

# 2023 Informed Delivery Promotion Technical Implementation

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**Document Version:** 4.2

**Last Updated Date:** June 14, 2023

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## 1 Prerequisite and Audience

This document is intended for Mailers, Mail Service Providers (MSP), and vendors who currently use *PostalOne!*® to submit Postage Statements and understand the requirements for participation in the United States Postal Service’s Promotions and Incentives Programs for First-Class® and USPS Marketing Mail®. Mailers, MSPs, and vendors who wish to participate in the 2023 Informed Delivery Promotion and claim the 4% discount on postage must refer to the Informed Delivery Promotion Requirements document found on the PostalPro™ [Promotions](#) website.

This technical document outlines how to submit an Informed Delivery campaign in *PostalOne!* to be eligible to claim the Informed Delivery Promotion. Additional information on *PostalOne!* can be found at <https://postalpro.usps.com/mailing/techspecs>.

This document lists information related the following four Postage Statement submission methods:

1. Postage Statement Wizard eDoc submission by Mailers
2. Hard-copy Postage Statement Entry at BMEU by USPS Clerks
3. Mail.dat® eDoc submission by Mailers
  - a. With Campaign Creation Data
  - b. Without Campaign Creation Data
4. Mail.XML™ eDoc submission by Mailers
  - a. With Campaign Creation Data
  - b. Without Campaign Creation Data

## 2 Abbreviations Used

Abbreviation	Description
<b>MCP</b>	Mailer Campaign Portal: used by mailers to create and manage Informed Delivery campaigns
<b>Mail.dat<sup>®</sup></b>	DTAC specification based on Relational Database used to store and transmit information on mailings
<b>Mail.XML<sup>®</sup></b>	DTAC specification based on XML and SOAP used to transmit information on mailings
<b>eDoc</b>	Electronic Documentation – refers to digital data containing postage data and optional Informed Delivery
<b>CampaignData</b>	XML block of data in DTAC Mail.XML file containing summary and detail information with URLs for Informed Delivery campaign content
<b>DocumentVersionDataWithPermit</b>	XML block of data in DTAC Mail.XML containing information on version or mail piece unit of mail
<b>QualificationReportDetailCreateRequest</b>	DTAC Mail.XML message containing Qualification report data
<b>PostageStatementCreateRequest</b>	DTAC Mail.XML message containing Postage Statement data
<b>MailPieceCreateRequest</b>	DTAC Mail.XML message containing Mail Piece data
<b>ReferenceableMailID</b>	DTAC Mail.XML identifier defined inside “CampaignData” and used as linkage or reference for DocumentVersions or Pieces
<b>IMb<sup>®</sup> or IMb(s)</b>	Intelligent Mail <sup>®</sup> barcode – mailpiece-level data and the barcode printed/sprayed on the mailpiece
<b>BMEU</b>	Business Mail Entry Unit
<b>RMS</b>	Referenceable Mail Summary – DTAC Mail.dat file/record containing summary information on Informed Delivery campaign
<b>RMR</b>	Referenceable Mail Record – DTAC Mail.dat file/record containing linkage to mail and URLs for Informed Delivery content
<b>CCR</b>	Component Characteristic Record – DTAC Mail.dat file/record containing information on Incentive, Fee and Content that is represented by the Component of the mail
<b>CPT</b>	Component Record – DTAC Mail.dat file/record containing information on the makeup of component of mail
<b>PI</b>	Abbreviation value in the CCR record representing Informed Delivery Promotion

### 3 Introduction

The Informed Delivery Promotion offers a 4% discount on postage for business mailers who register for the promotion and conduct an Informed Delivery interactive campaign on mailpieces entered through a Business Mail Entry Unit (BMEU) or Detached Mail Unit (DMU). The discount is calculated in *PostalOne!* and applied to the Postage Statement at the time of mailing. The 4% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published [Price List \(Notice 123\)](#) apply to the mailing and the discount is applied to those prices.

Registration for the Informed Delivery Promotion is June 15, 2023 – December 31, 2023. The Promotion Period is August 1, 2023 – December 31, 2023.

### 4 Informed Delivery Eligible Mail Classes and Products

The below mail classes and products are eligible to claim discounted postage as part of the Informed Delivery Promotion. Please refer to the [2023 Informed Delivery Guide](#) document for a complete list of qualifying mailing statement line items.

#### Eligible Mail:

- First-Class Mail® automation letters, postcards, and flats
- USPS Marketing Mail™ automation letters and flats
- USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats\*
- Nonprofit USPS Marketing Mail™ automation letters and flats
- Nonprofit USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats\*

#### Ineligible Mail:

- Non-automation mail (letters, postcards, and flats)
- Saturation mail flats that are not DDU entered
- Destination Delivery Unit (DDU) flats that are not Saturation
- Every Door Direct Mail® (EDDM) letters, postcards, and flats
- Detached Address Label/Detached Marketing Label flats
- Business-to-Business or Business-to-Institution/Campus mailings<sup>1</sup>
- Package campaigns
- NON-SEQ campaigns

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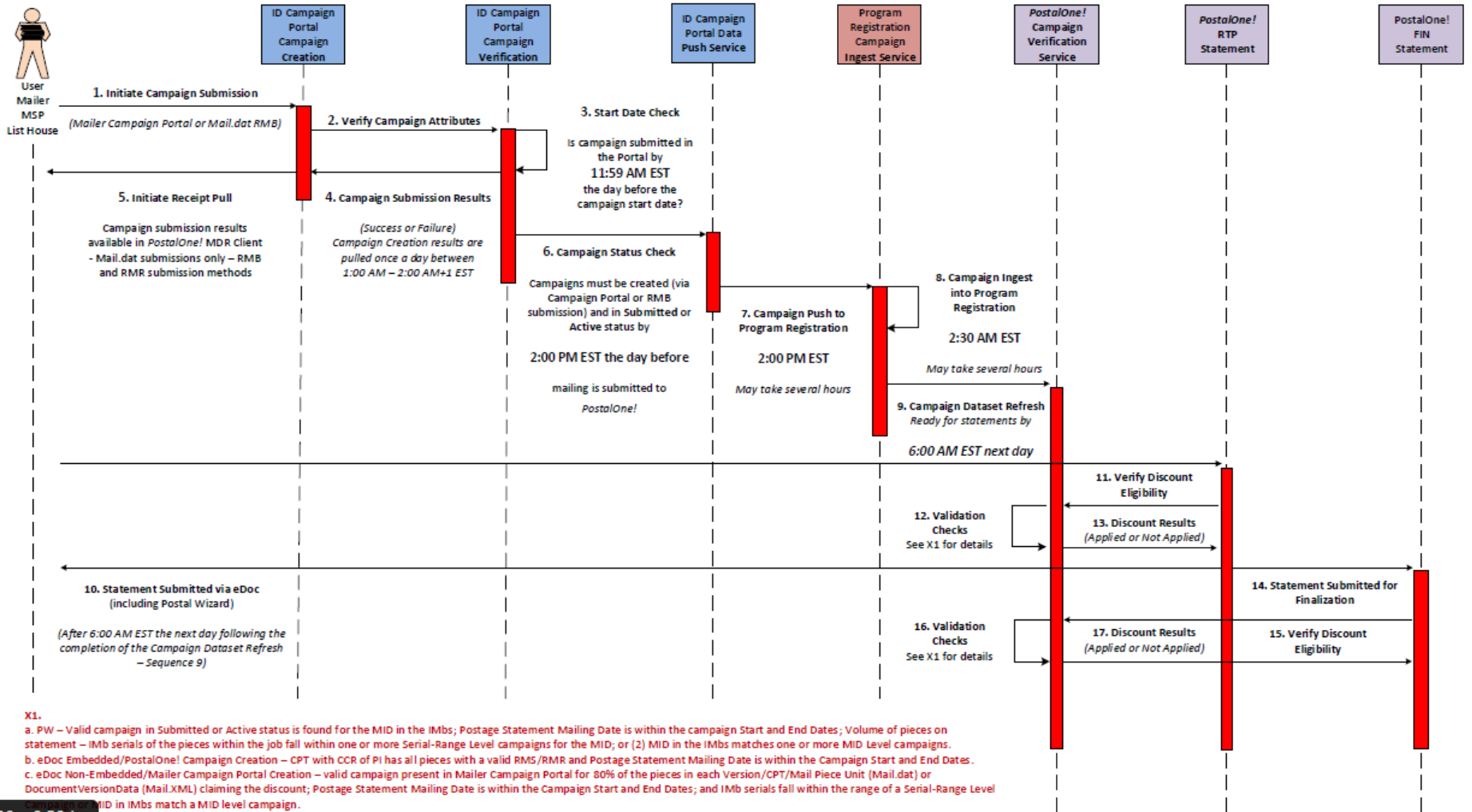
<sup>1</sup>Business addresses and/or addresses without a USPS delivery point do not receive Informed Delivery notifications at this time.

## 5 Sequencing and Processing of Promotion Verifications

The 2023 Informed Delivery Promotion requires several validations take place when the status of a postage statement is updated as Ready to Pay (RTP) and when the postage statement is finalized. The following sequence diagram depicts when these verifications take place.

**Informed Delivery – Technical Sequence for *PostalOne!* Campaign Validations**

Updated: May 24, 2021



1.00 x 8.50 in

## 6 Order of Precedence – Multiple Promotions Claimed

When multiple promotions are claimed on a Postage Statement, *PostalOne!* applies an order of precedence to identify which promotion would be applied:

1. Line Level discount
2. Statement Level discount

### 6.1 Line Level Incentives

The highest total discount for each Postage Statement line item takes precedence; if the total discount is the same, promotions are applied alphabetically based on the two-character incentive code (from Mail.dat CCR or Mail.XML Incentive block).

### 6.2 Statement Level

If multiple Statement Level incentives are applied on a statement, the order of precedence is as follows:

1. The incentive with the highest percentage discount is applied.
2. If the incentives claimed have the same percentage discount value, then the precedence is alphabetical by incentive code.

## 7 Postage Statement Submission & Discount Claim Methods

### 7.1 Postage Statement Wizard

Mailers, MSPs, or vendors must use Postage Statement Wizard (Postal Wizard) to electronically submit Postage Statement data to the *PostalOne!* application. Postage Statement Wizard is accessible through USPS Business Customer Gateway (BCG). The Informed Delivery discount can be claimed by providing one or more MIDs that were used when setting up the Informed Delivery campaigns which are also used as MIDs on IMb(s) of pieces in the mailing. Postage Statements are finalized either at the time of mail entry at the BMEU or auto-finalized if the mail is setup for auto finalization. *PostalOne!* performs server-side validation (submission and finalization) on the Postage Statement data to confirm eligibility prior to applying the discounted postage as part of the 2023 Informed Delivery Promotion.

### 7.1.1 Validations Performed

For each MID provided by the Mailer, Postal Wizard validates each of the following:

- Existence of valid (Submitted/Active) campaign(s) in the Informed Delivery application.
- Mailing date is within the Start and End Date of campaign(s).
- All campaigns are either MID or Serial-Range Level type.
  - If all campaigns are Serial-Range Level type, the volume of pieces claiming the Informed Delivery discount must be within the combined volume of all campaigns. If the total volume of the mailing exceeds the volume of the campaign, the validations will fail and the discount will not be given.

## 7.2 BMEU Hard-Copy Submission

Mailers submit hard-copy Postage Statement to the BMEU clerk who then submits the Postage Statement data to the *PostalOne!* application. The Informed Delivery Promotion discount can be claimed by providing one or more MIDs that were used as part of the Informed Delivery campaigns and which are also in the IMb(s) on the mailing. Postage Statements are finalized either at the time of mail entry at the BMEU, or auto-finalized if the mail is setup for auto finalization. *PostalOne!* performs server-side validation (submission and finalization) on the Postage Statement data to confirm eligibility prior to applying the discounted postage as part of the 2023 Informed Delivery Promotion.

### 7.2.1 Validations Performed

For each MID provided by the Mailer, *PostalOne!* validates each of the following:

- Existence of valid (Submitted/Active) campaign(s) in the Informed Delivery application.
- Mailing date is within the Start and End Date of campaign(s).
- All campaigns are either MID or Serial-Range Level type.
  - If all campaigns are Serial-Range Level type, the volume of pieces claiming Informed Delivery discount must be within the combined volume of all campaigns.

## 7.3 Mail.dat® Submission with Campaign Creation Data (with RMR)

Mailers use Mail.dat eDoc jobs to submit both the Postage Statement data and the Campaign Creation data electronically to the *PostalOne!* application as part of one job. The Informed Delivery Promotion discount can be claimed by selecting characteristic of “PI” and characteristic type of “I” in the Mail.dat CCR record associated to CPT. Postage Statements are finalized either at the time of mail entry at the BMEU or auto-finalized if the mail is setup for auto finalization. *PostalOne!* performs server-side validation (submission and finalization) on the Postage Statement data to confirm eligibility prior to applying the discounted postage as part of the 2023 Informed Delivery Promotion.



### 7.3.1 Validations Performed Server-Side

Campaigns **with piece data** in jobs (Piece Detail Record (PDR) or Piece Barcode Record (PBC)) associated with CCR characteristic type of “I” and characteristic of “PI” are verified such that:

- Pieces also have associated RMR records.
- RMS records have a valid start and end date and the Postage Statement Mailing Date falls within that date range.

Campaigns **without piece data** in jobs without PDR/PBC where Components are associated with with CCR characteristic type of “I” and characteristic of “PI” are verified such that:

- Components also have associated RMR records.
- RMS records have a valid start and end date and the Postage Statement Mailing Date falls within that date range.

### 7.4 Mail.dat Submission without Campaign Creation Data (without RMR)

Mailers may create Informed Delivery campaigns independent of mailing data either through the MCP or by submitting a Mail.dat RMB job. Campaigns submitted via Mail.dat RMB should be submitted at least 48 hours prior to the submission of the RTP Mail.dat job containing the Postage Statement. When Mailers submit the mailing data and Postage Statement to *PostalOne!*, the Informed Delivery discount may be claimed by populating the characteristic type of “I” and characteristic of “PI” in the CCR record associated with the CPT. Postage Statements are finalized either at the time of mail entry at the BMEU or auto-finalized if the mail is setup for auto finalization. *PostalOne!* performs server-side validation (submission and finalization) on the Postage Statement data to confirm eligibility prior to applying the discounted postage as part of the Informed Delivery Promotion.

#### 7.4.1 Validations Performed Server-Side

Campaigns **with piece data** in jobs PDR/PBC associated with CCR characteristic type of “I” and characteristic of “PI” are verified such that:

- Existence of valid (Submitted/Active) campaign(s) in the Informed Delivery application.
- Postage Statement Mailing Date is within the Start and End Date of campaign(s).
- Number of pieces claiming discounted postage as part of the Informed Delivery Promotion are within the threshold.

Campaigns **without piece data** in jobs without PDR/PBC associated with CCR characteristic type of “I” and characteristic of “PI” are verified such that:

- Existence of valid (Submitted/Active) campaign(s) in the Informed Delivery application.
- Postage Statement Mailing Date is within the Start and End Date of campaign(s).
  - Number of pieces claiming discounted postage as part of the Informed Delivery Promotion are within the threshold. If all campaigns are Serial-Range Level, the volume of pieces claiming the Informed Delivery discount must each be within the threshold.

## 7.5 Mail.XML Submission with “CampaignData”

Mailers may use Mail.XML eDoc jobs to submit the Postage Statement data and the Campaign Creation data electronically to the *PostalOne!* application as part of one job. Discounted postage as part of the Informed Delivery Promotion can be claimed by selecting “PI” in the Incentive block of “PostageStatementCreateRequest.” Postage Statements are finalized either at the time of mail entry at the BMEU or auto-finalized if the mail is setup for auto finalization. *PostalOne!* performs server-side validation (submission and finalization) on the Postage Statement data to confirm eligibility prior to applying the discounted postage as part of the Informed Delivery Promotion.

### 7.5.1 Validations Performed Server-Side

Campaigns **with piece data** (jobs with the “MailPieceCreateRequest”) and associated with Incentive value “PI” are verified such that:

- Pieces have associated “ReferenceableMailID” records.
- “CampaignData” record has a valid date and the Postage Statement Mailing Date falls within that date range.

Campaigns **without piece data** (jobs without the “MailPieceCreateRequest”) and the “DocumentVersions” are associated with Incentive value “PI” are verified such that:

- “DocumentVersions” must have associated “ReferenceableMailID” records.
- “CampaignData” record has a valid date and the Postage Statement Mailing Date falls within that date range.

## 7.6 Mail.XML Submission without CampaignData

Mailers may create Informed Delivery campaigns either through the MCP or by submitting a Mail.dat RMB job. Campaigns created through the Mail.dat RMB must be conducted at least 48 hours prior to the submission of the RTP Mail.XML job containing the Postage Statement. Mailers use Mail.XML eDoc job to submit the Postage Statement data electronically to *PostalOne!* application. The Informed Delivery discount can be claimed by selecting “PI” in the Incentive block of PostageStatementCreateRequest. Postage Statements are finalized either at the time of mail entry at the BMEU or auto-finalized if the mail is setup for auto finalization. *PostalOne!* performs server-side validation (submission and finalization) on the Postage Statement data to confirm eligibility prior to applying the discounted postage as part of the Informed Delivery Promotion.

### 7.6.1 Validations Performed Server-Side

Campaigns **with piece data** (jobs with the “MailPieceCreateRequest”) and associated with Incentive value “PI” are verified such that:

- Existence of valid (Submitted/Active) campaign(s) in the Informed Delivery application.
- Mailing date is within the Start and End Date of campaign(s).
- Number of pieces claiming discounted postage as part of the Informed Delivery Promotion are within the expected threshold.

Campaigns **without piece data** (jobs with the “MailPieceCreateRequest”) and associated with Incentive value “PI” are verified such that:

- Existence of valid (Submitted/Active) campaign(s) in the Informed Delivery application.
- Mailing date is within the Start and End Date of campaign(s).
- Number of pieces claiming discounted postage as part of the Informed Delivery Promotion are within the expected threshold. If all campaigns are Serial-Range Level type, the volume of pieces claiming Informed Delivery discount must be within the threshold volume identified in the corresponding campaign.

## 8 APPENDIX A - Data Flow

### 8.1 Postal Wizard Submission

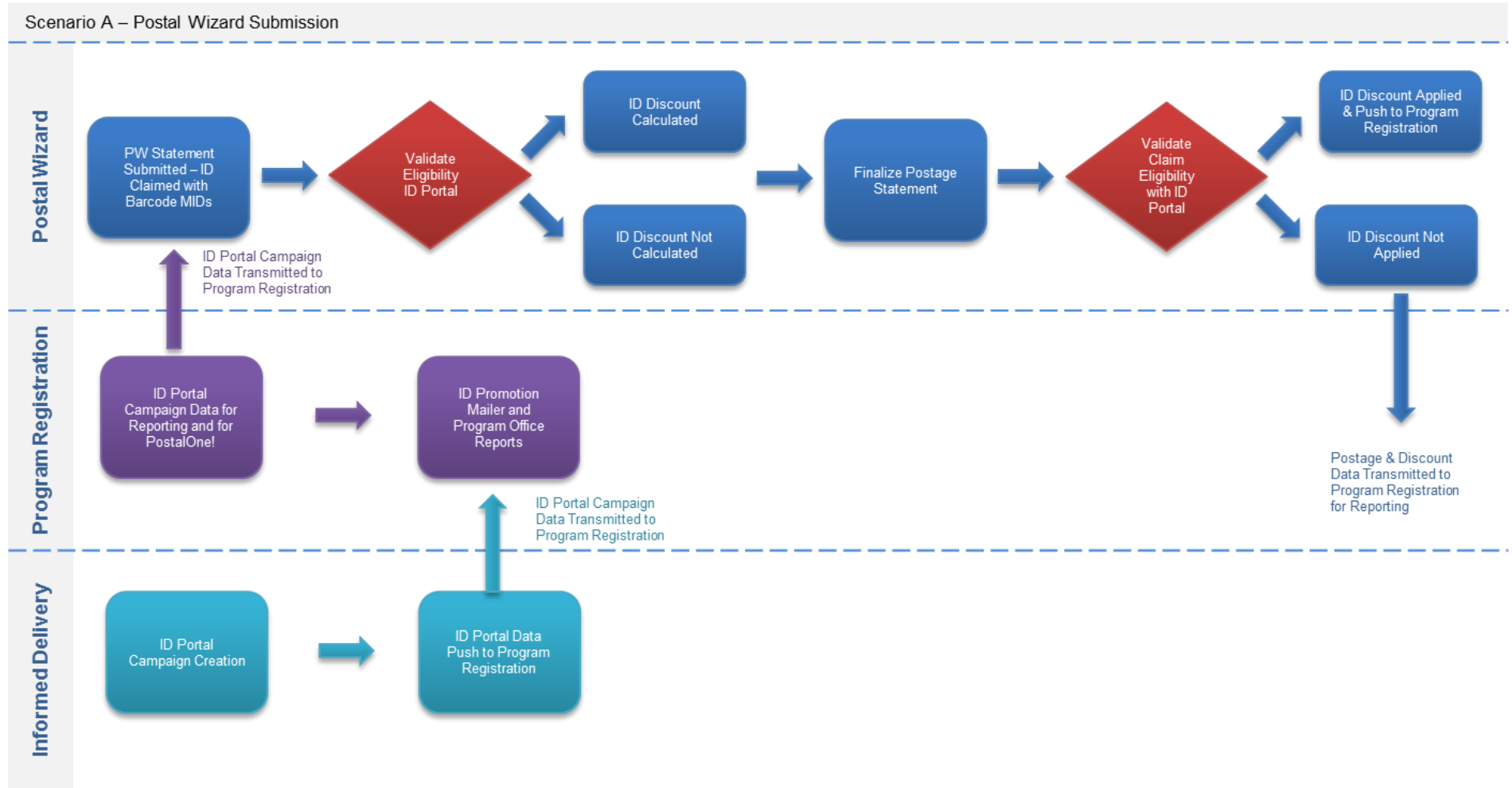


Figure 1

## 8.2 BMEU Hard-Copy Submission

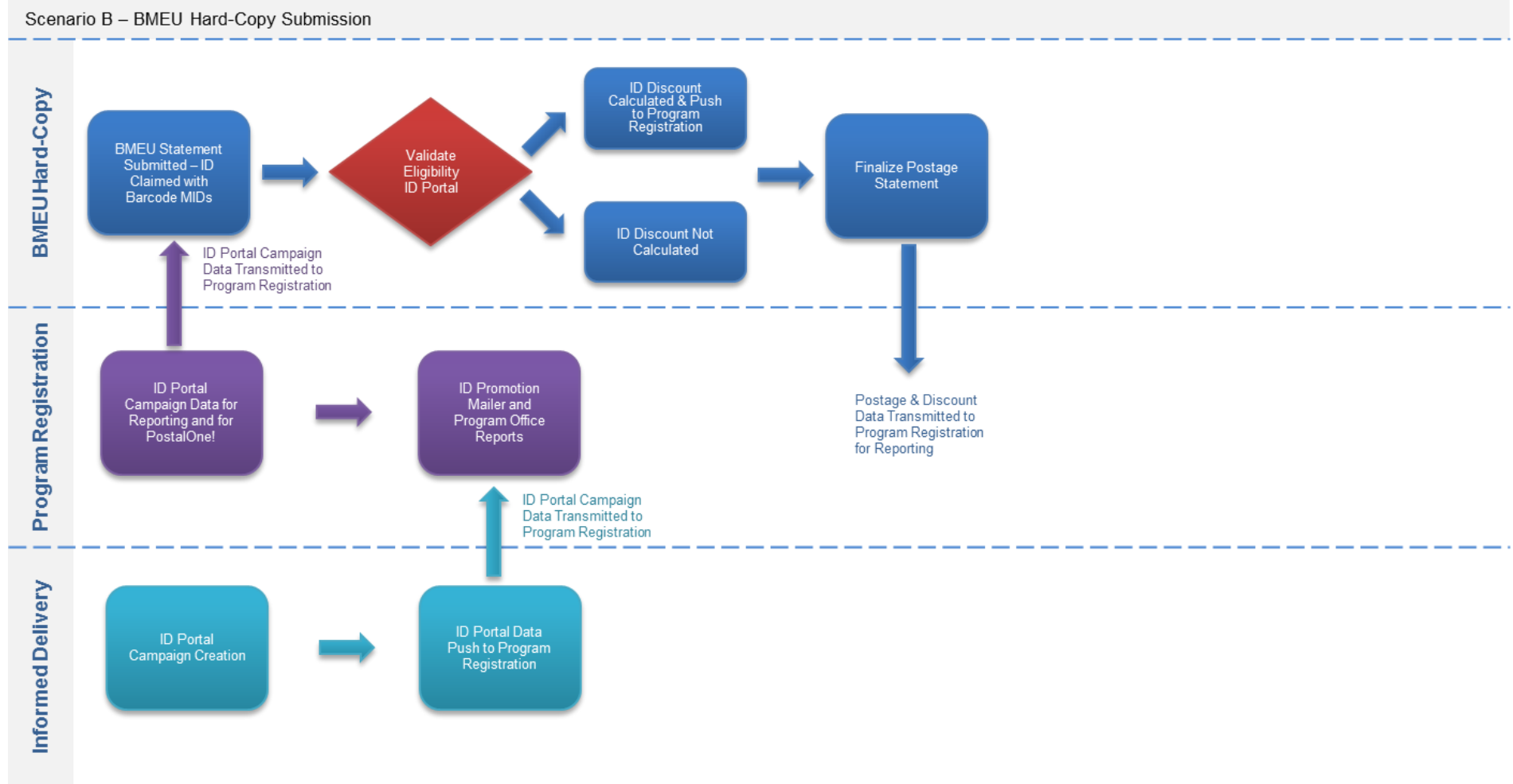


Figure 2

### 8.3 Mail.dat with RMR

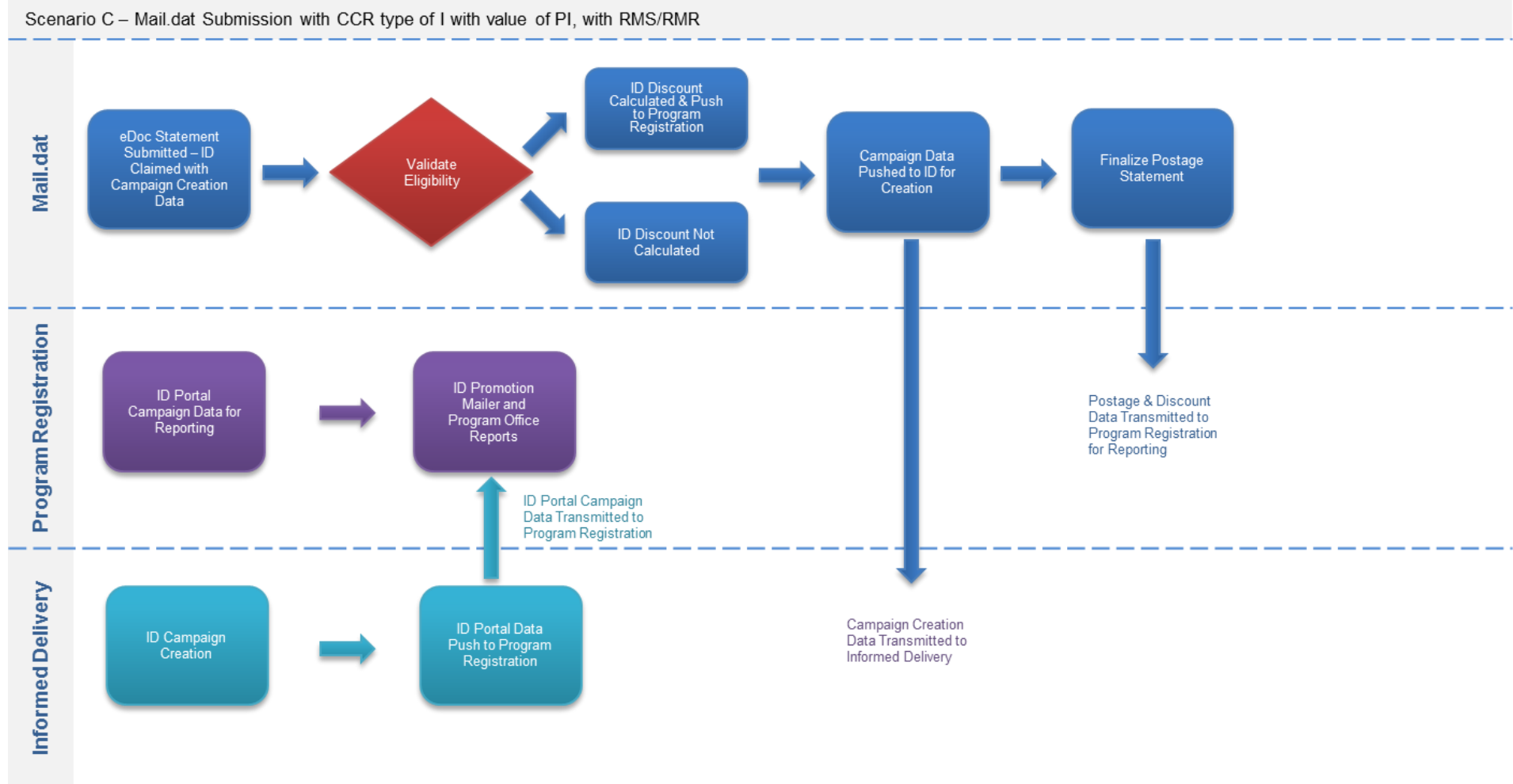


Figure 3

## 8.4 Mail.dat without RMR

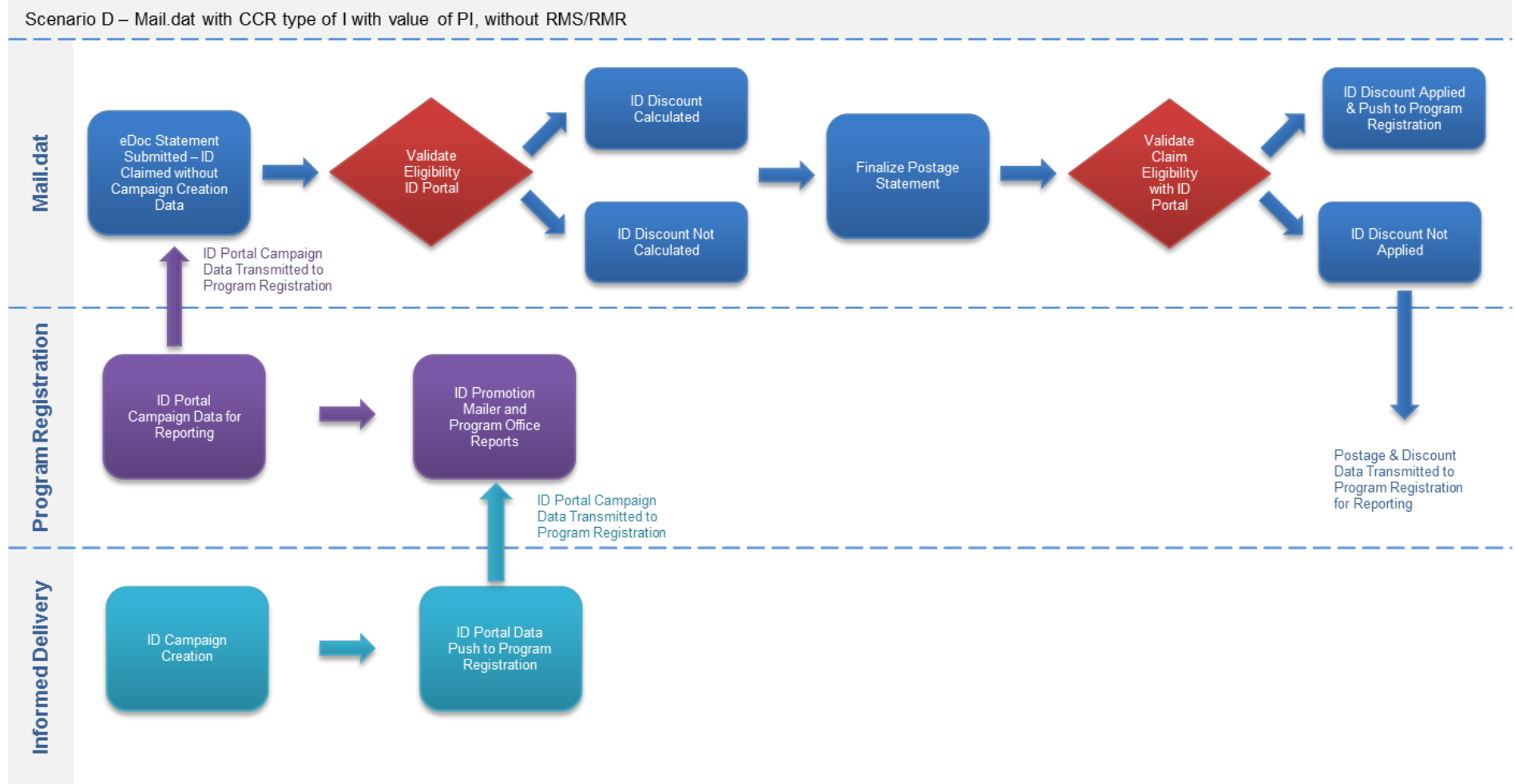


Figure 4

## 8.5 Mail.XML Submission with CampaignData

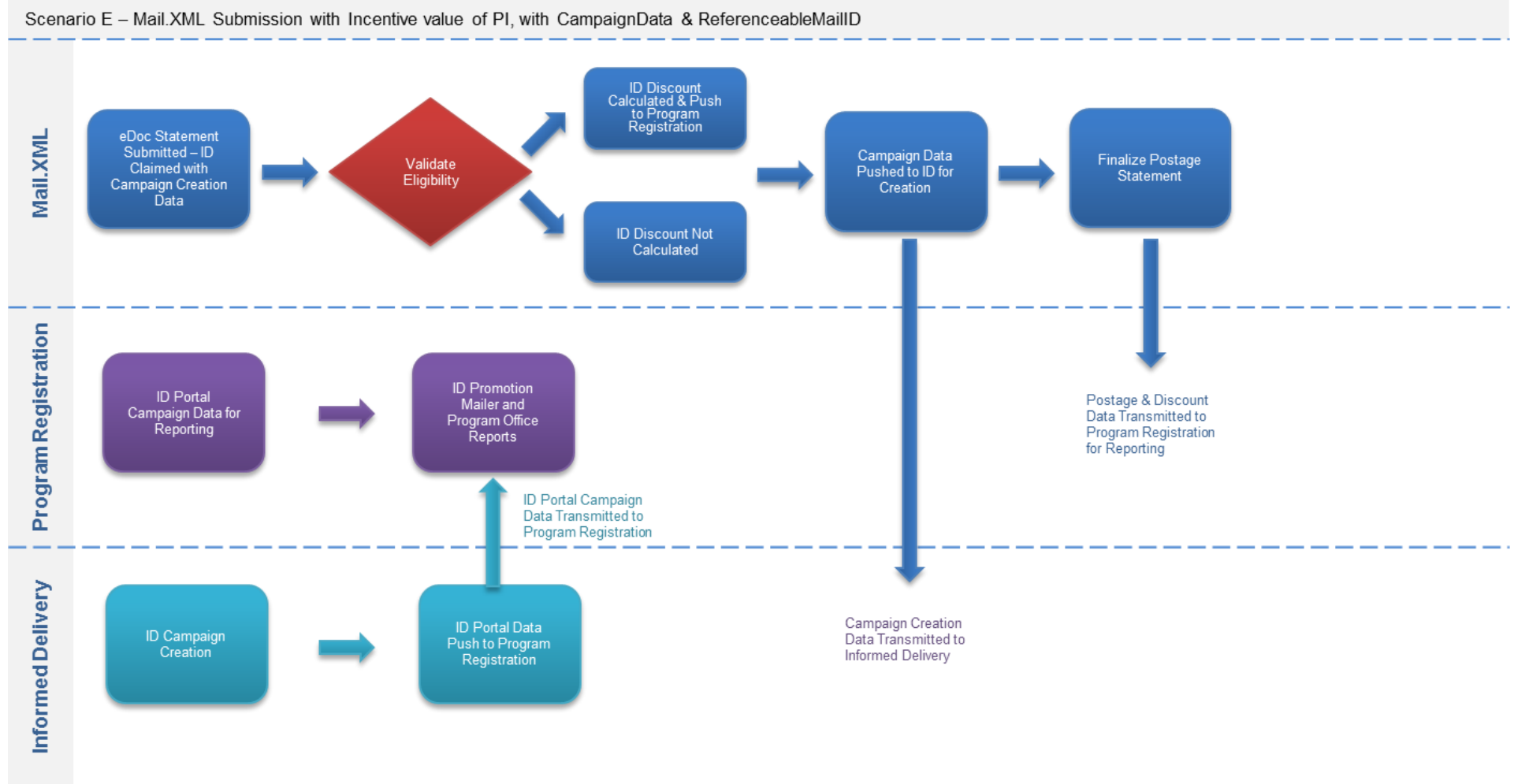


Figure 5



## 8.6 Mail.XML Submission without CampaignData

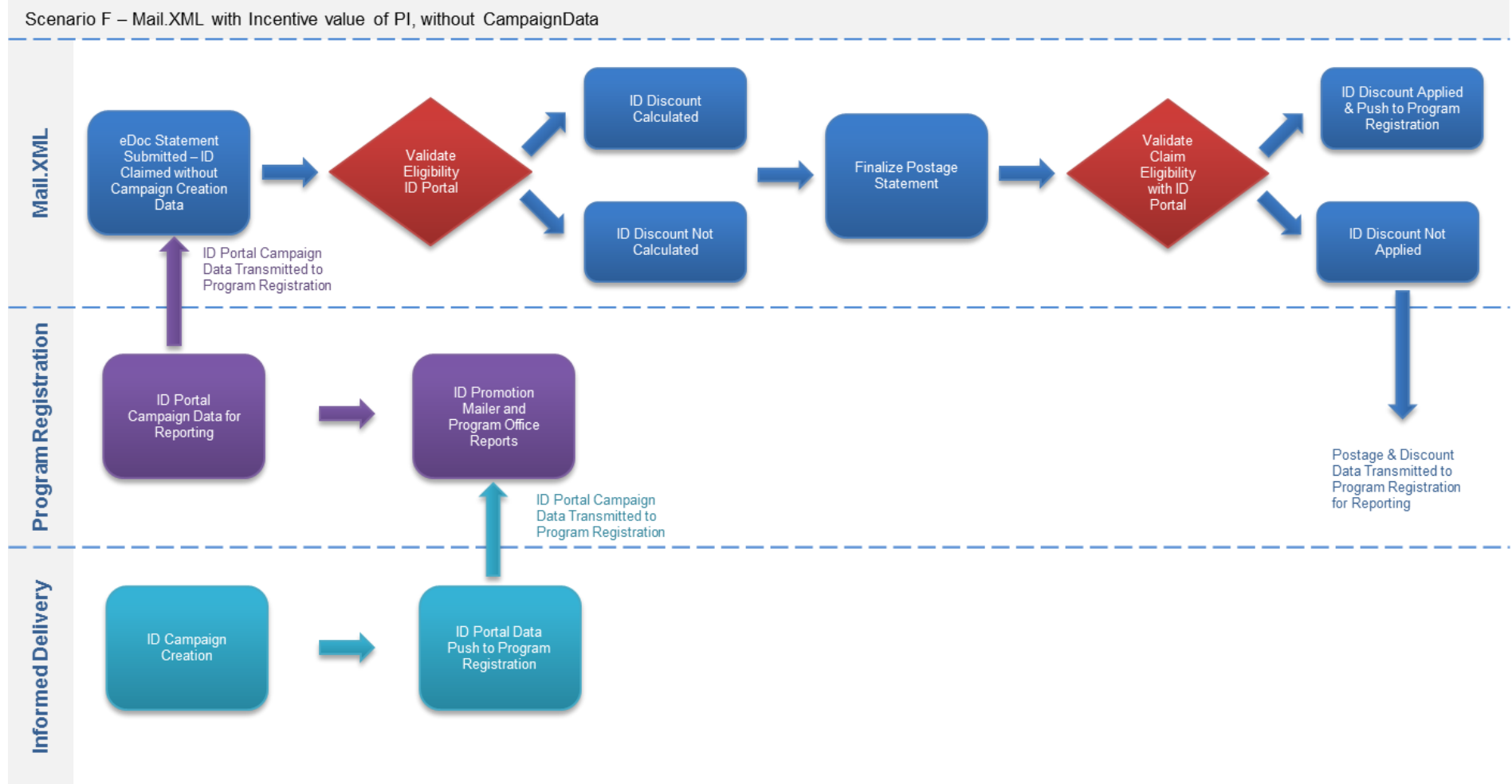


Figure 6

## 9 APPENDIX B - Mail.dat MDR Server-Side Validations – Warning Codes

Warning Code	Warning Description	Action
7267	A campaign cannot be found for MID(s): {1} All MID(s) must be linked to a valid (active or submitted) campaign for the incentive to be applied.	N/A
7268	The .csm Postage Statement Mailing Date does not fall within the campaign start and end dates for MID(s): {1} All MID(s) must be linked to a valid (active or submitted) campaign, and the .csm Postage Statement Mailing Date must fall within the campaign start and end dates for the incentive to be applied.	N/A
7269	There is an invalid combination of campaigns entered for this mailing. MID-based campaigns (MID(s): {1}) cannot be mixed with Serial-based campaigns (MID(s): {2}) on any one statement for the same MID.	N/A
7271	To be eligible for the Informed Delivery incentive, the number of pieces tied to the campaign must be greater than {1} percent threshold. The current percentage is {2}. Key IDs: Segment ID, Mail Piece Unit ID Note: This check should exclude spoiled/shorted piece	Update the number of pieces claiming the incentive to align with the number of pieces in the campaign.
7273	To be eligible for the Informed Delivery incentive, the number of pieces claiming the incentive cannot be greater than the number of pieces in the campaign. MID: {1}, claimed pieces {2}, Campaign pieces {3}. Note: This check should exclude spoiled/shorted piece. Specific to Portal, Serial campaigns.	Update the number of pieces claiming the incentive to align with the number of pieces in the campaign.
7274	The barcode serials do not fall within the campaign start and end serials for MID(s): {1}. All serials must be within the range for a valid (active or submitted) campaign for the incentive to be applied.	N/A
5026	To be eligible for the Informed Delivery incentive, the .csm Postage Statement Mailing Date must fall within the .rms Date Start and .rms Date End or within the .csm Referenceable Mail Start Date and .csm Referenceable Mail End Date. Key ID: Container ID	Update the .csm Postage Statement Mailing Date.
5028	To be eligible for the Informed Delivery incentive, the number of pieces tied to .rmr records must be greater than {1} percent threshold. The current percentage is {2}. Key IDs: Segment ID, Mail Piece Unit ID Note: This check should exclude spoiled/shorted pieces.	Update the .rmr file.

## 10 APPENDIX C - Mail.XML MDX Server Side Validations – Warning Codes

Warning Code	Warning Description	Action
9781	A campaign cannot be found for MID(s): {1}. All MID(s) claiming Incentive = PI must be linked to a valid (active or submitted) campaign for the incentive to be applied	N/A
9782	The PostageStatementMailingDate does not fall within the campaign start and end dates for MID(s): {1}. All MID(s) must be linked to a valid (active or submitted) campaign, and the PostageStatementMailingDate in the ContainerInfoData block should fall within the campaign start and end dates for the incentive to be applied.	N/A
9783	There is an invalid combination of campaigns entered for this mailing. MID-based campaigns (MID(s): {1}) cannot be mixed with Serial-based campaigns (MID(s): {2}) on the same statement for the same MID.	N/A
9784	To be eligible for the Informed Delivery incentive, the number of pieces tied to ReferenceableMailData blocks must be greater than {1} percent threshold. The current percentage is {2}.	N/A
9785	To be eligible for the Informed Delivery incentive, the number of pieces claiming the incentive cannot be greater than the number of pieces in the campaign. MID: {1}, claimed pieces {2}, Campaign pieces {3}. Note: Specific to Portal, Serial campaigns.	N/A
9786	The SerialNumber6 or SerialNumber9 in the IMB block do not fall within the campaign start and end serials for MID(s): {1}. All serials must be within the correct range for a valid (active or submitted) campaign for the incentive to be applied.	N/A
9779	When claiming the Informed Delivery incentive, the PostageStatementMailingDate in the PostageStatementCreateRequest must fall within the DateStart and DateEnd in the CampaignData block or within the ReferenceableMailDateStart and ReferenceableMailDateEnd in the ContainerInfoData block.	N/A
9780	To be eligible for the Informed Delivery incentive, the number of pieces tied to ReferenceableMailData blocks must be greater than {1} percent threshold. The current percentage is {2}.	N/A

## 11 APPENDIX E - Frequently Asked Questions

### 1. What types of Informed Delivery campaigns are eligible to participate in the Informed Delivery Promotion?

There are two types of Informed Delivery campaigns which are eligible to receive the Informed Delivery Promotion discount when mailed during the promotion period:

- a) **MID Level Campaigns:** applied to any mailpiece bearing the MID in the Intelligent Mail® barcode (IMb®).
- b) **Serial-Range Level Campaigns:** applied to any mailpiece that is bearing the MID in the IMb and contains a Serial number that is within the Serial range of an Informed Delivery campaign.

### 2. Does Mail.dat Referenceable Mail Barcode (RMB) (stand-alone campaign creation) qualify for the Informed Delivery Promotion?

Yes. An Informed Delivery campaign created using the Mail.dat RMB process follows the same eligibility requirements as a campaign created in the Mailer Campaign Portal (MCP); the RMB job must be submitted no later than 2 PM EST the day before the Postage Statement is submitted.

### 3. When submitting a Postage Statement via Postal Wizard, how is eligibility for the Informed Delivery Promotion validated?

The Postal Wizard application requires one or more documented MIDs (used in IMbs) to be eligible to receive discounted postage as part of the Informed Delivery Promotion. *PostalOne!* uses the MIDs to validate the existence of valid campaigns submitted through the MCP. Campaigns can be MID or Serial-Range level.

### 4. When submitting the Postage Statement via Mail.dat without the campaign data, how is eligibility for the Informed Delivery Promotion validated?

The *PostalOne!* Mail.dat application uses the MIDs and serial numbers available in the Piece records (PDR or PBC) to validate the existence of valid campaigns submitted through the MCP.

### 5. When submitting a Postage Statement via BMEU Hard-copy, how is eligibility for the Informed Delivery Promotion validated?

The BMEU Hard-copy application requires one or more MIDs (used in IMbs) to be documented to be eligible to receive discounted postage as part of the Informed Delivery Promotion. *PostalOne!* uses the MIDs to validate the existence of valid campaigns submitted through the MCP.

**6. When submitting a Postage Statement via Mail.XML without the campaign data, how is eligibility for the Informed Delivery Promotion validated?**

The *PostalOne!* Mail.XML application uses the MIDs available in the Mail Piece records to validate the existence of valid campaigns submitted through the MCP.

**7. Can I use a mix of MID and Serial-Range level campaigns and be eligible to participate in the Informed Delivery Promotion?**

MID and Serial-Range level campaigns can be submitted on the same Postage Statement via Mail.dat or Mail.XML as long as the campaigns belong to two different MIDs. A MID campaign and Serial-Range campaign for the same MID cannot be claimed on the same statement.

**8. Can the Informed Delivery Promotion be applied when a small portion/volume of the pieces are outside of the campaign serial/volume or date range?**

For Mail.dat and Mail.XML submissions, there is a threshold of 80% that must be met for each Version/Mail Piece Unit claimed. As long as that threshold is met within each Version/Mail Piece Unit, pieces that do not belong to campaigns can be submitted on the postage statement without affected the promotional discount.

**9. How can I manage a job with a campaign when my IMb Serial Number restarts within the eDoc job?**

When Serial Numbers are restarted within an eDoc job sent to the Informed Delivery application, the job must contain two campaigns to accommodate two separate serial ranges or serial range gap.

**10. How does the Referenceable Mail Summary (RMS) serial grouping indicator work?**

The only allowed value for the Campaign Serial Grouping Indicator is “C” which indicates that sequential serial numbers will be used to create a range. *PostalOne!* uses the highest and lowest serial numbers (min and max) to determine the start and end serial numbers for the campaigns.

**11. Can a Mail.dat or Mail.XML-based Informed Delivery campaign be canceled or viewed?**

Yes. An Informed Delivery campaign created using Mail.dat or Mail.XML can be viewed and/or canceled in the MCP.

**12. What happens when only part of the containers in my eDoc job are set to RTP and the other part(s) is set to RTP at a later date?**

Send the first set of RTP container-related piece data to the Informed Delivery application to create the Informed Delivery campaign. Once the remaining part(s) are set to RTP, *PostalOne!* sends the remaining piece data with campaign information to the Informed Delivery application where the serial range information is updated to encompass all parts of the job.

**13. What happens if I submit my eDoc job after the mail is inducted, and my campaign start date is now in the past as compared to the Job Submission Date?**

If a job is submitted with campaign data containing a Start Date that is in the past, *PostalOne!* will update the Start Date of the campaign to the date the job is submitted to *PostalOne!*

**14. Is there anything additional I need to do if I have a third-party MID that is used in the IMb for tracking?**

No. Informed Delivery is based on the MID in the barcode (IMb).

**15. What are the program requirements to participate in the Informed Delivery Promotion?**

Visit the PostalPro website (<https://postalpro.usps.com/Promotions>) to review the Informed Delivery Promotion enrollment and participation requirements.

**16. Which mailpieces are eligible for imaging with Informed Delivery?**

Informed Delivery interactive campaigns can be conducted on all automation letter-size mailpieces that are scanned on USPS® automation equipment, regardless of the class of mail. At this time, not all flat-size mailpieces are scanned through automation equipment and USPS does not provide images of flats to consumers. We do, however, ingest scans from Carrier Route bundles that are present in the Informed Visibility platform. USPS requires that Mailers conducting a campaign on flat-size pieces include a Representative Image. Visit the Informed Delivery for Business Mailers website (<https://www.usps.com/business/informed-delivery.htm>) to review resources on how to create a campaign.

**17. Are there different requirements for conducting campaigns on letter-sized or flat-sized mailpieces?**

A Ride-along image is required when conducting any Informed Delivery campaign, regardless of whether the mailpiece is letter- or flat-sized. A Representative Image is required for campaigns on flat-sized pieces. For more information, refer to the *Campaign Images Requirements* document on the Informed Delivery for Business Mailers website (<https://www.usps.com/business/informed-delivery.htm>).

### **18. Can I run a campaign on combined letter mailings?**

Yes. Campaigns for combined letter mailings can be submitted via a *PostalOne!* eDoc. Images and Target URLs for each specific version within the combined letter mailing through Mail.dat or Mail.XML must be provided.

### **19. Can I run a campaign on comail flat mailings?**

Yes. Campaigns for comail flat mailings can be submitted via a *PostalOne!* eDoc. Images and Target URLs for each specific version within the comail of bundled flats mailing through Mail.dat or Mail.XML must be provided.

### **20. Can I run a campaign on copal mailings?**

Yes. Campaigns for copal mailings can be submitted via a *PostalOne!* eDoc. The origin jobs of a copal pool must maintain the Images and Target URLs tied to the correct mail piece versions.

### **21. How long do I need to store the campaign images on the public internet in order for them to be available for Informed Delivery to access the images when the campaign is submitted through PostalOne!?**

Campaign images for campaigns submitted and created via *PostalOne!* eDoc must be hosted on a publicly accessible folder or subdomain in order for Informed Delivery to have access to the images to download them when the job is processed. These images should be stored there for a minimum of 14 days to ensure that they are available to Informed Delivery should there be any delays in processing jobs. Typically, jobs are processed within 24 hours, but there are instances where this may be delayed - for example, if the system goes down. Images can be safely removed after that 14 day period.

## 12 APPENDIX F – Campaign and eDoc Submission Timeline Examples

### 12.1 Campaign Created in Mailer Campaign Portal or RMB - Successful

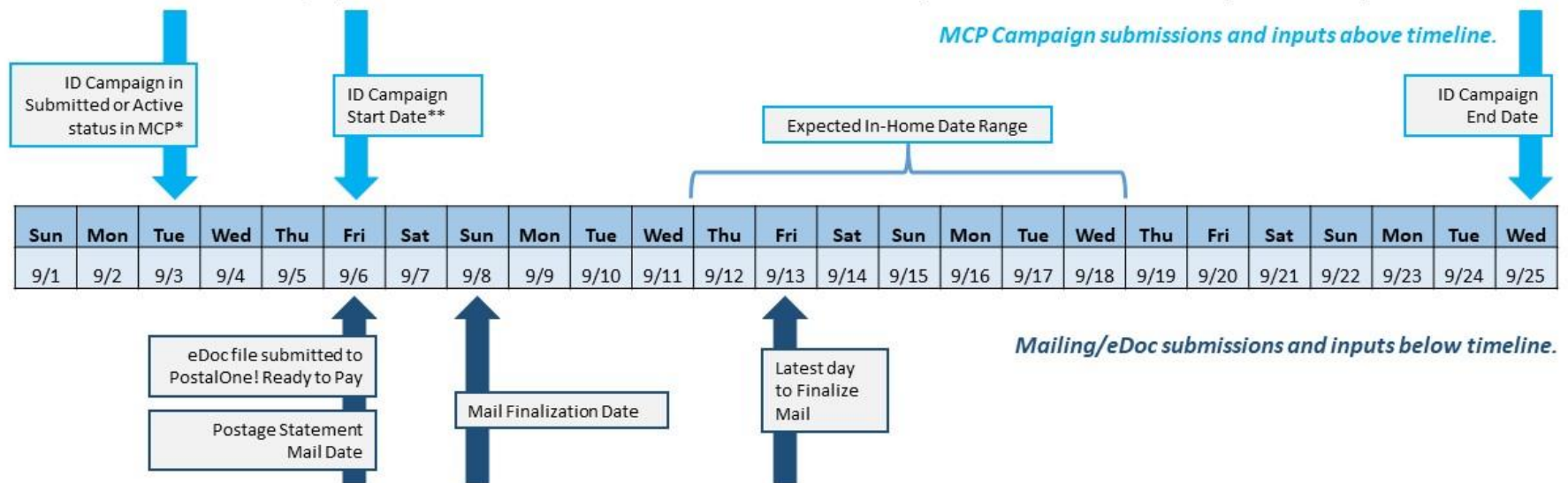
#### Mailing A – Informed Delivery Promotion Discount Claimed **Successfully**

##### Input Details

- **Campaign Submission Method:** Created in MCP or via eDoc RMB prior to Mailing\*
- **Campaign Submission Date:** Tuesday, September 3<sup>rd</sup>
- **Campaign Start Date:** Friday, September 6<sup>th</sup>
- **eDoc file submitted as Ready to Pay:** Friday, September 6<sup>th</sup>
- **Postage Statement Mailing Date:** Friday, September 6<sup>th</sup>  
(must be within campaign Start and End Dates)
- **Mail Finalization Date:** Sunday, September 8<sup>th</sup>

##### Results – ID Discount **RECEIVED SUCCESSFULLY**

- ID Campaign in Submitted or Active status no later than 2 PM EST the day **before** PostalOne! eDoc submission as Ready to Pay and at Mail Finalization
- eDoc file submitted as Ready to Pay after 6 AM EST on Friday, September 6<sup>th</sup>
- Postage Statement Mailing Date and Mail Finalization Date are both within ID Campaign Start and End Dates
- Discount calculated and applied to all qualifying pieces under each MPU at the time job submitted to PO! and the Postage Statement is generated



\*Campaign must be in Submitted or Active status **no later than 2 PM EST the day before** the job is submitted to PostalOne! It is recommended that campaigns be submitted in the MCP 3 days prior to the submission of the mailing to PostalOne!

\*\*Campaigns can have a Start Date prior to this date and be in Active or Submitted status before the mailing is submitted to PostalOne! It is recommended that the Start Date be 2-3 days prior to the Postage Statement Mailing Date but can be the same date as the Postage Statement Mailing Date.



## 12.2 Campaign Created in Mailer Campaign Portal or RMB – Unsuccessful

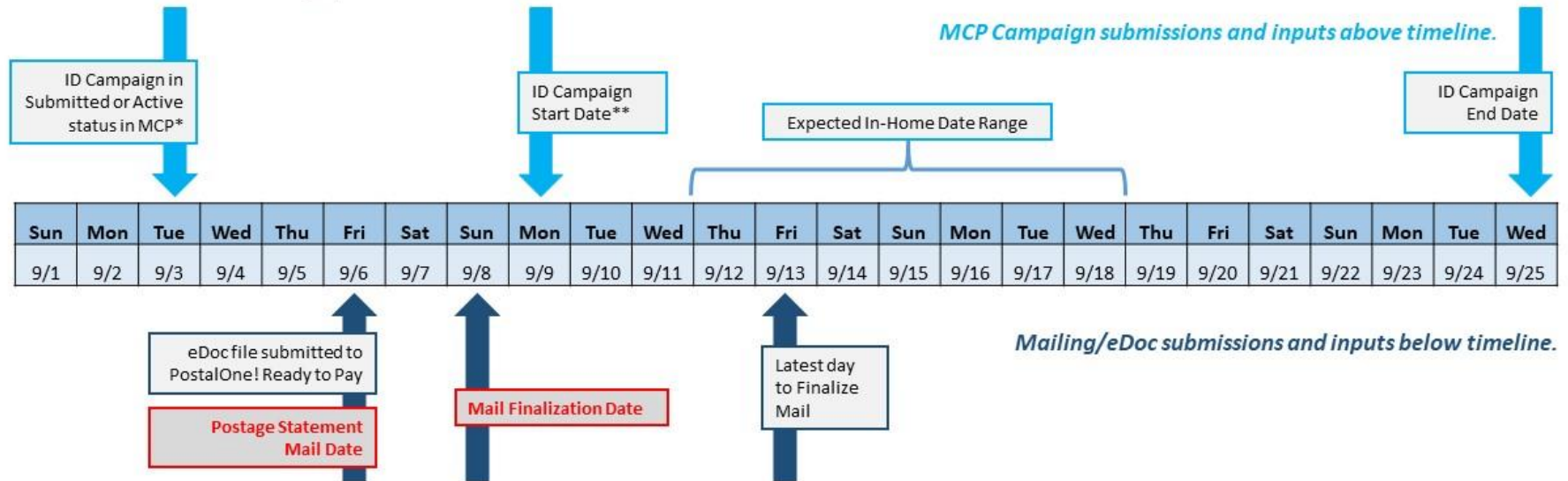
### Mailing B – Informed Delivery Promotion Discount **Not Received**

#### Input Details

- **Campaign Submission Method:** Created in MCP or via eDoc RMB prior to Mailing\*
- **Campaign Submission Date:** Tuesday, September 3<sup>rd</sup>
- **Campaign Start Date:** Friday, September 9<sup>th</sup>
- **eDoc file submitted as Ready to Pay:** Friday, September 6<sup>th</sup>
- **Postage Statement Mailing Date:** Friday, September 6<sup>th</sup>  
(must be within campaign Start and End Dates)
- **Mail Finalization Date:** Sunday, September 8<sup>th</sup>

#### Results – ID **DISCOUNT NOT RECEIVED**

- Postage Statement Mailing Date and Mail Finalization Date are **not within** the ID Campaign Start and End Dates



\*Campaign must be in Submitted or Active status **no later than 2 PM EST the day before** the job is submitted to PostalOne! It is recommended that campaigns be submitted in the MCP 3 days prior to the submission of the mailing to PostalOne!

\*\*Campaigns can have a Start Date prior to this date and be in Active or Submitted status before the mailing is submitted to PostalOne! It is recommended that the Start Date be 2-3 days prior to the Postage Statement Mailing Date but can be the same date as the Postage Statement Mailing Date.

## 12.3 Campaign Created in Mailer Campaign Portal or RMB – Unsuccessful

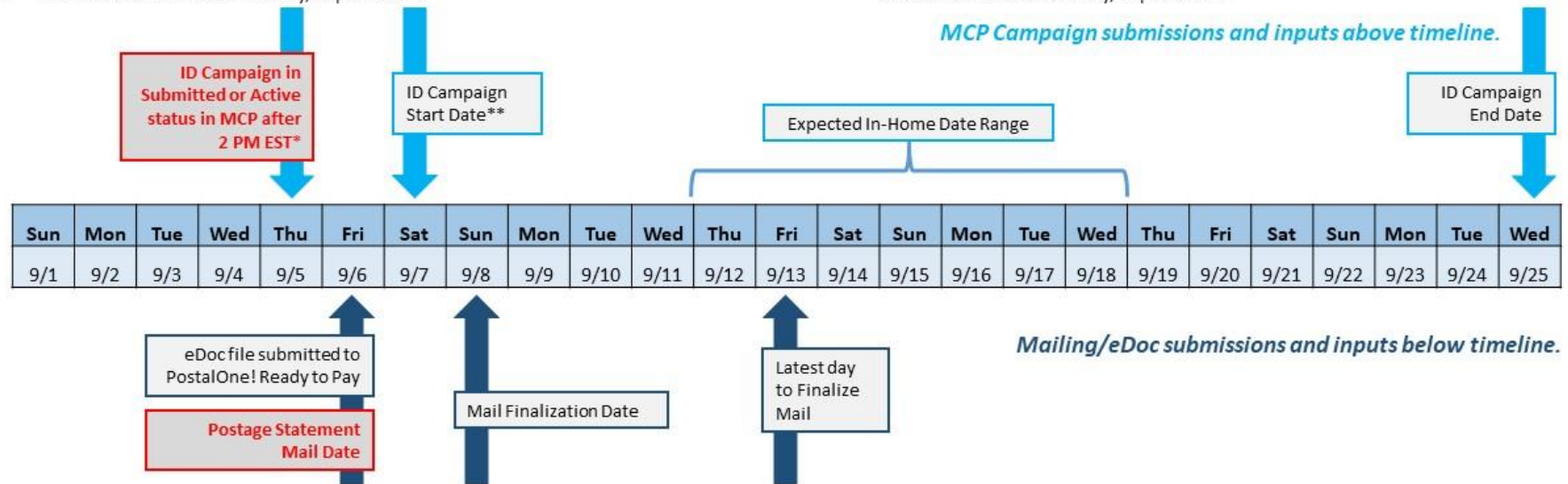
### Mailing C – Informed Delivery Promotion Discount **Not Received**

#### Input Details

- **Campaign Submission Method:** Created in MCP or via eDoc RMB prior to Mailing\*
- **Campaign Submission Date:** Thursday, September 5<sup>th</sup> at 2:30 PM EST
- **Campaign Start Date:** Friday, September 7<sup>th</sup>  
(earliest start date available since created after 1 PM CST on 9/5 in MCP)
- **eDoc file submitted as Ready to Pay:** Friday, September 6<sup>th</sup>
- **Postage Statement Mailing Date:** Friday, September 6<sup>th</sup>  
(must be within campaign Start and End Dates)
- **Mail Finalization Date:** Sunday, September 8<sup>th</sup>

#### Results – ID **DISCOUNT NOT RECEIVED**

- Postage Statement Mailing Date is **not within** the Campaign Start and End Dates – since it was created in the MCP **after the 1 PM CST** on Thursday, September 5<sup>th</sup>, this forced the Start Date out to September 7<sup>th</sup>
- Campaign was not in Submitted or Active status in the MCP until **after the 2 PM EST** on Thursday, September 5<sup>th</sup> – this means the campaign is not available for PostalOne! validations at the time the job is submitted as Ready to Pay on Friday, September 6<sup>th</sup> – earliest it would be available for validation would be after 6 AM EST on Saturday, September 7<sup>th</sup>



\*Campaign must be in Submitted or Active status **no later than 2 PM EST the day before** the job is submitted to PostalOne! It is recommended that campaigns be submitted in the MCP 3 days prior to the submission of the mailing to PostalOne!

\*\*Campaigns can have a Start Date prior to this date and be in Active or Submitted status before the mailing is submitted to PostalOne! It is recommended that the Start Date be 2-3 days prior to the Postage Statement Mailing Date but can be the same date as the Postage Statement Mailing Date.

## 12.4 Campaign Created in Mailer Campaign Portal or RMB – Unsuccessful

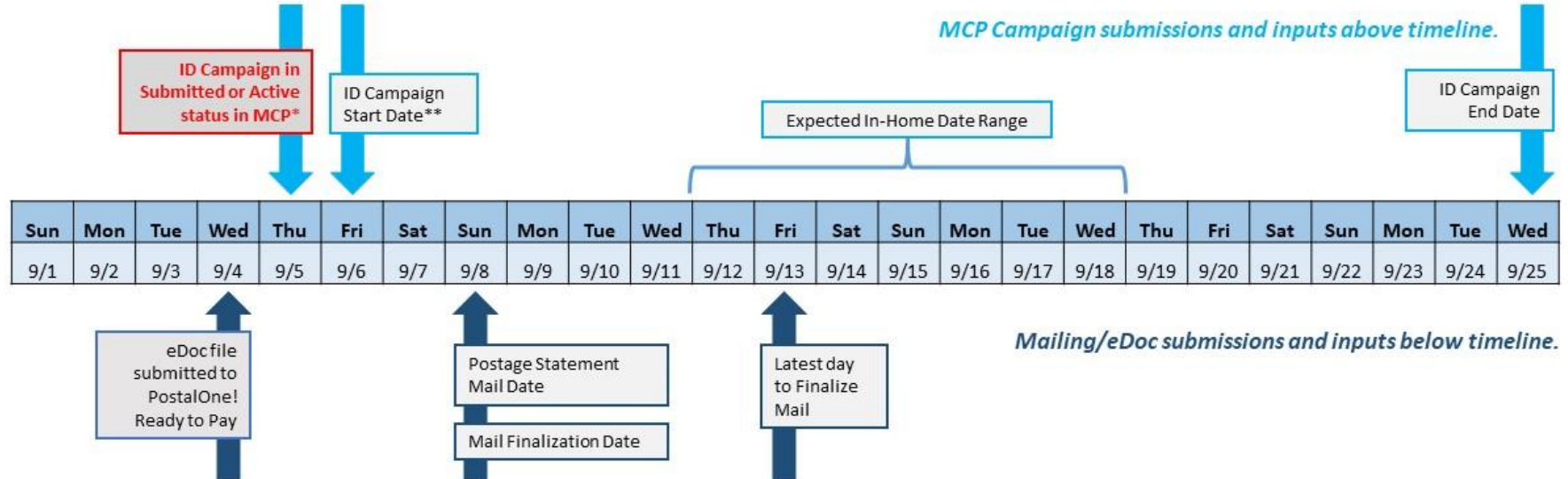
### Mailing D – Informed Delivery Promotion Discount **Not Received**

#### Input Details

- **Campaign Submission Method:** Created in MCP or via eDoc RMB prior to Mailing\*
- **Campaign Submission Date:** Thursday, September 5<sup>th</sup>
- **Campaign Start Date:** Friday, September 6<sup>th</sup>
- **eDoc file submitted as Ready to Pay:** Wednesday, September 4<sup>th</sup>
- **Postage Statement Mailing Date:** Sunday, September 8<sup>th</sup>  
(must be within campaign Start and End Dates)
- **Mail Finalization Date:** Sunday, September 8<sup>th</sup>

#### Results – ID Discount **NO DISCOUNT RECEIVED**

- ID Campaign in Submitted or Active status in the MCP *the day after* eDoc submitted to PostalOne! – this means the campaign is not available for PostalOne! validations at the time the job is submitted as Ready to Pay on Wednesday, September 4<sup>th</sup>



\*Campaign must be in Submitted or Active status *no later than 2 PM EST the day before* the job is submitted to PostalOne! It is recommended that campaigns be submitted in the MCP 3 days prior to the submission of the mailing to PostalOne!

\*\*Campaigns can have a Start Date prior to this date and be in Active or Submitted status before the mailing is submitted to PostalOne! It is recommended that the Start Date be 2-3 days prior to the Postage Statement Mailing Date but can be the same date as the Postage Statement Mailing Date.

## 12.5 Campaign Created via Mail.dat or Mail.XML eDoc Submission – Successful

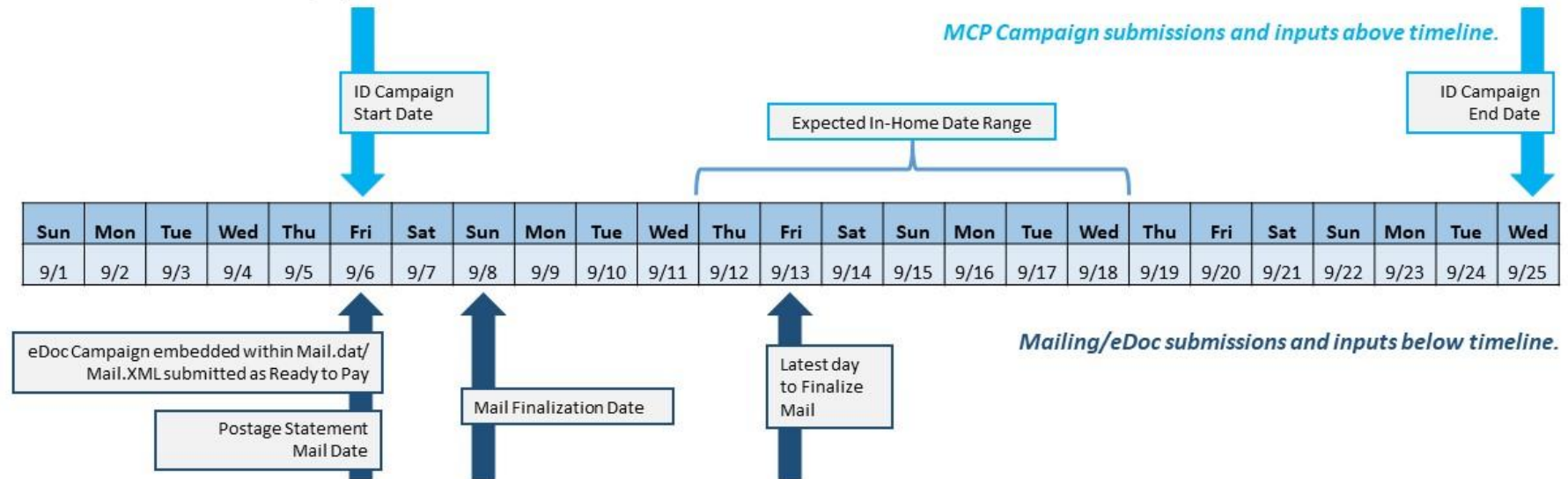
### Mailing E – Informed Delivery Promotion Discount Claimed **Successfully**

#### Input Details

- **Campaign Submission Method:** Mail.dat or Mail.XML PostalOne! eDoc\*
- **Campaign Submission Date:** Tuesday, September 6<sup>th</sup> when eDoc submitted
- **Campaign Start Date:** Friday, September 6<sup>th</sup>
- **eDoc file submitted as Ready to Pay:** Friday, September 6<sup>th</sup>
- **Postage Statement Mailing Date:** Friday, September 6<sup>th</sup>  
(must be within campaign Start and End Dates)
- **Mail Finalization Date:** Sunday, September 8<sup>th</sup>

#### Results – ID Discount **RECEIVED SUCCESSFULLY**

- ID Campaign in Active status at time of eDoc submission as Ready to Pay on Friday, September 6<sup>th</sup> with Start Date of Friday, September 6<sup>th</sup>
- Postage Statement Mailing Date and Mail Finalization Date are both within ID Campaign Start and End Dates
- Discount calculated and applied to all qualifying pieces under each MPU at the time job submitted to PO! and the Postage Statement is generated



\*Campaigns created via Mail.dat or Mail.XML via PostalOne! eDoc can fail Informed Delivery validations on the back end if there is a problem with the campaign data provided. The Informed Delivery PostalOne! Support Team monitors these production jobs on a daily basis and tries to provide notification to the submitter within 24 hours. Campaigns should appear in the MCP within 2-4 hours after the job is submitted. If it does not appear, please contact [USPSInformedDeliveryeDoc@USPS.gov](mailto:USPSInformedDeliveryeDoc@USPS.gov) and provide the Job ID so they can investigate. If there is a failure, the job can be cancelled and resubmitted with valid campaign data, or the campaign can be created

## 12.6 Campaign Created via Mail.dat or Mail.XML eDoc Submission – Unsuccessful

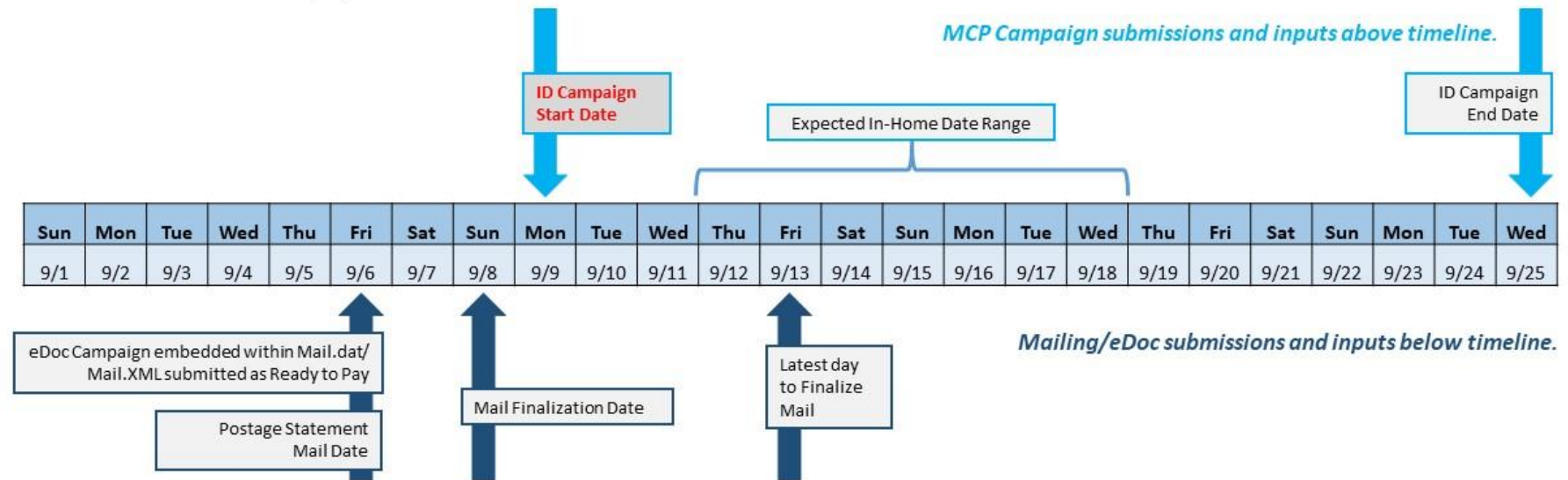
### Mailing F – Informed Delivery Promotion Discount **Not Received**

#### Input Details

- **Campaign Submission Method:** Mail.dat or Mail.XML PostalOne! eDoc\*
- **Campaign Submission Date:** Tuesday, September 6<sup>th</sup> when eDoc submitted
- **Campaign Start Date:** Friday, September 9<sup>th</sup>
- **eDoc file submitted as Ready to Pay:** Friday, September 6<sup>th</sup>
- **Postage Statement Mailing Date:** Friday, September 6<sup>th</sup>  
(must be within campaign Start and End Dates)
- **Mail Finalization Date:** Sunday, September 8<sup>th</sup>

#### Results – ID Discount **NO DISCOUNT RECEIVED**

- ID Campaign in Submitted status at time of eDoc submission as Ready to Pay on Friday, September 6<sup>th</sup> with Start Date of Monday, September 9<sup>th</sup>
- Postage Statement Mailing Date and Mail Finalization Date **are not within** the ID Campaign Start and End Dates



\*Campaigns created via Mail.dat or Mail.XML via PostalOne! eDoc can fail Informed Delivery validations on the back end if there is a problem with the campaign data provided. The Informed Delivery PostalOne! Support Team monitors these production jobs on a daily basis and tries to provide notification to the submitter within 24 hours. Campaigns should appear in the MCP within 2-4 hours after the job is submitted. If it does not appear, please contact [USPSInformedDeliveryeDoc@USPS.gov](mailto:USPSInformedDeliveryeDoc@USPS.gov) and provide the Job ID so they can investigate. If there is a failure, the job can be cancelled and resubmitted with valid campaign data, or the campaign can be created

## 12.7 Campaign Created via Mail.dat or Mail.XML eDoc Submission – Promotion End Date - Successful

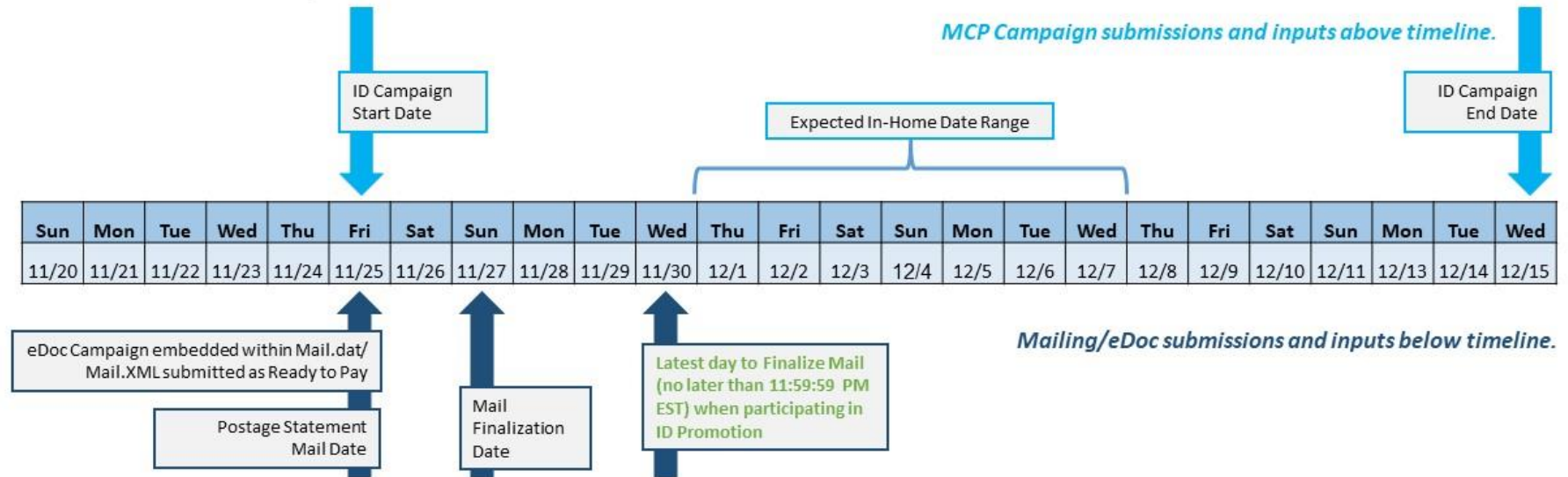
### Mailing G – Informed Delivery Promotion Discount Claimed **Successfully**

#### Input Details

- **Campaign Submission Method:** Mail.dat or Mail.XML PostalOne! eDoc\*
- **Campaign Submission Date:** Friday, November 25<sup>th</sup> when eDoc submitted
- **Campaign Start Date:** Friday, November 25<sup>th</sup>
- **eDoc file submitted as Ready to Pay:** Friday, November 25<sup>th</sup>
- **Postage Statement Mailing Date:** Friday, November 25<sup>th</sup>  
(must be within campaign Start and End Dates)
- **Mail Finalization Date:** Sunday, November 27<sup>th</sup>

#### Results – ID Discount **RECEIVED SUCCESSFULLY**

- ID Campaign in Active status at time of eDoc submission as Ready to Pay on Friday, September 6<sup>th</sup> with Start Date of Friday, November 25<sup>th</sup>
- Postage Statement Mailing Date and Mail Finalization Date are both within ID Campaign Start and End Dates
- Discount calculated and applied to all qualifying pieces under each MPU at the time job submitted to PO! and the Postage Statement is generated



\*Campaigns created via Mail.dat or Mail.XML via PostalOne! eDoc can fail Informed Delivery validations on the back end if there is a problem with the campaign data provided. The Informed Delivery PostalOne! Support Team monitors these production jobs on a daily basis and tries to provide notification to the submitter within 24 hours. Campaigns should appear in the MCP within 2-4 hours after the job is submitted. If it does not appear, please contact [USPSInformedDeliveryeDoc@USPS.gov](mailto:USPSInformedDeliveryeDoc@USPS.gov) and provide the Job ID so they can investigate. If there is a failure, the job can be cancelled and resubmitted with valid campaign data, or the campaign can be created

### 13 Document History

<b>Change</b>	<b>Performed By</b>	<b>Date</b>	<b>Resulting Version</b>
<b>Initial Document Drafted for 2021 Promotion</b>	Aisha Karen Khan	July 27, 2021	1.0
<b>Updated for the 2021 Promotion</b>	Aisha Karen Khan	April 16, 2021	2.0
<b>Added Appendix F – Timeline Examples</b>	Aisha Karen Khan	October 20, 2021	3.0
<b>Updated for the 2022 Promotion</b>	Aisha Karen Khan	February 4, 2022	4.0
<b>Updated for the 2023 Promotion</b>	Aisha Karen Khan	May 1, 2023	4.1
<b>Updated for the 2023 Promotion – Added Eligible Lines for Saturation</b>	Aisha Karen Khan	June 14, 2023	4.2