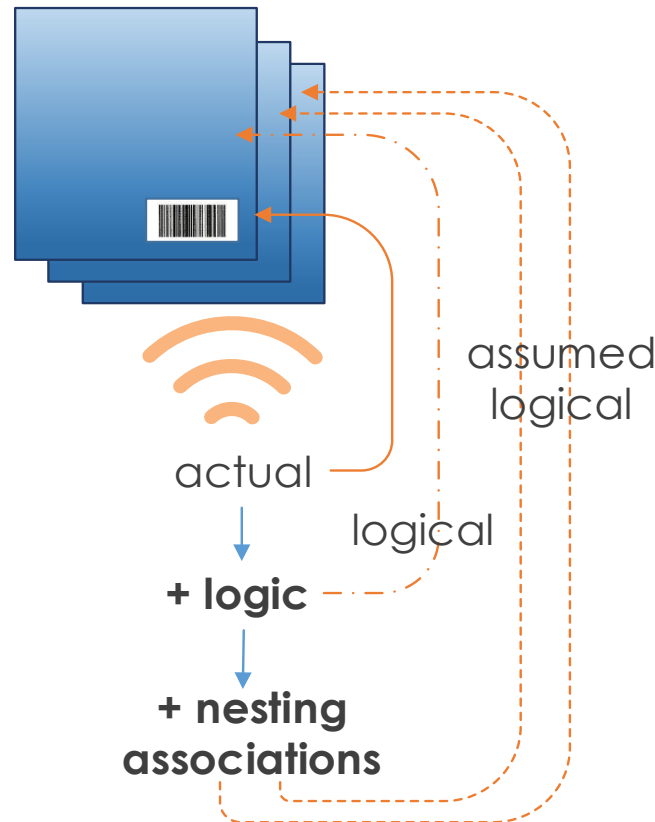


**Logical Events** are generated when logic is applied to an actual event

- Generated by IV-MTR system
- Logic is based on business rules detailed in the [IV-MTR User Guide](#)
- Tell you *expected delivery information* for mailpieces



- **Assumed logical events** are automatically created and applied to nested mailpieces when their composite/parent mail object has a logical event
  - Generated by the IV-MTR system



## There are two types of logical and assumed logical events:

### 1. Out for Delivery Event (bundles only)

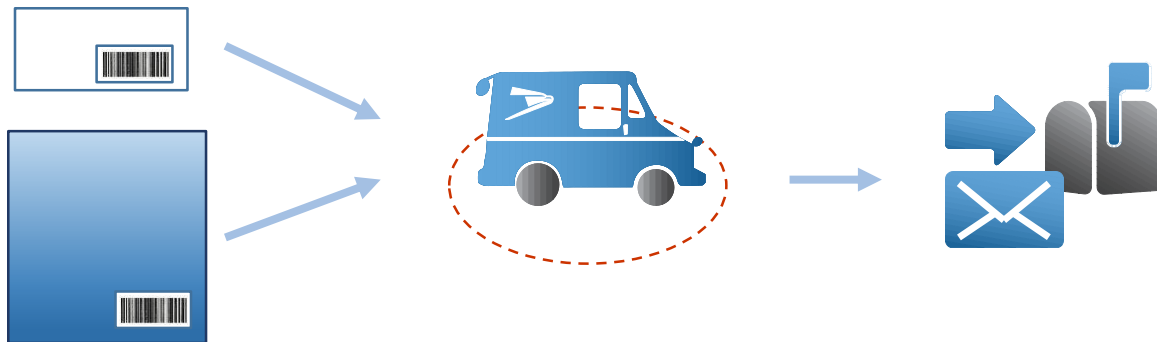
- Automatically created when a bundle receives an actual bundle distribution scan
- Logical event is applied to the bundle and assumed logical events are applied to the nested flats
  - Logical event tells you the *bundle has arrived at the delivery unit and been distributed*
  - Assumed logical event tells you *individual flats are assumed to have arrived at the delivery unit and been distributed*



## There are two types of logical and assumed logical events:

### 2. Delivery Event

- Automatically created based on a combination of:
  - the last physical scan event available for the mailpiece,
  - the [Anticipated Delivery Date](#), and
  - trigger criteria (including geofence breaking)
- Tells you that it's *expected the mail has been delivered to the address*



**Delivery dates tell you when the Postal Service expects mailpieces to be delivered.** IV-MTR can provision two types of dates:

### Anticipated Delivery Date (ADD)

- Generated **after the expected last processing scan (or last mile operations scan)** (certification not required)
- Based on the last processing operation for the mailpiece

### Expected Delivery Date (EDD)

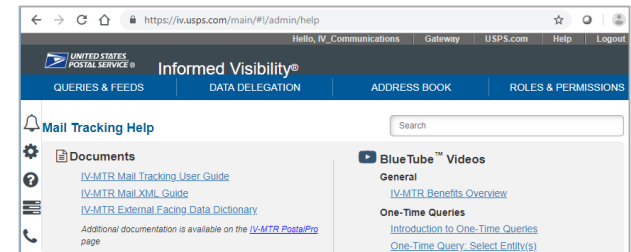
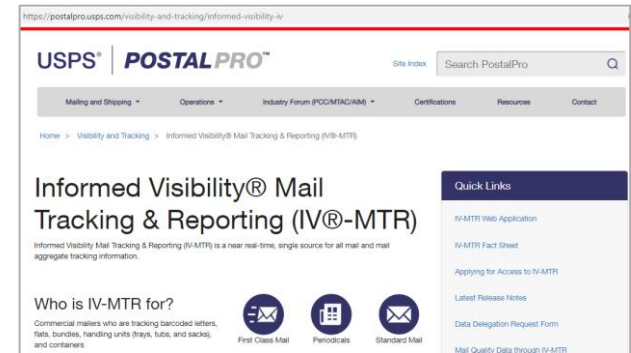
- Generated **after a start-the-clock event is received** (certification not required)
- Based on the published origin entry and destination entry service standards for the mailpiece
- Is **static** – does not update after initial generation

# IV-MTR References & Resources

Where to find help when you need it

## IV-MTR help is available in three places:

- 1. PostalPro™ IV-MTR page** – a knowledge base with all IV-MTR documentation and resources
- 2. IV-MTR Application** – the Help section of the IV-MTR website hosts the library of BlueTube® videos and provides links to select references on PostalPro
- 3. IV Solutions Center®** – a dedicated group of Help Desk professionals who can assist with any questions related to IV-MTR



The [IV-MTR PostalPro Page](#) provides a wealth of information about IV-MTR.

- **User Guides** provide step-by-step instructions for completing tasks. The IV-MTR User Guide provides the most in-depth information about IV-MTR.
- **Release Notes** keep you up to date on the latest features and updates added to IV-MTR
- **Fact Sheets and FAQs** provide commonly needed high-level information
- **Data Dictionaries** provide information about the actual data received through the IV-MTR application.
- **Reference Materials** provide resources that help you understand the your data
- **MTAC User Group 4** materials provide information about the open forum for USPS representatives and industry leaders to discuss the future of mail visibility



The IV-MTR Help Page is available from within the IV-MTR application.

- **BlueTube videos** provide a library of step-by-step instructional videos that walk you through using IV-MTR
- **PostalPro links** give you direct access to select PostalPro resources

**BlueTube®** 

**POSTALPRO™**

The IV Solutions Center is available to help answer any questions you have about IV-MTR.

[InformedVisibility@usps.gov](mailto:InformedVisibility@usps.gov)

1-800-238-3150, Option #2

7 AM to 5 PM CT, Monday through Friday

(closed USPS holidays)



# Appendix

Acronym	Definition
<b>ADD</b>	Anticipated Delivery Date
<b>API</b>	Application Program Interface
<b>BCG</b>	Business Customer Gateway
<b>BSA</b>	Business Service Administrator
<b>CRID</b>	Customer Registration ID
<b>EDD</b>	Expected Delivery Date
<b>eDoc</b>	Electronic Documentation
<b>EPS</b>	Enterprise Payment System
<b>IDPC</b>	Informed Delivery Post-Campaign
<b>IMb</b>	Intelligent Mail Barcode
<b>IV-MTR</b>	Informed Visibility – Mail Tracking & Reporting
<b>MID</b>	Mailer ID
<b>MQD</b>	Mail Quality Data
<b>MTAC</b>	Mailer’s Technical Advisory Committee
<b>OTQ</b>	One-Time Query
<b>PDD</b>	Predicted Delivery Date
<b>PPC</b>	Package Payment Concept
<b>STID</b>	Service Type ID
<b>USPS</b>	United States Postal Service

## Change History

Date	Version	Description
May 2021	1.2	<ul style="list-style-type: none"><li>Updated Delivery Date information on Slide 53</li></ul>
June 2020	1.1	<ul style="list-style-type: none"><li>Updated with IDPC references throughout</li></ul>
March 2020	1.0	<ul style="list-style-type: none"><li>Initial revision</li></ul>