

United States Postal Service[®] Technical Specification

Informed Delivery[®] Mailer Guide for Submitting Mail.dat[®] eDoc Campaigns via PostalOne![®]

Version 6.0

March 20, 2024

Table of Contents

1	PREFACE	4
2	INFORMED DELIVERY OVERVIEW	5
2.1	Informed Delivery User View.....	5
2.2	Mailpiece Shape Information	6
2.3	Informed Delivery Campaign Data Elements	6
2.4	Campaign Treatment Application Process.....	7
2.5	Informed Delivery Campaign Reports.....	7
2.6	Campaign Submission Methods – <i>PostalOne!</i> vs. MCP	7
3	INFORMED DELIVERY TEST ENVIRONMENTS FOR MAILERS	7
3.1	Test Environment for Mailers (TEM)	7
3.2	Customer Acceptance Testing Environment (CAT)	8
4	SUBMITTING CAMPAIGNS VIA MAIL.DAT	9
4.1	Mail.dat Versions Supported.....	9
4.2	Mail.dat File Descriptions and Informed Delivery Campaign Data	9
4.3	Campaign Configurations	15
4.3.1	Campaign Configuration Details	16
4.3.2	Campaign Key Data Combination.....	16
4.3.3	Campaign(s) for Parts of an IMb Serial Number Range	17
4.3.4	Presort eDoc Data Defined	18
4.3.5	Conventional/Single Campaign Presentation – Component Driven	18
4.3.6	Conventional/Single Campaign Presentation – Piece Driven (PDR or PBC)	20
4.3.7	Conventional/Multiple Campaign Presentation – Piece Driven (PDR or PBC).....	22
4.3.8	Combined Presentation.....	23
4.3.9	Comingle Presentation	24
4.3.10	Comail Presentation	25
4.3.11	Copal Presentation.....	26
4.4	Serialized Campaigns without eDoc Presort Data – RMB	27
4.5	Data Validations	29
5	APPENDICES	30
5.1	Sample Data Tables for Mail.dat Submissions	30
5.1.1	Conventional/Single Campaign Presentation – MID Level	30
5.1.2	Conventional/Single Campaign Presentation – Component Driven – PDR	31

Informed Delivery Mailer Guide for Submitting Mail.dat eDoc Campaigns via *PostalOne!*

5.1.3	Conventional/Single Campaign Presentation – Component Driven – PBC.....	32
5.1.4	Conventional/Single Campaign Presentation – Piece Driven - PBC	33
5.1.5	Conventional/Single Campaign Presentation – Piece Driven - PDR	34
5.1.6	Conventional/Multiple Campaign Presentation – Piece Driven - PDR.....	35
5.1.7	RMB Submission – No Presort Data.....	36
5.2	<i>PostalOne!</i> Warnings – Front End – Informed Delivery Data	37
5.3	Informed Delivery Warnings – Back End.....	39
5.4	Known Defects and Issues.....	40
5.4.1	Campaigns Image URL Links Failing for Resource Unavailable	40
5.5	Claiming an Informed Delivery Incentive.....	40
5.6	Document History	41
6	LEGAL TERMS	42

1 Preface

This comprehensive technical specification outlines the steps and criteria for submitting Informed Delivery interactive campaigns via *PostalOne!* Electronic Documentation (eDocs).

The intended audience for this document is any commercial mailer, marketer, or Information Technology (IT) staff member who uses mailing data to prepare commercial mailings via *PostalOne!* Readers should be familiar with the *PostalOne!* system, Mail.dat data communication options and the DTAC Mail.dat and Mail.XML[®] specifications. Please reference the **USPS[®] Technical Specifications for Mail.dat and Mail.XML** and the **DTAC Mail.dat resources** for more information about the *PostalOne!* environment.

USPS owns the following trademarks: Informed Delivery (ID), Intelligent Mail[®], IM[®], IMb[®], *PostalOne!*, Postal Service[™], The Postal Service[®], USPS Marketing Mail[®], United States Postal Service[®], USPS, and ZIP Code[™].

The Delivery Technology Advocacy Council (DTAC) owns the following trademarks: Mail.XML and Mail.dat.

Email the USPS Informed Delivery eDoc Support Team at USPSInformedDeliveryDoc@usps.gov with any questions or comments related to this guide.

2 Informed Delivery Overview

Informed Delivery is a free, optional feature that gives eligible residential, business, and PO Box™ consumers the ability to digitally preview their mail and manage their packages. Participating commercial mailers can conduct an ID interactive campaign by providing USPS with supplemental content: a Representative Image, Ride-along Image, and Target URL. The **Representative Image** is a color image chosen by the mailer that will be used in place of the grayscale image of the scanned mailpiece. The required **Ride-along Image** is a color image that is clickable and redirects the user to the provided Target URL. The **Representative Image** is required for flat-size mail (catalogues, magazines, etc.) and optional for letter-size mail (including postcards). This supplemental content allows an ID user to take immediate action on a mailpiece and helps bridge the gap between the physical and digital worlds.

2.1 Informed Delivery User View

ID users can view grayscale images of letter-size mail processed through automation equipment. Supplemental content from participating commercial mailers via email notification, online dashboard, or mobile app are also viewable on the dashboard. With ID, consumers can see what is coming to their mailbox — anytime, anywhere — even while traveling.

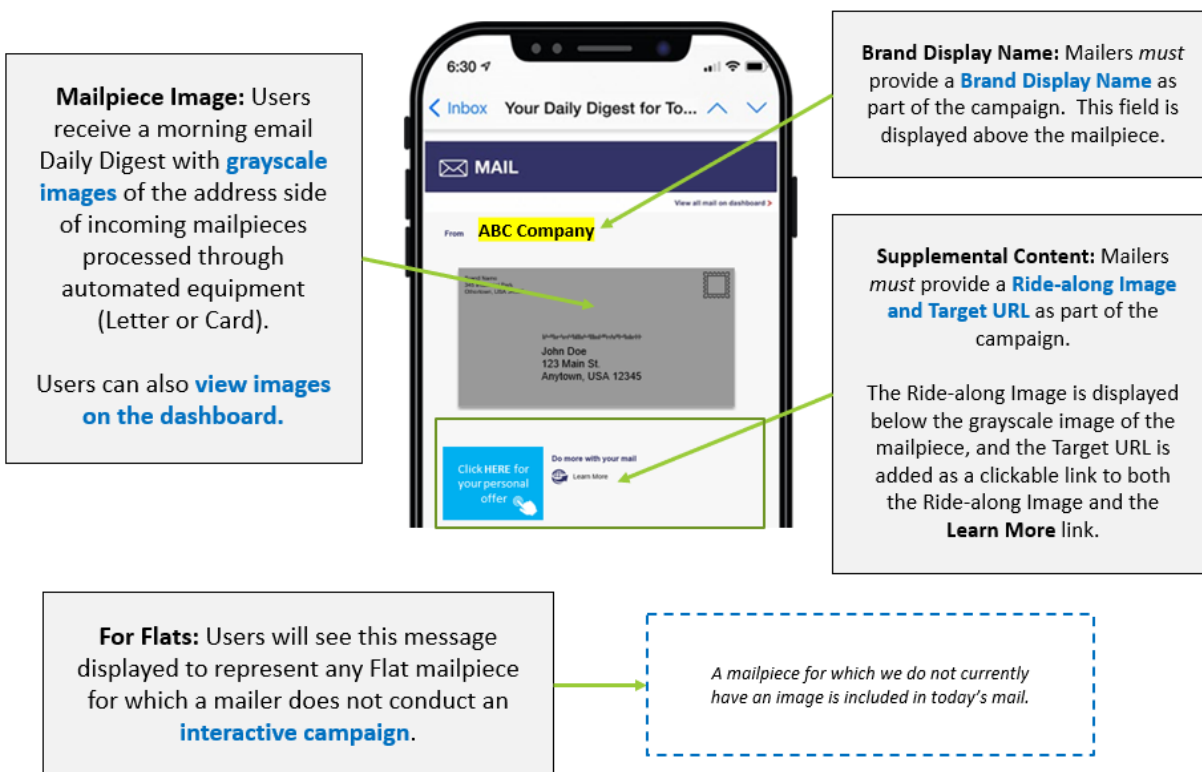


Figure 1: Informed Delivery User View of a Basic Campaign

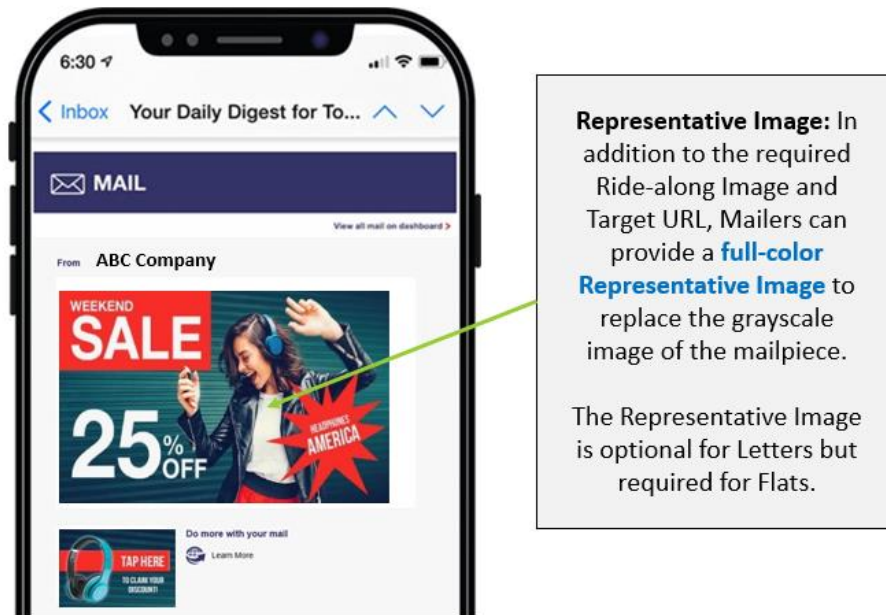


Figure 2: Informed Delivery User View of a Dual Campaign

2.2 Mailpiece Shape Information

USPS uses existing processes that provide digital images of the exterior of mailpieces as they are processed through automation equipment; those images are used to provide digital notifications to users in advance of the delivery. Therefore, a mailpiece must be *automation compatible* and scanned through USPS automation equipment to be presented to an ID user.

- USPS uses automation equipment to digitally image the address side of every letter-size mailpiece and shares those digital images with ID users. When conducting an interactive campaign on letter-size mailings, commercial mailers can use *PostalOne!* eDoc to submit a Ride-along Image (required), a Target URL (required), and a Representative Image (optional) along with all other campaign elements needed to create a campaign.
- *Note:* Flat-sized mailpieces are scanned through USPS automation equipment. However, images of flat-size mail are not captured. When conducting an interactive campaign on flat-size mailings, USPS requires that mailers provide a Representative Image with the campaign data.

2.3 Informed Delivery Campaign Data Elements

Please visit the [Informed Delivery for Business Mailers](#) website to learn more about features and campaign requirements. All mailers must review these materials prior to conducting an ID campaign. The following campaign creation resources are available on the website:

- Informed Delivery Overview
- Interactive Campaign Guide
- Campaign Image Requirements
- Interactive Campaign FAQs
- User and Household Data

2.4 Campaign Treatment Application Process

Campaign treatment is defined as the set of images (Ride-along Image and Representative Image) and URL link (Target URL) that are applied to a mailpiece/IMb. Upon receipt of the scan and/or imaging data from Mail Processing Equipment (MPE), the ID application matches the IMb barcodes (MID and/or serial number) and applies the associated campaign treatment to the pieces for the consumer view. Currently, this is available for Letters, Cards, and Flats.

2.5 Informed Delivery Campaign Reports

Post Campaign Summary and Detail Reports are available in the ***Mailer Campaign Portal*** of the eDoc Submitter for campaigns submitted via eDoc to *PostalOne!* The reports depicted in the ***Interactive Campaign Guide*** provide the general results of individual campaigns, including information on the number of physical mailpieces delivered to ID households, the number of users/mail recipients that were sent an email, the email open rate, and the click-through rate.

In addition, Informed Visibility-Mail Tracking and Reporting® (MTR®) is now integrated with Informed Delivery post campaign data. This enables business mailers to view ID post-campaign data — including email opens, click-through rates, and delivery dates — from within the IV-MTR application.

- Mail Tracking (Scan) Data is event-based data that allows mailers to see where their mail is in the network.
 - For additional information about the Informed Delivery-IV MTR feature, please reference the [Informed Delivery-IV MTR User Guide](#) found on the [IV-MTR PostalPro™](#) page. This user guide outlines prerequisites for receiving mail tracking data through IV-MTR, describes the data provisioning options available, and provides an outline on how to use the application.
- Informed Delivery Post-Campaign (IDPC) Detailed Data includes Click-throughs, Email Opens, Delivery Dates, Recipient ZIP, and Image Placement in Email.
 - Information regarding the ID data that is provided by IV-MTR can be found in the *Informed Visibility-Informed Delivery Data Dictionary* ([XLS 31.6 KB](#)) and *Post-Campaign Sample Data Set* ([XLS 13.1KB](#)) on the [Informed Delivery Business Mailer's website](#).

2.6 Campaign Submission Methods – *PostalOne!* vs. MCP

This guide outlines how to submit campaigns via *PostalOne!* where campaign data is embedded within the mailing job and the campaign is created at the time the eDoc submission is uploaded to *PostalOne!*

If a campaign is created in the MCP or via the ID Mail API, the campaign data should not be submitted in the Mail.dat file. This would result in a failed campaign submissions because the campaign already exists in the MCP in Submitted or Active status.

3 Informed Delivery Test Environments for Mailers

Informed Delivery offers two test environments for mailers – each with different functionality.

3.1 Test Environment for Mailers (TEM)

The TEM environment gives mailers access to the TEM Mailer Campaign Portal (MCP). This provides business mailers with the ability to submit campaigns in the TEM MCP or via eDoc. Mailers can view and edit *PostalOne!* eDoc submitted campaigns as well as submit test campaigns directed in the TEM MCP.

It is important to note that TEM **does not** have a Program Registration interface, so promotion discounts cannot be tested in this environment. Mailers must use the CAT environment to test the claiming and application of the Informed Delivery Promotion discount.

MCP TEM can be accessed via: Business Customer Gateway (BCG) > Mailing Services > Electronic Data Exchange (PostalOne!) > Mailer Campaign Portal (MCP) > Go to TEM.

Please note that all activity done in TEM, including any campaign submissions, will not result in actual campaigns being presented to ID users.

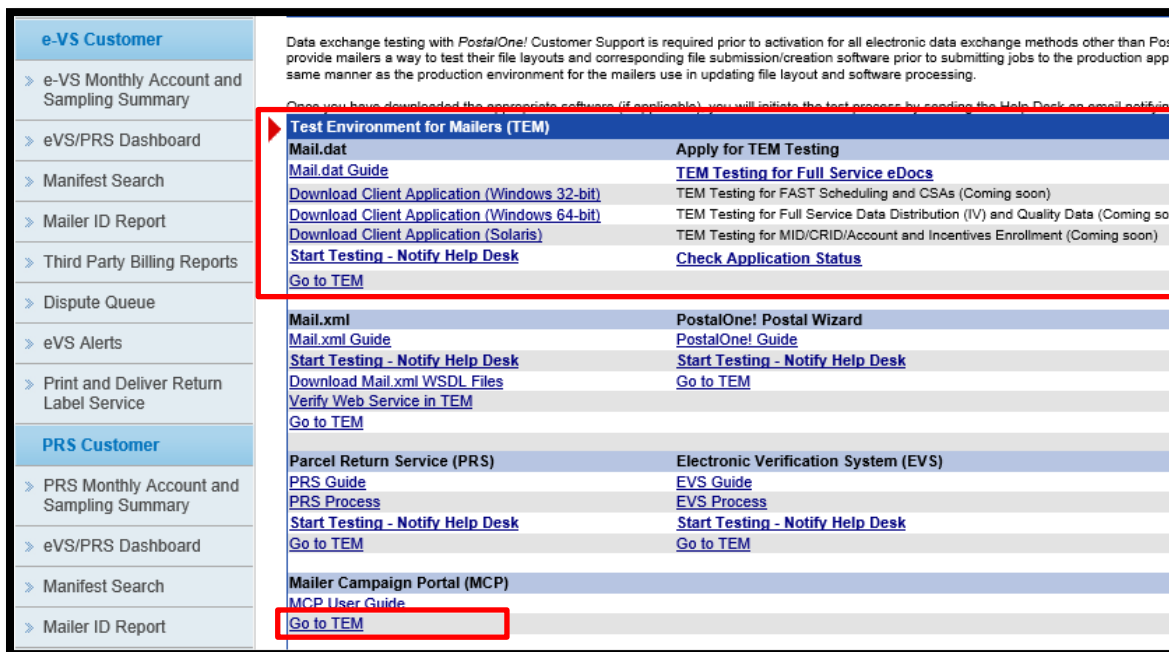


Figure 3: Test Environment for Mailers (TEM)

3.2 Customer Acceptance Testing Environment (CAT)

The CAT (Customer Acceptance Testing) environment is available to mailers for testing the submission of campaigns via eDoc and, since it **does** have an interface with Program Registration, it also allows mailers to test the application of the ID promotion discount on postage statements for eDoc submitted campaigns. This means that mailers can upload PO! jobs to claim the ID promotion discount on eDoc embedded campaigns or on campaigns created via RMB submission, but they **cannot** create campaigns directly in the MCP and claim on them.

The CAT Mailer Campaign Portal (MCP) is **NOT** accessible outside the USPS network, so mailers cannot access the MCP externally. Therefore, mailers will not be able to create campaigns in the CAT MCP or view/edit eDoc submitted campaigns in the MCP. They should use the TEM environment for this purpose. To verify that a campaign was successfully created in the CAT MCP, reach out to USPSInformedDeliveryeDoc@usps.gov for assistance.

Please note that any campaigns created in CAT will not result in actual campaigns being presented to ID users.

4 Submitting Campaigns via Mail.dat

4.1 Mail.dat Versions Supported

The following Mail.dat versions support the creation of ID campaigns.

Mail.dat Version	Support Starts	Changes
24-1	January 21, 2024	<ul style="list-style-type: none"> Changed majority of RMS fields to required, with exception of serial start/end and start/end date.
23-1	June 25, 2023	<ul style="list-style-type: none"> Addition of Campaign Serial Grouping value of "S" to accommodate Saturation campaign submissions.

Table 1 - Technical Specification Mail.dat Versions Currently Supported

4.2 Mail.dat File Descriptions and Informed Delivery Campaign Data

The table below identifies the Mail.dat file naming conventions and the corresponding DTAC and USPS standards for the ID application. Refer to the [DTAC Mail.dat Technical Specifications](#) for more information.

File	Definition
HDR (.hdr) - Header Record	<p>The HDR (Header) file introduces the entire Mail.dat file. It identifies who created the file, the DTAC standard Mail.dat version used, and when the file was created. Most importantly, it identifies the total record count for each file included in the Mail.dat job. The first indication that a file is incomplete is if the HDR displays a different number of records than received. This renders it an incomplete file and it will be considered invalid.</p> <ul style="list-style-type: none"> Job ID – This is the master key that links the header file to all other files in a job. RMS Record Count – Required field to transmit/store the count for the file RMS Record. RMS Status – Required field to transmit/store the status for the RMS Record. RMR Record Count – Required data field to transmit/store the count for the RMR Record. RMR Status – Required field to transmit/store the status for the RMR Record. Mail.dat Presentation Category – Identifies the type of presort used. ID campaigns with Presort data (RMS/RMR submissions) should use the value appropriate for the presort data included. ID Campaigns without Presort data (RMB submissions) must use the value of "I."
CPT (.cpt) – Component Record	<p>The CPT file is used to define parts of a mailpiece unit (MPU) by mail class. Each mailpiece unit can be made up of multiple versions and each of these parts would be identified with a separate CPT (component) record that is linked to an MPU. The CPT file drives the campaigns by linking each CPT record to the RMR file.</p>
CSM (.pdr) - Container Summary	<p>The CSM file identifies each container's sortation level, destination, point of entry, and contents (in terms of rates, copies, pieces, and</p>

File	Definition
Record	<p>weights). Container types can be pallets, sacks, tubs, trays, or hampers. There will be one CSM record per container.</p> <p>Note: Mailers have the option of providing the Campaign Start and End Dates at the container level (within the CSM record), which will override campaign start and end dates provided in the RMS record.</p>
PDR (.pdr) – Piece Detail Record	<p>The PDR file is a requirement for full-service and mixed-service automation mailings and helps identify mailpieces for Full-Service and Seamless Acceptance program compliance requirements. The PDR file can also be used to:</p> <ul style="list-style-type: none"> • Identify wasted or shortage pieces in a mailing. • Support mixed-service mailings with full-service pieces that lack sequentially numbered IMbs. • Support all pieces in a single ID mailing. ID identifies the serial range of the campaign by identifying the min and max serials provided in the IMbs of the PDR. Therefore, all pieces within the serial number (serialization) range in the IMb are included in the campaign. <p>Note: For campaigns submitted with presort data, the PDR or PBC file are required to conduct serialized ID campaigns. If used, the PDR must include the individual mailpiece IMbs with serial numbers and MIDs.</p>
PBC (.pbc) – Piece Barcode Record	<p>The PBC file is used as an alternative to the PDR file. ID applies campaigns by serial number. Therefore, all pieces within the serial number (serialization) range in the IMb are included in the campaign.</p> <p>Note: For campaigns submitted with presort data, the PDR or PBC file are required to conduct serialized ID campaigns. If used, the PBC must include the individual mailpiece IMbs with Serial Numbers and MIDs.</p>
RMR (.rmr) - Referenceable Mail Record	<p>The RMR file specifies the linkage of the CPT, PDR, or PBC files for campaigns as well as the Representative Image, Ride-along Image, and Target URL links. The following fields comprise the RMR file:</p> <ul style="list-style-type: none"> • Job ID – Foreign key field that links the RMS file to the HDR file and all other files in the job. • RMR ID – This field represents the ID of the RMR ID Type. One of the following three values can be used: PBC link – PBC Unique ID from the PBC record; PDR link – Piece ID from the PDR record; or CPT link – Component ID from the CPT record. <ul style="list-style-type: none"> ○ The below validation errors will appear if these are incorrect in the file: <ul style="list-style-type: none"> ▪ 4714 – If RMR ID Type = B (for PBC), then RMR ID must correspond to the PBC Unique ID in the PBC file.

File	Definition
	<ul style="list-style-type: none"> ▪ 4715 – If RMR ID Type = P (for PDR), then RMR ID must correspond to the Piece ID in the PDR file. • RMR ID Type – This field identifies what type of record this file links to in the job. Field values can be P (PDR), B (PBC), or C (CPT). These values indicate the type of record that the <i>RMR ID</i> field represents. For example, when <i>RMR ID Type</i> is “C,” the <i>RMR ID</i> field would contain the Component ID from the CPT file. • RMS ID – Foreign key that links back to the RMS ID of the RMS record. • RMR Content Type – Field to capture the type of RMR content. RMR content can either be a URL of a media image that is supported by browsers or a target URL that will be used to direct consumers to a webpage. All links must be valid and begin with https://. The following values are all supported and passed to the ID application: <ul style="list-style-type: none"> ○ A = Content Type A – Required - Ride-along Image URL (URL for the image source location). This image is displayed below the grayscale mailpiece image or Representative Image). Must be an image file ending in .jpg. Ex: <i>https://www.abc.com/images/rideimage1.jpg</i> ○ B = Content Type B – Required - Ride-along Image Target URL (hyperlink to the webpage user will be directed to when they click on the Ride-along Image or Learn More link). Ex: <i>https://www.abc.com/webpage</i>. ○ C = Content Type C – Required (Flats only) - Replacement Image URL (URL for the image source location). This image is used in lieu of a grayscale letter-size image and for flats that have no scanned image. Must be an image file ending in .jpg. Ex: <i>https://www.abc.com/images/repimage1.jpg</i> • CQT Database ID – This field is the CQT Database ID from the CQT file. It is used in the RMR file as a foreign key to link the files and support the identification of groups of mailpieces (IMBs) belonging to each CPT. Note: Required for RMR Type B or P. • RMR Value – This field contains the actual 250-character URL link: URL for Ride-along Image (Content Type A), URL for Target URL (Content Type B), or URL of Representative Image (Content Type C). All URL addresses (Type A, B, and C) must be a valid link and must begin with https://. • RMR Template Code – “A” through “Z” (<i>Not currently used.</i>) This field can be left blank.
<p>RMS (.rms) - Referenceable Mail Summary Record</p>	<p>The RMS file is used to provide campaign details such as the Campaign Code, Campaign Title, Start and End Dates, etc.</p> <ul style="list-style-type: none"> • Job ID – Foreign key field that links the RMS file to the HDR file and all other job files. • RMS ID – Primary Key field to identify each unique RMS Record. • Campaign Title – Title of the ID campaign. Displays internally in the MCP as part of the campaign details (Mailer Campaign Portal) – REQUIRED

File	Definition
	<ul style="list-style-type: none"> • Campaign Code – The Campaign Code must be unique for every campaign submission. If the same Campaign Code is used across multiple jobs and all data elements are the same except for serials, ID will assume that the job is trying to update the serial ranges of an existing campaign. If that existing campaign is already in “Active” status, the subsequent jobs will error out on the ID side, since serials cannot be updated on active campaigns. If used on a job that has different campaign elements (different dates, Target URL and/or images), it will result in the CampaignCode.NotUnique error – REQUIRED • Campaign Serial Grouping – This field is used to identify if the IMbs can be grouped together under an IMb continuous serial number range – REQUIRED <ul style="list-style-type: none"> ○ C = Continuous – IMbs in continuous Serial Number range for uniform campaign treatment across all pieces ○ S = Saturation – Limited Use. Saturation Campaigns Only. For submission of Saturation campaigns during ID Promotion only. Can only be used with RMR submissions as campaign data embedded with presort data. There are specific requirements for this type of submission (ex: PDR must contain a ZIP11). Please contact the eDoc Support Team for more information. • Display Name – Display Name of the mail owner or brand – appears in the consumer’s email notifications and ID dashboard view – REQUIRED • Date Start – Start Date of the campaign. This field can only be left blank if the Referenceable Start Date is populated in the CSM file. This must be a future date – cannot be the date of eDoc submission or in the past. • Date End – End Date of the campaign. This field can only be left blank if the Referenceable End Date is populated in the CSM file. Must be <i>at least one day</i> after the Start Date. • Campaign Sharing Indicator – Used to indicate whether the mailer wants ID to display the sharing button for the campaign in the consumer’s ID Dashboard: Y = Display Sharing button; N = Do Not Display Sharing button – REQUIRED • Campaign Target URL Parameters Indicator – Used to indicate whether the mailer wants ID to append the tracking parameters to the ID campaign’s Target URL when the consumer clicks on the Target URL link: Y = Add Parameters to Target URL; N = Do Not Add Parameters to Target URL – REQUIRED • Campaign Mail Owner CRID – Populate this field with the CRID of the Mail Owner linked to the mailpieces for which the campaign is being created – REQUIRED • Campaign Mail Preparer CRID – For future use. Not currently supported. • Campaign Processing Category – The processing category for which this campaign is eligible – REQUIRED

File	Definition
	<p>Allowable values:</p> <ul style="list-style-type: none"> ○ LT = Letter ○ FL = Flat ○ CD = Card ○ MP = Machinable Parcel – <i>future use only</i> ○ IR = Irregular Parcel – <i>future use only</i> ○ OS = Outside Parcel – <i>future use only</i> ○ PF = Parcel, First Class – <i>future use only</i> ○ CM = Custom Mail – <i>future use only</i> ○ NP = Non-Machinable Parcel – <i>future use only</i> ○ DM = Reserve – <i>future use only</i> ○ PK = Reserve – <i>future use only</i> <p>At this time, PostalOne! will accept all the value above, however, ID only allows LT, FL, and CD. If any other values are provided, they will be defaulted to LT in the ID application.</p> <ul style="list-style-type: none"> ● Flex Option A – E – Reserved for future ID Campaign Settings. <i>For Future Use. Not currently supported.</i> ● RMS Record Status – Used to denote the status of the record as O = Original, D = Delete, I = Insert, or U = Update.
<p>RMB (.rmb) - Referenceable Mail Barcode Record</p>	<p>The RMB file is used to create campaigns without Presort Data via <i>PostalOne!</i></p> <ul style="list-style-type: none"> ● Job ID – Foreign key field that links the RMB file to HDR and RMS file. ● RMS ID – Foreign key field that links back to the RMS Record. ● Barcode – This is the full IMb barcode for the individual mailpiece. ● RMR Content Type – Field to capture the type of RMR content. RMR content can either be a URL of a media image that is supported by browsers or a target URL that will be attached as a hyperlink for the media/image. The following values are all supported and passed to the Informed Delivery application: <ul style="list-style-type: none"> ○ A = Content Type A – Required - Ride-along Image URL (URL for the image source location). This image is displayed below the grayscale mailpiece image or Representative Image). Must be an image file ending in .jpg. <i>Ex: https://www.abc.com/images/rideimage1.jpg</i> ○ B = Content Type B – Required - Ride-along Image <i>Target URL</i> (hyperlink to the webpage user will be directed to when they click on the Ride-along Image or Learn More link). <i>Ex: https://www.abc.com</i> ○ C = Content Type C – Required (Flats only) - <i>Replacement Image</i> URL (URL for the image source location). This image is used in lieu of a grayscale letter-size image and for flats that have no scanned image. Must be an image file ending in .jpg. <i>Ex: https://www.abc.com/images/repimage1.jpg</i>

File	Definition
	<ul style="list-style-type: none"> • Original Job ID – Job ID provided in another Mailing Job. This would be used for commingle jobs to track the mailing job back to the original job. • Original User License ID – User License provided in the original mailing job (for comingle jobs only). • RMB Value – This field contains the actual 250-character URL link: the URL for Ride-along Image (Content Type A), the URL for the Target URL/landing webpage (Content Type B), or the URL of the Representative Image (Content Type C). All URL addresses (Type A, B, and C) must be a valid link and must begin with https://. • RMB Template Code – “A” through “Z” (<i>For future use. Not currently supported</i>). This field can be left blank.

Table 2: *Mail.dat File Names and Descriptions for Informed Delivery Campaigns*

4.3 Campaign Configurations

Mail.dat supports four campaign configurations for Informed Delivery. These four configurations are displayed below.

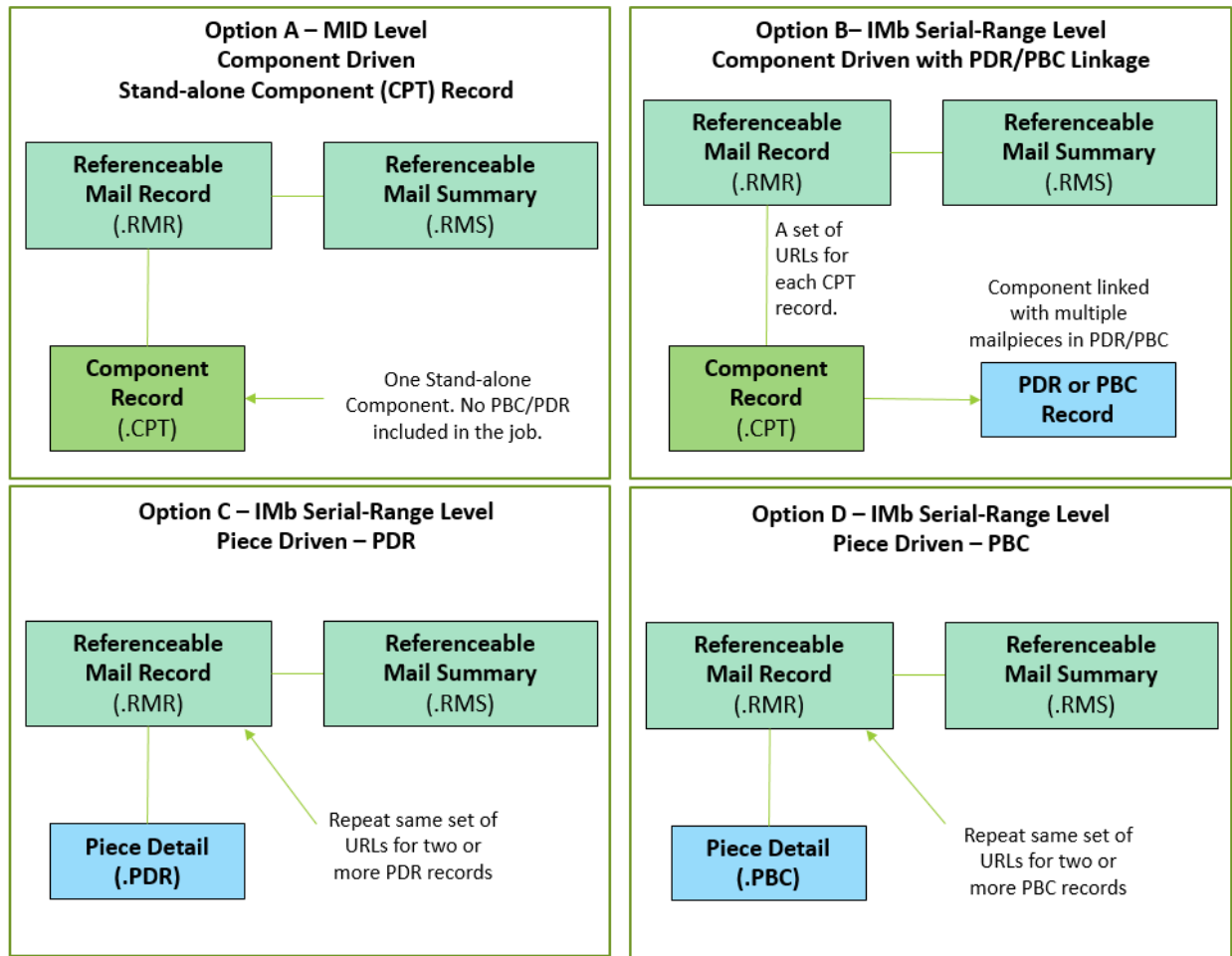


Figure 4: Campaign Configuration

4.3.1 Campaign Configuration Details

Campaign configurations depicted in the above section *Campaign Configurations* are further described below.

Campaigns with Presort Data: Campaigns applied to a set of mailpieces/IMbs	
<p>Option A – MID Level (Component Driven - CPT)</p> <p>RMS contains Campaign summary information and Campaign Serial Grouping = C (Continuous)</p> <p>RMR contains the URLs (A, B, C) and is linked to the RMS (RMS ID) and the CPT (RMR ID = Component ID)</p> <p>No PBC or PDR included in the job file.</p> <p>All MID-Level campaigns must be Component Driven.</p>	<p>Option B – IMb Serial-Range Level (Component Driven with PDR/PBC Linkage)</p> <p>RMS contains Campaign summary information and Campaign Serial Grouping = C (Continuous)</p> <p>RMR contains the URLs (A, B, C) and is linked to the RMS (RMS ID) and the CPT (RMR ID = Component ID)</p> <p>RMR is linked to individual mailpieces in the PDR or the PBC.</p> <p>CPT links to MCR for component details and MPU relationship.</p>
<p>Option C – IMb Serial-Range Level (Piece Driven - PDR)</p> <p>RMS contains Campaign summary information and Campaign Serial Grouping = C (Continuous)</p> <p>RMR contains the URLs (A, B, C) and is linked to the RMS (RMS ID) and the PDR</p> <p>RMR is linked to individual mailpieces in the PDR (RMR ID = Piece ID)</p>	<p>Option D – IMb Serial-Range Level (Piece Driven - PBC)</p> <p>RMS contains Campaign summary information and Campaign Serial Grouping = C (Continuous)</p> <p>RMR contains the URLs (A, B, C) and is linked to the RMS (RMS ID) and the PBC</p> <p>RMR is linked to individual mailpieces in the PBC (RMR ID = PBC Unique ID)</p>

Table 3: Campaign Configuration Details

4.3.2 Campaign Key Data Combination

Informed Delivery uses the combination of the seven data elements listed below to group and identify an IMb Serial Number range within a campaign.

- Campaign Code
- Campaign Start Date (CSM/RMS)
- Campaign End Date (CSM/RMS)
- Ride-along Image URL (RMR type of A)
- Ride-along Target URL (RMR type of B)
- Replacement Image URL (RMR type of C) – required for Flats
- MID from IMb of the mailpieces (PDR/PBC)

Notes: Replacement Image refers to the “Representative Image” in the *PostalOne!* environment and throughout this guide.

Using the data elements listed above, *PostalOne!* determines the lower (MIN) and upper (MAX) IMb Serial Number for each unique set of campaign elements. The application then applies the same campaign treatment to all mailpieces within the IMb Serial Number range. **If one of these elements is different, it is considered a separate, unique campaign submission.**

If mailers submit new eDocs containing campaign elements that are the same as previously submitted campaigns but with serial numbers *outside* of the existing range, the ID application

updates the IMb serial number range as needed. This applies **only to when the new serial numbers within the job fall outside of the existing serial number range and the campaign is in Submitted status**. If the campaign is **Active**, the serial number ranges cannot be updated/appended.

4.3.3 Campaign(s) for Parts of an IMb Serial Number Range

When a mailer applies the same Informed Delivery campaign to mailpieces in different Serial Number ranges, the application creates one campaign to include the full IMb Serial Number range. Mailers can exclude mailpieces between two Serial Number ranges by creating two separate campaigns. This is done by making any of the 8 fields different between the two sets of campaign data. The Campaign Code must be unique for each campaign. The best way to achieve this is by creating two campaigns with all the same elements except for the serial ranges and Campaign Codes.

In the example below, the first campaign with serial ranges 100000100 to 100000299 would have a Campaign Code of Promo-1, and the second campaign with serial ranges 100000601 to 100000900 would have a Campaign Code of Promo-2. This would result in a gap of unused serial ranges (100000300 to 100000600). See the table below.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
	Barcode ID	Service Type ID	Mailer ID				Serial Number					Routing Code (ZIP)																				
Campaign with IMb Serial range - all serials are considered part of Campaign and cannot be used in other campaigns.																																
Campaign Treatment applied to the whole range of serial #s even if some are not used.																																
Campaign 1 Starting Serial #												1	0	0	0	0	0	0	1	0	0											
Campaign 1 Ending Serial #												1	0	0	0	0	0	9	0	0												
Create multiple sets of campaigns with different serial ranges in order to exclude un-used serials from the campaign.																																
This keeps the un-used range of serials available for use in other campaigns.																																
Campaign 2 Starting Serial #												1	0	0	0	0	0	1	0	0												
Campaign 2 Ending Serial #												1	0	0	0	0	0	2	9	9												
Serials Not Used - Start #												1	0	0	0	0	0	3	0	0												
Serials Not Used - End #												1	0	0	0	0	0	6	0	0												
Campaign 3 Starting Serial #												1	0	0	0	0	0	6	0	1												
Campaign 3 Ending Serial #												1	0	0	0	0	0	9	0	0												

Figure 5: Creating Campaign with Gap in Serial Range

USPS designed the *PostalOne!* Mail.dat database to be flexible to support commercial mailing needs. This section explains each Mail.dat file with eDoc presort data by scenario and the unique set-up for each process. Each mailer or Mail Service Provider (MSP) has the choice to drive campaigns through CPT or through the physical mailpiece (PDR or PBC) data.

Each process outlined in the following sections creates the Representative Image, Ride-along Image, and the Target URL that the user sees in their notification, on their dashboard, or on the mobile app.

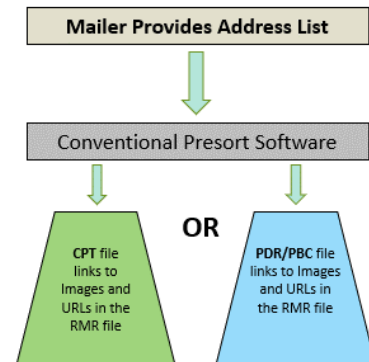


Figure 5: Using Conventional Presort Software

4.3.4 Presort eDoc Data Defined

Informed Delivery campaigns are submitted as part of the Mail.dat eDoc submission to *PostalOne!* A Mail.dat file using **presort data** includes, but is not limited to, the following data sets related to the mailing:

- Mail Sort Plan
- Mail Entry Plan
- Handling Unit and Container Nesting Information
- Payment Account Information
- Postage Calculation Details
- Special Services Requested
- Mailpiece Level Data such as Barcodes, Shapes, and Weights

To create Informed Delivery campaigns via Mail.dat eDoc files with presort data, two additional records need to be included in the Mail.dat job:

- Referenceable Mail Summary Record (RMS)
- Referenceable Mail Record (RMR)

Mailers can also include additional information through the Container Summary Record (CSM).

4.3.5 Conventional/Single Campaign Presentation – Component Driven

This scenario applies to letter-size and flat-size mailings with one campaign at the CPT level. This serves a single address list for a single version that runs through the presort process, thus generating a single CPT record.

4.3.5.1 MID Level Campaigns

The below diagram shows how a mailing would be set up with a campaign at the MID level. There is only one component (CPT) that is a stand-alone file with no linkage to a PDR or PBC record. This type of set up applies the campaign to all mailpieces with that MID in the IMb.

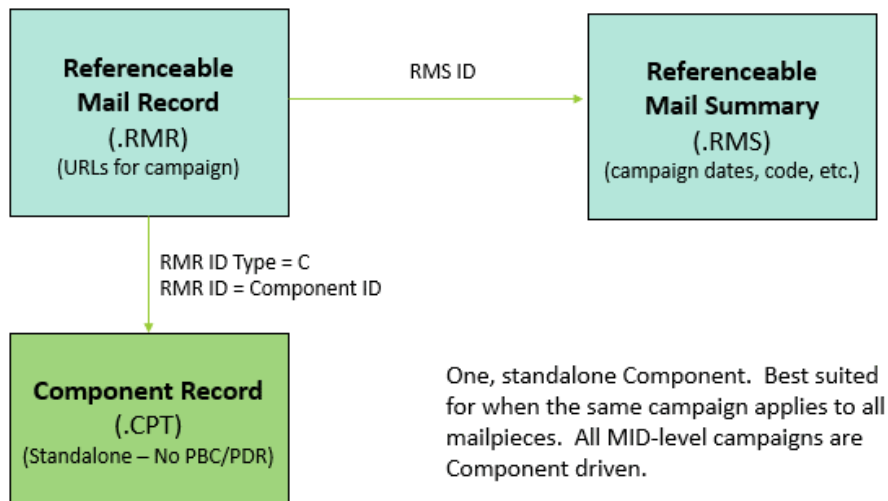
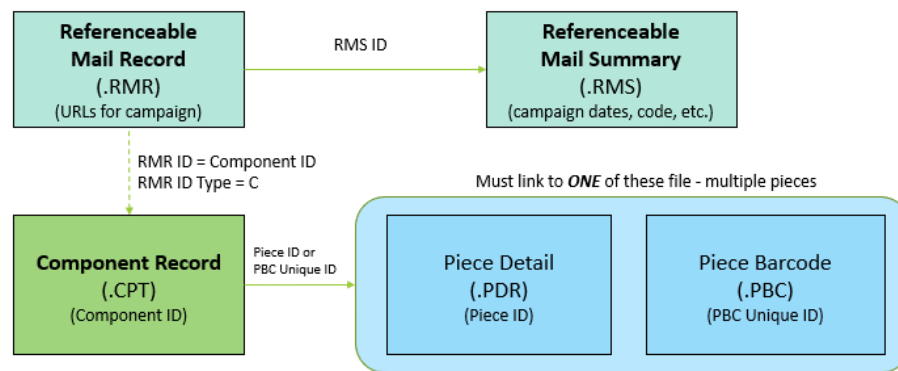


Figure 6: MID-Level Driven Campaign Scenarios – Standalone CPT

4.3.5.2 Serial-Range Level Campaigns

The creation of a serial-range level campaign using CPT (Component) as the campaign driver would be as follows:

Option B – IMb Serial-Range Level – Component Driven



Best suited for A / B testing on mailpieces with the same MID.
Components linked with multiple mailpieces in PDR or PBC.

Figure 7: Component Driven Campaign Scenarios

The file set up includes the following data configurations and processes:

- Mailpiece version (CPT) is tied to a specific campaign.
- Campaign summary information is in the RMS record and includes the following:
 - Campaign Title – internal title that displays in the Mailer Campaign Portal (MCP)

- Campaign Code – unique code created by the mailer to identify distinct campaigns
 - Brand Display Name – the name that will display to the consumer in the Daily Digest
 - Campaign Start and End Dates of the campaign
 - Campaign Processing Category
 - Campaign Sharing Indicator
 - Campaign Mail Owner CRID
 - Campaign Target URL Parameters Indicator
 - Campaign Serial Grouping – value must be “C” for Continuous
 - RMS ID – links the RMS and RMB files together
- The RMR file contains the campaign URLs, repeating for each component (CPT) record and are tied to RMS via RMS ID.
 - The RMR record is tied to the CPT record via the RMR ID (RMR ID = Component ID).
 - **Note:** If the CSM file is included and Referenceable Mail Start and End Dates are provided in the CSM file, the CSM Start and End Dates will override those provided in the RMS file.
 - The PDR or PBC records contain the IMb barcodes of the individual mailpieces, which are tied back to the CPT file via the CQT and MCR files.
 - Campaign data from *PostalOne!* is transmitted to Informed Delivery when mail containers are marked with a Ready-to-Pay status (CSM Container Status is “R”). Informed Delivery then processes the campaign data and creates unique campaigns based on the data from *PostalOne!* *If a job is submitted with Container Status of “P” for Estimate, the campaign data is not sent over to ID, and the campaign will not be created.*
 - Upon receipt of the imaging data from Mail Processing Equipment (MPE), ID matches the IMb barcodes and applies the associated campaign treatment to the pieces for the consumer view.

See the Appendix for a data table showing sample data.

4.3.6 Conventional/Single Campaign Presentation – Piece Driven (PDR or PBC)

The Conventional/Single Campaign Presentation applies to letter-size and flat-size mailings with one campaign at the PBC or PDR level. This scenario accommodates a single address list for a single version that runs through the presort process, thus generating a single CPT record. To begin this process, choose a CPT record, create a campaign against the CPT record, and create an RMR with a Representative/Ride-along Image, Target URL, and display name.

The creation of a campaign from a Conventional/Single Campaign Presentation Mail.dat file using PBC or PDR as the campaign driver includes the following presort data configuration and processes. This information is visually represented in Figure 3.6.

- All mailpiece versions (CPTs) are tied to a specific campaign.
- Campaign summary information is in the RMS record and includes the following:
 - Campaign Title – internal title that displays in the Mailer Campaign Portal (MCP)

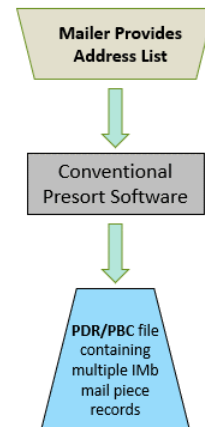
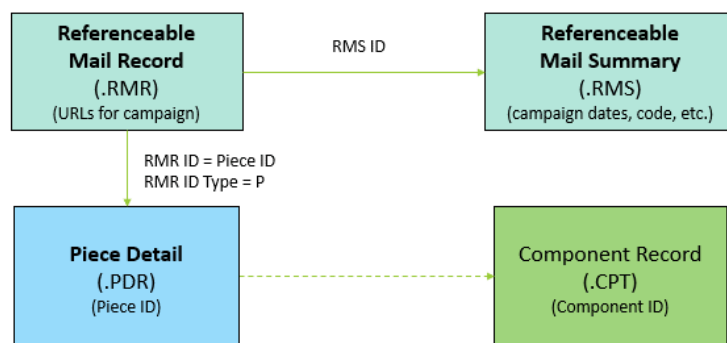


Figure 8: PDR or PBC for Conventional Presort

- Campaign Code – unique code created by the mailer to identify distinct campaigns
- Brand Display Name – the name that will display to the consumer in the Daily Digest
- Campaign Start and End Dates of the campaign
- Campaign Processing Category
- Campaign Sharing Indicator
- Campaign Mail Owner CRID
- Campaign Target URL Parameters Indicator
- Campaign Serial Grouping – value must be “C” for Continuous
- RMS ID – links the RMS and RMB files together

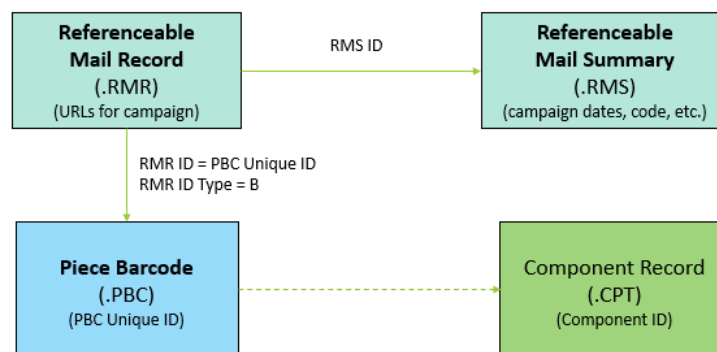
Option C – IMb Serial-Range Level – PDR – Piece Driven



Repeat the same set of URLs for 2 or more PDR records. Best suited when a campaign applies to only a subset of mailpieces

Figure 9: Piece Driven Campaign Using PDR

Option D – IMb Serial-Range Level – PBC – Piece Driven



Repeat the same set of URLs for 2 or more PBC records. Best suited when a campaign applies to only a subset of mailpieces

Figure 10: Piece Driven Campaign Using PBC

- The RMR file contains the campaign URLs, repeating for each mailpiece in the PBC or PDR record and tied to RMS via RMS ID.
- **Note:** If the CSM file is included and Referenceable Mail Start and End Dates are provided in the CSM file, the CSM Start and End Dates will override those provided in the RMS file.
- The PBC/PDR records contain the IMb barcodes of the individual mailpieces, which are tied back to the CPT file via the CQT and MCR files.
- Campaign data from *PostalOne!* is transmitted to Informed Delivery when mail containers are marked with a Ready-to-Pay status (CSM Container Status is “R”). Informed Delivery then processes the campaign data and creates unique campaigns based on the data from *PostalOne!* *If a job is submitted with Container Status of “P” for Estimate, the campaign data is not sent over to ID, and the campaign will not be created.*
- Upon receipt of the imaging data from Mail Processing Equipment (MPE), ID matches the IMb barcodes and applies the associated campaign treatment to the pieces for the consumer view.

See the Appendix for a data table showing sample data.

4.3.7 Conventional/Multiple Campaign Presentation – Piece Driven (PDR or PBC)

The Conventional/Multiple Presentation applies only to letter-size mailings.

- All mailpiece versions (CPTs) are tied to a specific campaign.
- Campaign summary information is in the RMS record and includes the following:
 - Campaign Title – internal title that displays in the Mailer Campaign Portal (MCP)
 - Campaign Code – unique code created by the mailer to identify distinct campaigns
 - Brand Display Name – the name that will display to the consumer in the Daily Digest
 - Campaign Start and End Dates of the campaign
 - Campaign Processing Category
 - Campaign Sharing Indicator
 - Campaign Mail Owner CRID
 - Campaign Target URL Parameters Indicator
 - Campaign Serial Grouping – value must be “C” for Continuous
 - RMS ID – links the RMS and RMB files together
- The RMR file contains the campaign URLs, repeating for each mailpiece in the PBC or PDR record and tied to RMS via RMS ID.
- **Note:** If the CSM file is included and Referenceable Mail Start and End Dates are provided in the CSM file, the CSM Start and End Dates will override those provided in the RMS file.
- The PBC/PDR records contain the IMb barcodes of the individual mailpieces, which are tied back to the CPT file via the CQT and MCR files.
- Campaign data from *PostalOne!* is transmitted to Informed Delivery when mail containers are marked with a Ready-to-Pay status (CSM Container Status is “R”). Informed Delivery then processes the campaign data and creates unique campaigns based on the data from *PostalOne!* *If a job is submitted with Container Status of “P” for Estimate, the campaign data is not sent over to ID, and the campaign will not be created.*

- Upon receipt of the imaging data from Mail Processing Equipment (MPE), ID matches the IMb barcodes and applies the associated campaign treatment to the pieces for the consumer view.

See the Appendix for a data table showing sample data.

4.3.8 Combined Presentation

The Combined Presentation applies only to letter-size mailings. This scenario accommodates multiple address lists through presort or post-presort software, which can generate multiple component records/versions.

The creation of the campaign from a combined Mail.dat file includes the following presort data configuration and processes:



Figure 11: Combined Presentation Process

- Multiple jobs, each with their own Campaign data, are **merged to create one job**.
- Campaign summary information is in the RMS record and includes the following:
 - Campaign Title – internal title that displays in the Mailer Campaign Portal (MCP)
 - Campaign Code – unique code created by the mailer to identify distinct campaigns
 - Brand Display Name – the name that will display to the consumer in the Daily Digest
 - Campaign Start and End Dates of the campaign
 - Campaign Processing Category
 - Campaign Sharing Indicator
 - Campaign Mail Owner CRID
 - Campaign Target URL Parameters Indicator
 - Campaign Serial Grouping – value must be “C” for Continuous
 - RMS ID – links the RMS and RMB files together
- The RMR file contains the campaign URLs, repeating for each mailpiece in the PBC or PDR record and tied to RMS via RMS ID.
- **Note:** If the CSM file is included and Referenceable Mail Start and End Dates are provided in the CSM file, the CSM Start and End Dates will override those provided in the RMS file.
- The PBC/PDR records contain the IMb barcodes of the individual mailpieces, which are tied back to the CPT file via the CQT and MCR files.
- Campaign data from *PostalOne!* is transmitted to Informed Delivery when mail containers are marked with a Ready-to-Pay status (CSM Container Status is “R”). Informed Delivery then processes the campaign data and creates unique campaigns based on the data from *PostalOne!* *If a job is submitted with Container Status of “P” for Estimate, the campaign data is not sent over to ID, and the campaign will not be created.*
- Upon receipt of the imaging data from Mail Processing Equipment (MPE), ID matches the IMb barcodes and applies the associated campaign treatment to the pieces for the consumer view.
 - **Note: Personalized piece-level campaigns are not supported at this time.**

See the Appendix for a data table showing sample data.

4.3.9 Commingle Presentation

The Commingle Presentation applies predominately to letter-size mailings but may also be used for flat-sizes. This scenario applies to hardware-based sorting and merging of multiple mail streams that generate multiple versions within a Mail.dat file.

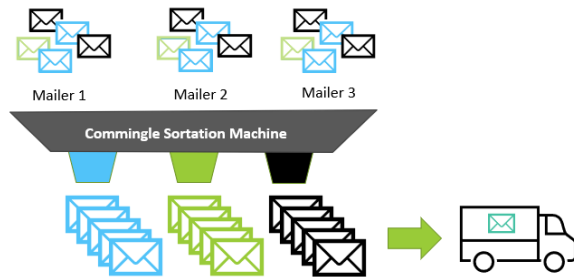


Figure 12: Commingle Sortation Process

- Mail owners with multiple mailpiece versions (CPT) with a specific campaign in the combined Commingled Mail.dat must keep the CPT-to-RMR and Piece (PDR/PBC) relationships intact.
 - The original links should be kept in the RMR to include the Campaign Start Date and End Date and supplemental content.
- Campaign summary information is in the RMS record and includes the following:
 - Campaign Title – internal title that displays in the Mailer Campaign Portal (MCP)
 - Campaign Code – unique code created by the mailer to identify distinct campaigns
 - Brand Display Name – the name that will display to the consumer in the Daily Digest
 - Campaign Start and End Dates of the campaign
 - Campaign Processing Category
 - Campaign Sharing Indicator
 - Campaign Mail Owner CRID
 - Campaign Target URL Parameters Indicator
 - Campaign Serial Grouping – value must be “C” for Continuous
 - RMS ID – links the RMS and RMB files together
- The RMR file contains the campaign URLs, repeating for each mailpiece in the PBC or PDR record and tied to RMS via RMS ID.
- **Note:** If the CSM file is included and Referenceable Mail Start and End Dates are provided in the CSM file, the CSM Start and End Dates will override those provided in the RMS file.
- The PBC/PDR records contain the IMb barcodes of the individual mailpieces, which are tied back to the CPT file via the CQT and MCR files.
- Campaign data from *PostalOne!* is transmitted to Informed Delivery when mail containers are marked with a Ready-to-Pay status (CSM Container Status is “R”). Informed Delivery then processes the campaign data and creates unique campaigns based on the data from *PostalOne!* *If a job is submitted with Container Status of “P” for Estimate, the campaign data is not sent over to ID, and the campaign will not be created.*
- Upon receipt of the imaging data from Mail Processing Equipment (MPE), ID matches the IMb barcodes and applies the associated campaign treatment to the pieces for the consumer view.

Note: Personalized piece-level campaigns are not supported at this time.

See the Appendix for a data table showing sample data.

4.3.10 Comail Presentation

The Comail Presentation applies only to Flats. This scenario accommodates multiple address lists and versions combined through presort or post-presort software, which generates multiple component records/versions.

The creation of the campaign from a Comail Mail.dat file, which applies to multiple flat publications, includes the following presort data configuration and processes:

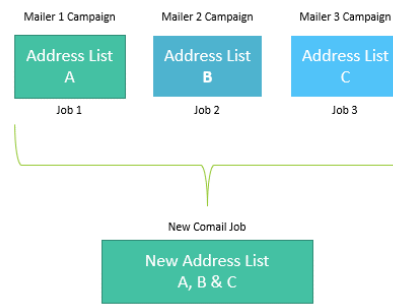


Figure 13: Comail Presentation Process

- Multiple jobs for flat-size mailings, each its own publication with its own Campaign data, are merged to create one job. The different flat-size publications are re-sorted together.
- Campaign summary information is in the RMS record and includes the following:
 - Campaign Title – internal title that displays in the Mailer Campaign Portal (MCP)
 - Campaign Code – unique code created by the mailer to identify distinct campaigns
 - Brand Display Name – the name that will display to the consumer in the Daily Digest
 - Campaign Start and End Dates of the campaign
 - Campaign Processing Category
 - Campaign Sharing Indicator
 - Campaign Mail Owner CRID
 - Campaign Target URL Parameters Indicator
 - Campaign Serial Grouping – value must be “C” for Continuous
 - RMS ID – links the RMS and RMB files together
- The RMR file contains the campaign URLs, repeating for each mailpiece in the PBC or PDR record and tied to RMS via RMS ID.
- **Note:** If the CSM file is included and Referenceable Mail Start and End Dates are provided in the CSM file, the CSM Start and End Dates will override those provided in the RMS file.
- The PBC/PDR records contain the IMb barcodes of the individual mailpieces, which are tied back to the CPT file via the CQT and MCR files.
- Campaign data from *PostalOne!* is transmitted to Informed Delivery when mail containers are marked with a Ready-to-Pay status (CSM Container Status is “R”). Informed Delivery then processes the campaign data and creates unique campaigns based on the data from *PostalOne!* *If a job is submitted with Container Status of “P” for Estimate, the campaign data is not sent over to ID, and the campaign will not be created.*
- Upon receipt of the imaging data from Mail Processing Equipment (MPE), ID matches the IMb barcodes and applies the associated campaign treatment to the pieces for the consumer view.

Note: Currently, *personalized* piece-level campaigns are not supported.

See the Appendix for a data table showing sample data.

4.3.11 Copal Presentation

The Copal Presentation typically applies to letter-size mailings but can also be applied to Flats. In this scenario, mailers may submit multiple trays into the mail stream. The Copal Presentation combines all the mailpieces in the consolidators' pallets, which allows for increased mail volume and/or drop-ship discounts.

The creation of the campaign from a Copal Mail.dat file includes the following presort data configuration and processes:

- Multiple original jobs are submitted followed by a Consolidator job. The Consolidator job identifies the final pallet and its contents.
- Campaign summary information is in the RMS record and includes the following:
 - Campaign Title – internal title that displays in the Mailer Campaign Portal (MCP)
 - Campaign Code – unique code created by the mailer to identify distinct campaigns
 - Brand Display Name – the name that will display to the consumer in the Daily Digest
 - Campaign Start and End Dates of the campaign
 - Campaign Processing Category
 - Campaign Sharing Indicator
 - Campaign Mail Owner CRID
 - Campaign Target URL Parameters Indicator
 - Campaign Serial Grouping – value must be “C” for Continuous
 - RMS ID – links the RMS and RMB files together
- The RMR file contains the campaign URLs, repeating for each mailpiece in the PBC or PBC record and tied to RMS via RMS ID.
- **Note:** If the CSM file is included and Referenceable Mail Start and End Dates are provided in the CSM file, the CSM Start and End Dates will override those provided in the RMS file.
- The PBC/PDR records contain the IMb barcodes of the individual mailpieces, which are tied back to the CPT file via the CQT and MCR files.
- Campaign data from *PostalOne!* is transmitted to Informed Delivery when mail containers are marked with a Ready-to-Pay status (CSM Container Status is “R”). Informed Delivery then processes the campaign data and creates unique campaigns based on the data from *PostalOne!* *If a job is submitted with Container Status of “P” for Estimate, the campaign data is not sent over to ID, and the campaign will not be created.*
- Upon receipt of the imaging data from Mail Processing Equipment (MPE), ID matches the IMb barcodes and applies the associated campaign treatment to the pieces for the consumer view.

Note: Currently, *personalized* piece-level campaigns are not supported.

See the Appendix for a data table showing sample data.

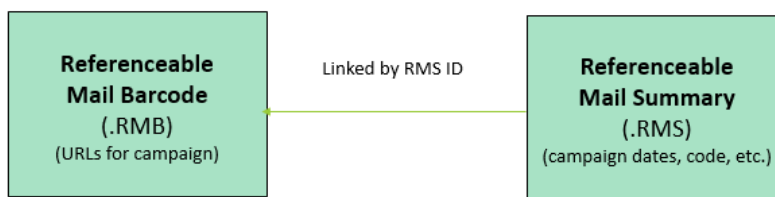
4.4 Serialized Campaigns without eDoc Presort Data – RMB

USPS developed Mail.dat **without eDoc Presort** to enhance the functionality of Mail.dat and benefit mail owners with their own marketing departments and MSPs. This section explains the RMB job features that allow an Informed Delivery campaign to be submitted to *PostalOne!* via Mail.dat without presort data.

The RMB job submits campaign information independent of presort data, allowing mailers to submit their Informed Delivery campaigns once the IMb barcodes are available. This process makes it easier to manage campaign submissions outside of the more complex presort process.

Mail.dat uses three files to submit an RMB job – the HDR, RMS, and RMB files. These three files are used to create the Informed Delivery Campaign by sending campaign summary data from the *PostalOne!* System to the Informed Delivery application. Below are broad descriptions of the three files. See the latest version of the Mail.dat Specifications file for more details. See the Appendix for a data table showing sample data.

Option E – IMb Serial-Range Based – RMB – No Presort Data



Repeat same set of URLs for 2 or more IMb mailpieces.
Best suited for campaigns created outside of the mailing process.
This results in a file submission that creates an IMb Serial-Range Based Campaign.

Figure 14: Mail.dat RMB Data File Configuration

Informed Delivery uses the combination of the following data elements to group and identify an IMb Serial Number range that belongs within a campaign.

- Campaign Code
- Campaign Start Date (RMS)
- Campaign End Date (RMS)
- Ride-along Image URL (RMB type of A)
- Ride-along Target URL (RMB type of B)
- Replacement Image URL (RMB type of C)
- MID from IMb on mailpiece (RMB)

The HDR file is the file at the highest level of the job. The HDR includes the following key fields:

- Job ID – key field that links all the job files together
- Record counts of all other records of job (RMB, RMS)
- Record statuses of all other records of job (RMB, RMS)
- Mail.dat Presentation Category field – value must be “I” for Informed Delivery

The RMS file contains the Campaign Summary information. The fields in the RMS include:

- Campaign Title – internal title that displays in the Mailer Campaign Portal (MCP)
- Campaign Code – unique code created by the mailer to identify distinct campaigns
- Brand Display Name – the name that will display to the consumer in the Daily Digest
- Campaign Start and End Dates of the campaign
- Campaign Processing Category
- Campaign Sharing Indicator
- Campaign Mail Owner CRID
- Campaign Target URL Parameters Indicator
- Campaign Serial Grouping – value must be “C” for Continuous
- RMS ID – links the RMS and RMB files together

The RMB file contains the set of URLs (A, B, and C) for the campaign which are repeated for each mailpiece within the RMB. RMB fields include:

- Ride-along Image (A)
- Ride-along Target URL (B)
- Representative Image (optional for letter-size/**required** for flat-size) (C)
- IMb of mailpiece

Note: PostalOne! **does not currently support RMB linkage to the Original Presort Job.** While the Original Job ID field exists in the RMB file, this field is ignored in RMB jobs even if it is populated.

4.5 Data Validations

PostalOne! validates all data fields as part of the campaign submission process. The following business rules must be followed when submitting an Informed Delivery campaign using *PostalOne!*:

- When using the PDR (Piece Detail Record) or PBC (Piece Barcode Record) linkage, the *Container Quantity (CQT) Database ID* is required as part of the RMR (Referenceable Mail Record) data set. This CQT Database ID in the RMR allows mailers to bypass validations for the RMS and RMR parent-child relationship. This allows for transmittal of a subset of RMRs with the Mail.dat job, which usually takes place when a mailing is being mailed across multiple days.
- Campaign data in the RMR (Referenceable Mail Record) data set can be updated up until the associated Containers (CSM - Container Status Records) are set to “R” for Ready-to-Pay (USPS Processing Due (UPD) status) in the CSM file.
- If RMR and RMS (Referenceable Mail Summary Record) files are submitted as part of the original eDoc submission, these files do not need to be submitted again after the container statuses in the CSM are set to “R” for Ready-to-Pay.
- Mailers can provide Campaign Start and End Dates as part of the Container Summary (CSM) record for the pieces in a container; however, *keep in mind that the Campaign Start and End Dates in the CSM record take precedence over those provided in the RMS record.*

Note: *PostalOne!* uses the container status of Ready-to-Pay to transmit the Informed Delivery campaign data to the ID application. Updates can only be made to the container prior to or during the submission of the Ready-to-Pay status. **Ready-to-Pay submission status of eDocs is the only time campaign data is pushed to the Informed Delivery application.**

If any of these elements are missing or not valid, *PostalOne!* provides a warning or error message. Refer to the Appendix for information on Informed Delivery errors and warnings from *PostalOne!* (Front End) and Informed Delivery (Back End).

If there are warnings related to Informed Delivery campaign data elements, *PostalOne!* still accepts and enters the mailing. However, depending on the warnings received, the campaign may not be created in ID. Back End **errors from Informed Delivery can be retrieved the next business day** using the MDR Client’s Receipt Poller. For more information on the Receipt Poller and how to set it up, see the *PostalOne!* Technical Specifications on [PostalPro](#) for the most recent release. See section 2.4.2 in the *Postal!* Technical Specifications for more information on Receipt Polling and how to set it up.

If submitting an RMB file (which only submits campaign data with no presort mail data) and there are issues with the campaign data elements, the job will error out and the entire job will not be processed.

5 Appendices

5.1 Sample Data Tables for Mail.dat Submissions

5.1.1 Conventional/Single Campaign Presentation - MID Level

Conventional/Single Campaign Presentation – Component (CPT) Driven with no PDR/PBC						
CPT						
Job ID	Component ID	Component Description	Weight	Source	Status	Class
C1234567	A11111112	Summer Sale	99995	L	P	1
RMR - RMR ID Type = C (identifies that the RMR is linked with a component version)						
Job ID	RMR ID	RMR ID Type	RMR Content Type	RMR Value	RMS ID	CQT Database ID
C1234567	A11111112	C	A	https://www.SummerSale.com/123vb.jpg	A1234567	[blank]
C1234567	A11111112	C	B	https://www.SummerSale.com	A1234567	[blank]
RMS - contains Campaign Summary information and the Campaign Serial Grouping is set to C = Continuous						
Job ID	RMS ID	Campaign Title	Display Name	Date Start	End Date	Campaign Serial Grouping
C1234567	A1234567	Summer Sale	ACME Car Sales	20190501	20190530	C

5.1.2 Conventional/Single Campaign Presentation – Component Driven – PDR

Conventional/Single Campaign Presentation – Component (CPT) Driven with PDR						
CPT						
Job ID	Component ID	Component Description	Weight	Source	Status	Class
C1234567	A11111112	Summer Sale	99995	L	P	1
RMR - RMR ID Type = C (identifies that the RMR is linked with a component version)						
Job ID	RMR ID	RMR ID Type	RMR Content Type	RMR Value	RMS ID	CQT Database ID
C1234567	A11111112	C	A	https://www.SummerSale.com/123vb.jpg	A1234567	[blank]
C1234567	A11111112	C	B	https://www.SummerSale.com	A1234567	[blank]
RMS - contains Campaign Summary information and the Campaign Serial Grouping is set to C = Continuous						
Job ID	RMS ID	Campaign Title	Display Name	Date Start	End Date	Campaign Serial Grouping
C1234567	A1234567	Summer Sale	ACME Car Sales	20190501	20190530	C
PDR						
Job ID	CQT Database ID	Package ID	Piece ID	Piece Barcode	IM Barcode	W/S Ind.
C1234567	10000001	A00001	P00001	10234300343	0100191600504800000124022999801	
C1234567	10000002	A00002	P00002	10234300344	0100191600504800000124022999802	
C1234567	10000003	A00003	P00003	10234300345	0100191600504800000124022999803	

5.1.3 Conventional/Single Campaign Presentation – Component Driven – PBC

Conventional/Single Campaign Presentation – Component (CPT) Driven with PBC								
CPT								
Job ID	Component ID	Component Description			Weight	Source	Status	Class
C1234567	A11111112	Car Sales			99995	L	P	1
RMR - RMR ID Type C (identifies that the RMR is linked with a component version)								
Job ID	RMR ID	RMR ID Type	RMR Content Type	RMR Value	RMS ID	CQT Database ID		
C1234567	A11111112	C	A	https://www.SummerSale.com/123vb.jpg	A1234567	[blank]		
C1234567	A11111112	C	B	https://www.SummerSale.com	A1234567	[blank]		
RMS - contains Campaign Summary information and the Campaign Serial Grouping is set to C = Continuous								
Job ID	RMS ID	Campaign Title	Display Name	Date Start	End Date	Campaign Serial Grouping		
C1234567	A1234567	Car Sales	ACME Car Sales	20190501	20190530	C		
PBC								
Job ID	PBC Unique ID	CQT Database ID	Package ID	Barcode	W/S Ind.		
C1234567	000000001	10000001	A00001	0100191600504800000124022999801				
C1234567	000000002	10000002	A00002	0100191600504800000124022999802				
C1234567	000000003	10000003	A00003	0100191600504800000124022999803				

5.1.4 Conventional/Single Campaign Presentation - Piece Driven - PBC

Conventional/Single Campaign Presentation with Piece Barcode (PBC) Driven						
CPT						
Job ID	Component ID	Component Description	Weight	Source	Status	Class
C1234567	11730213	Houses Sales	99995	L	P	1
RMR - RMR ID Type B (Identifies that RMR is a child of PBC record)						
Job ID	RMR ID	RMR ID Type	RMR Content Type	RMR Value	RMS ID	CQT Database ID
C1234567	000000001	B	A	https://www.HouseSales.com/img.jpg	A1234567	10000001
C1234567	000000001	B	B	https://www.HouseSales.com	A1234567	10000001
C1234567	000000002	B	A	https://www.HouseSales.com/img.jpg	A1234567	10000002
C1234567	000000002	B	B	https://www.HouseSales.com	A1234567	10000002
C1234567	000000003	B	A	https://www.HouseSales.com/img.jpg	A1234567	10000003
C1234567	000000004	B	B	https://www.HouseSales.com	A1234567	10000003
RMS - contains Campaign summary information and Campaign Serial Grouping is set to C = Continuous						
Job ID	RMS ID	Campaign Title	Display Name	Date Start	End Date	Campaign Serial Grouping
C1234567	A1234567	House Sales	ACME House Sales	20191210	20191218	C
PBC						
Job ID	PBC Unique ID	CQT Database ID	Package ID	Barcode	W/S Ind.
C1234567	000000001	10000001	A00001	0100191600504800000124022999801		
C1234567	000000002	10000002	A00002	0100191600504800000124022999802		
C1234567	000000003	10000003	A00003	0100191600504800000124022999803		

5.1.5 Conventional/Single Campaign Presentation - Piece Driven - PDR

Conventional/Single Campaign Presentation with Piece Detail (PDR) Driven – Segment of Pieces Represented in RMR for Linkage to Campaign						
CPT						
Job ID	Component ID	Component Description	Weight	Source	Status	Class
C1234567	111113312	ACME Card Activation	99995	L	P	1
RMR - RMR ID Type P (Identifies that RMR is a child of PDR record)						
Job ID	RMR ID	RMR ID Type	RMR Content Type	RMR Value	RMS ID	CQT Database ID
C1234567	P00001	P	A	https://www.AceCardactiation.com	A1234567	10000001
C1234567	P00001	P	B	https://www.AcCardactition.com/134.jpg	A1234567	10000001
C1234567	P00002	P	A	https://www.AceCardactiation.com	A1234567	10000002
C1234567	P00002	P	B	https://www.AcCardactition.com/134.jpg	A1234567	10000002
RMS - contains Campaign summary information and Campaign Serial Grouping is set to C = Continuous						
Job ID	RMS ID	Campaign Title	Display Name	Date Start	End Date	Campaign Serial Grouping
C1234567	A1234567	Card Activation	ACME Card Activation	20190510	20190510	C
PDR						
Job ID	CQT Database ID	Package ID	Piece ID	Piece Barcode	IM Barcode	W/S Ind.
C1234567	10000001	A00001	P00001	10234300343	0100191600504800000124022999801	
C1234567	10000002	A00002	P00002	10234300344	0100191600504800000124022999802	
C1234567	10000003	A00003	P00003	10234300345	0100191600504800000124022999803	

5.1.6 Conventional/Multiple Campaign Presentation - Piece Driven - PDR

Multiples Campaigns with Piece Detail (PDR) Driven									
CPT									
Job ID	Component ID	Component Description			Weight	Source	Status	Class	Shape
C1234567	144411145	Cleaner House 5%			99995	L	P	1	LT
C1234567	144411146	Cleaner House 10%			99995	L	P	1	LT
C1234567	144411147	Garage Acme 15%			99995	L	P	1	LT
RMR - RMR ID Type P (Identifies that the RMR is linked with a PDR record)									
Job ID	RMR ID	RMR ID Type	RMR Content Type	RMR Value		RMS ID	CQT Database ID		
C1234567	P00001	P	A	https://www.Cleanerhouse.com/img.jpg		Z1234567	10000001		
C1234567	P00001	P	B	https://www.Cleanerhouse.com		Z1234567	10000001		
C1234567	P00002	P	A	https://www.Cleanerhouse.com/img2.jpg		Z1234568	10000002		
C1234567	P00002	P	B	https://www.Cleanerhouse.com		Z1234568	10000002		
C1234567	P00003	P	A	https://www.GarageACME.com/1034.jpg		Z1234569	10000003		
C1234567	P00003	P	B	https://www.GarageACME.com		Z1234569	10000003		
RMS - contains Campaign Summary information and the Campaign Serial Grouping is set to C = Continuous									
Job ID	RMS ID	Campaign Title		Display Name	Date Start	End Date	Campaign Serial Grouping		
C1234567	Z1234567	Cleaner House 5%		Cleaner House	20190101	20190131	C		
C1234567	Z1234568	Cleaner House 10%		Cleaner House	20190201	20190228	C		
C1234567	Z1234569	Garage Repair Installation		Garage Repair Installation	20190301	20190331	C		
PDR									
Job ID	CQT Database ID	Package ID	Piece ID	Piece Barcode	IM Barcode		W/S Ind.		
C1234567	10000001	A00001	P00001	10234300343	0100191600504800000124022999801				
C1234567	10000002	A00002	P00002	10234300344	0100191600504800000124022999802				
C1234567	10000003	A00003	P00003	10234300345	0100191600504800000124022999803				

5.1.7 RMB Submission – No Presort Data

RMB Submission with Multiple Campaigns – Component Driven – Serial-Range Level							
RMS - contains Campaign Summary information and the Campaign Serial Grouping is set to C = Continuous							
Job ID	RMS ID	Campaign Title	Display Name	Date Start	End Date	Campaign Serial Grouping
C12345671	P2763456	Test TM Card	Test TM Card	20190101	20190131	C	
C12345671	P2763457	Test S Insurance	Test S Insurance	20190101	20190131	C	
C12345671	P2763458	Test Bank Account	Test Bank Account	20190201	20190228	C	
RMB							
Job ID	RMS ID	Barcode	RMB Content Type	Original Job ID	RMB Value
C12345671	P2763456	0100191600504800000124022999801	A		https://www.TestSF.com/1243.jpg		
C12345671	P2763456	0100191600504800000124022999801	B		https://www.TestSF.com		
C12345671	P2763456	0100191600504800000124022999802	A		https://www.TestSF.com/1243.jpg		
C12345671	P2763456	0100191600504800000124022999802	B		https://www.TestSF.com		
C12345671	P2763457	0100191600504800000124022999803	A		https://www.TestTM.com/creditcard.jpg		
C12345671	P2763457	0100191600504800000124022999803	B		https://www.TestTM.com		
C12345671	P2763457	0100191600504800000124022999804	A		https://www.TestTM.com/creditcard.jpg		
C12345671	P2763457	0100191600504800000124022999804	B		https://www.TestTM.com		
C12345671	P2763458	0100191600504800000124022999805	A		https://www.TestBANK.com/creditcard.jpg		
C12345671	P2763458	0100191600504800000124022999805	B		https://www.TestBANK.com		
C12345671	P2763458	0100191600504800000124022999806	A		https://www.TestBANK.com/creditcard.jpg		
C12345671	P2763458	0100191600504800000124022999806	B		https://www.TestBANK.com		

5.2 *PostalOne!* Warnings – Front End – Informed Delivery Data

Mail.dat: Informed Delivery Errors and Warnings

ERROR	WARNING	Error Description
4761 – RMR		The .rms Campaign Serial Grouping field must be populated with C or S. If populated the .rms Campaign Serial Grouping field must be C or S.
4796 – RMB		RMB – 4796: For Informed Delivery processing, the .rmb Barcode field must be populated with a 20, 25, 29, or 31 character value.
4802 – RMB		When the .hdr Mail.dat Presentation Category is populated with I = Informed Delivery, Mail.dat version {1} may not be submitted with an .RMS Date Start before {2}. Do not attempt to submit a Mail.dat version {1} mailings with an .RMS Date Start prior to {2}.
4803 – RMB		When the .hdr Mail.dat Presentation Category is populated with I = Informed Delivery, the .rms Date Start must be provided. Provide the .rms Date Start.
4804 – RMB		When the .hdr Mail.dat Presentation Category is populated with I = Informed Delivery, the .rms Date End must be provided. Provide the .rms Date End.
4857 – RMR		.rmr RMR Content Types A = Ride-Along Image URL and B = Ride-Along Image Target URL are required for Informed Delivery campaigns. Include .rmr RMR Content Types A and B.
4858 – RMR		.rmb RMB Content Types A = Ride-Along Image URL and B = Ride-Along Image Target URL are required for Informed Delivery campaigns.
4859 – RMR		.rmr RMR Content Type of C = Replace Image URL is required for Informed Delivery campaigns when the .mpu Mail Piece Unit – Processing Category is FL = Flat. Include .rmr RMR Content Type C.
5018 – RMR		Campaign Serial Grouping is a required field in the .rms file. Populate the .rms Campaign Serial Grouping field.
5026 – RMR		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. Update the .csm Postage Statement Mailing Date.
5028 – RMR		To be eligible for the Informed Delivery incentive, the number of pieces tied to .rmr records must be greater than or equal to {1} percent threshold. The current percentage is {2}. Update the .rmr fil
5033 – RMB	5041 – RMR	For an Informed Delivery campaign, the .rms Date End or the .csm Referenceable Mail End Date cannot be in the past: {1}. Populate the corresponding .rms Date End with a future date.
5034 – RMB	5042 – RMR	For an Informed Delivery campaign, the .rms Date End or the .csm Referenceable Mail End Date cannot be before the .rms Date Start or the .csm Referenceable Mail Start Date: {1}.
5035 – RMB	5043 – RMR	For an Informed Delivery campaign, the .rms Date End or the .csm Referenceable Mail End Date cannot be the same as the .rms Date Start or the .csm Referenceable Mail Start Date: {1}.

Informed Delivery Mailer Guide for Submitting Mail.dat eDoc Campaigns via *PostalOne!*

5036 – RMB		RMB - For an Informed Delivery campaign, the .rmb RMB Value must be formatted properly with an https:// address (https://www.url.com/image.jpg): {1} .
	5037 – RMR	RMR - For an Informed Delivery campaign, the .rmr RMR Value must be formatted properly with an https:// address (https://www.url.com/image.jpg): {1} .
	5038 – RMR 5039 – RMR	PDR – 5038: For an Informed Delivery campaign, when the .rmr RMR ID is Type P = PDR, the .pdr IM Barcode field corresponding to .rmr ID {1} must be populated with a 20, 25, 29, or 31 character value. PBC – 5029: For an Informed Delivery campaign, when the .rmr RMR ID is Type B = PBC, the .pbc Barcode field corresponding to .rmr ID {1} must be populated with a 20, 25, 29, or 31 character value.
	5054 – RMR	Campaign Code {1} was submitted with an .rms Date Start or a .csm Referenceable Mail Start Date of {2}. This date has been updated to {3}.
5092 – RMB		When the .hdr Mail.dat Presentation Category is populated with I = Informed Delivery, then the .rms Campaign Serial Grouping cannot be populated with S = Saturation. Update the .rms file.
5094 – RMR		For an Informed Delivery Campaign, when the .rms Campaign Serial Grouping is populated with S, then a valid .cpt or .mpa Mailer ID of Mail Owner must be provided. Populate the .cpt or .mpa Mailer ID of Mail Owner with a valid MID.
5095 – RMR		For Informed Delivery Campaigns, across the .rms file the .rms Campaign Serial Grouping cannot be populated with both C and S. Populate all .rms Campaign Serial Grouping with either C or S.
5096 – RMR		For an Informed Delivery Campaign, when the .rms Campaign Serial Grouping is populated with S, then the .pdr Piece Barcode must be populated with an eleven-digit numeric value. The value provided was {1}. Populate the .pdr Piece Barcode with an eleven-digit numeric value.
5097 – RMR		For an Informed Delivery Campaign, when the .rms Campaign Serial Grouping is populated with S, then the .pdr file is required. Include a .pdr file in the mailing.
5098 – RMR		For an Informed Delivery Campaign, the .rms Date Start or the .csm Referenceable Mail Start Date cannot be more than {1} days out from the submission date. Populate the .rms Date Start with a date no more than 60 days out from the submission date.
5099 – RMR		For an Informed Delivery Campaign, when the .rms Campaign Serial Grouping is populated with S, then the .rms Date End or the .csm Referenceable Mail End Date cannot be more than {1} days out from the .rms Date Start or the .csm Referenceable Mail Start. Populate the .rms Date End with a valid date.
6000 – RMR		For an Informed Delivery Campaign, when the .rms Campaign Serial Grouping is populated with C, and no IMb are provided, then the .rms Date End or the .csm Referenceable Mail End Date cannot be more than {1} days out from the .rms Date Start or the .csm Referenceable Mail Start. Populate the .rms Date End with a valid date.
6001 – RMR		For an Informed Delivery Campaign, when the .rms Campaign Serial Grouping is populated with C, then the .rms Date End or the .csm Referenceable Mail End Date cannot be more than {1} days out from the

		.rms Date Start or the .csm Referenceable Mail Start. Populate the .rms Date End with a valid date.
6002 – RMR		For an Informed Delivery Campaign, when the .rms Campaign Serial Grouping is populated with S, then the number of .cqt Rate Category A = Saturation pieces tied to the campaign must be greater than or equal to {1} percent threshold across the Mail Piece Unit. The current percentage is {2}. Update the number of saturation pieces tied to the campaign.
6107 – RMR		Campaign Sharing Indicator is a required field in the .rms file. Populate the .rms Campaign Sharing Indicator field.
6108 – RMR		Campaign Target URL Parameters Indicator is a required field in the .rms file. Populate the .rms Campaign Target URL Parameters Indicator field.
6109 – RMR		Campaign Mail Owner CRID is a required field in the .rms file. Populate the .rms Campaign Mail Owner CRID field.
6110 – RMR		Campaign Processing Category is a required field in the .rms file. Populate the .rms Campaign Processing Category field.
6111 – RMR		The .rms Campaign Sharing Indicator field must be populated with Y or N. Populate the .rms Campaign Sharing Indicator field with Y or N.
6112 – RMR		The .rms Campaign Target URL Parameters Indicator field must be populated with Y or N. Populate the .rms Campaign Target URL Parameters Indicator field with Y or N.

5.3 Informed Delivery Warnings – Back End

Below is a list of warnings generated when there are errors in the data for Informed Delivery. These messages are received the next day.

Warning Code	Warning Description
4830	For an Informed Delivery campaign, a start date is required.
4831	For an Informed Delivery campaign, an end date is required.
4832	For an Informed Delivery campaign, a serial number within the barcode is required.
4833	For an Informed Delivery campaign, a campaign code is required.
4834	For an Informed Delivery campaign, a campaign title is required.
4835	For an Informed Delivery campaign, a mailer ID within the barcode is required.
4836	For an Informed Delivery Campaign, the start date cannot be in the past.
4837	For an Informed Delivery campaign, the end date cannot be in the past.
4838	For an Informed Delivery campaign, the end date cannot be before the start date.
4839	For an Informed Delivery campaign, the end date cannot be the same as the start date.
4840	For an Informed Delivery campaign, the serial number length must be valid within the barcode.
4841	For an Informed Delivery campaign, the end serial cannot be before the start serial.

Warning Code	Warning Description
4842	For an Informed Delivery campaign, the target URL must be formatted properly with an https:// address (https://www.url.com/image.jpg). Campaign Code: {1}
4843	For an Informed Delivery campaign, the campaign cannot overlap with an existing campaign for the barcode MID.
4844	For an Informed Delivery campaign, the campaign code must be unique for the barcode MID.
4845	For an Informed Delivery campaign, the campaign serial grouping was invalid.
4846	For an Informed Delivery Component Campaign, the mail owner MID is required.
4847	For an Informed Delivery campaign, a display name is required.
4848	For an Informed Delivery campaign, the Replacement/Ride-along Image URL must be formatted properly with an https:// address (https://www.url.com/image.jpg). Campaign Code: {1}
4849	For an Informed Delivery campaign, the Ride-along Image max file size is 200KB and the pixel max size is 300 wide X 200 high.
4850	For an Informed Delivery campaign, the Replacement Image max file size is 200KB and the pixel max size is 780 wide X 500 high.
4851	PostalOne! Encountered internal errors when sending campaign to Informed Delivery.

5.4 Known Defects and Issues

Below are all the known issues and defects affecting campaign creation via PostalOne! eDoc submission.

5.4.1 Campaigns Image URL Links Failing for Resource Unavailable

Image URL links are frequently failing for Resource Unavailable errors. This error is produced when there is something wrong with the image host server that prevents Informed Delivery from downloading/copying the image. This could be any number of issues:

1. Server was down at the time the job was processed
2. Server certificate is invalid or expired
3. Link is for a resource that is not publicly accessible
4. Link is invalid or broken

If you find that you are receiving emails that are indicating this error is happening often, speak with whoever manages the resource server, make sure everything is set up correctly and that certifications are all valid and current. If there does not appear to be any issue on the server side, send an email to the eDoc Support Team to investigate further.

5.5 Claiming an Informed Delivery Incentive

To claim an Informed Delivery Incentive on a mailing, the Mail.dat file must include the CCR file with the Characteristic Type field set to "I" (capitalized) and Characteristic field set to "PI."

If mailers want to claim an Informed Delivery Incentive using an existing campaign created manually in the MCP, the Mail.dat eDoc submission should only include the CCR file to claim the incentive. *PostalOne!* will validate whether there is an existing campaign for the mailpieces based off the IMb MID and serial numbers.

5.6 Document History

Date	Version	Section	Description
4/16/2021	2.0	5 – Legal Terms	Updated the Terms and Conditions to new version dated 3/22/2021
1/27/2022	3.0	Multiple	Updated to include the newest 22-1 version of Mail.dat and added all new fields in the RMS file.
7/1/2022	4.0	Multiple	Updated the ID fields in the RMS and RMR to align with the newest Mail.dat specs (22.1.01) and to reflect the implementation of the new ID fields in PostalOne! and ID.
6/1/2023	5.0	Multiple	Updated to the latest Mail.dat versions supported. Added the Campaign Serial Grouping of “S” for support of Saturation campaigns in the future. Updated errors and warnings and added new ones for Saturation campaigns and the new validations on the start and end dates for all campaigns.
3/20/2024	6.0	2.1, 4.1, 5.2, 5.4 and 4.5. Added new Section 3.	Updated the wording in 2.1 to include “eligible” addresses and added “business.” Updated the supported Mail.dat versions based on the January 2024 Price Change Release in section 4.1. Added new errors for newly required fields in RMS under section 5.2. Removed last paragraph in section 4.5 related to campaign cut off time in the MCP. Updated 5.4 with current known issues. Add new Section 3 for test environments (CAT and TEM) and updated verbiage on TEM.

6 Legal Terms

INFORMED DELIVERY® INTERACTIVE CAMPAIGNS: MAILER/SUBMITTER TERMS AND CONDITIONS OF USE AGREEMENT

This Terms of Use Agreement (this "Agreement") is a legal agreement between You and the United States Postal Service, an Independent Establishment of the Executive Branch of the United States Government ("USPS" or "Postal Service"). Informed Delivery interactive campaigns (used herein as "Campaigns") are at this time a free enhancement available to Mailers to the Informed Delivery notifications USPS provides to participating consumers for no additional postage fees. "Mailer(s)," "You" and "Your", as used herein, include the Mail Owner/Brand, and any Mail Service Provider and any Advertising Agency acting on behalf of a Mail Owner/Brand in connection with the creation and submission of Content for an Informed Delivery Campaign.

Mailers agreeing to these Terms and Conditions, and complying with other requirements and specifications as may be published by USPS in PostalOne!, the Mailer Campaign Portal, the Shipper Campaign Portal or in the Informed Delivery Interactive Campaign Guide available at <https://www.usps.com/business/informed-delivery.htm>, or elsewhere on that site, may submit supplemental content ("Content") to accompany or in some cases replace the grayscale scanned image that would otherwise be generated by USPS mail imaging processes (or, in the case of flats, replace the "image not available" notification) and provided to participating consumers as Informed Delivery notifications. Content also may be submitted for display as a Campaign for packages being sent and tracked within the Informed Delivery interface. In addition, some end users of Informed Delivery may set reminders to review Your Campaign up to ten days following the first opportunity to view Your Content.

"Content" as used herein includes Ride-along Images, Representative Images, interactive links (URLs), and a Brand Display Name as text, or any other content that you provide to USPS by any means whatsoever (including but not limited to email, upload through PostalOne!, the Mailer Campaign Portal, the Shipper Campaign Portal through an API or otherwise).

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. The Postal Service reserves the right at any time to change or amend the Agreement, i.e., these terms, conditions, and notices under which this feature is offered. You may review the most current terms and conditions of use at <https://www.usps.com/business/informed-delivery.htm>. If You do not agree to, or cannot comply with, the Agreement as amended, You must stop using the feature. You will be deemed to have accepted the Agreement as amended if You continue to use the feature for Campaigns. You acknowledge and agree that Your use of the feature, in each instance, is subject to any such changes and that Your use of the feature constitutes acceptance of such changed terms. You agree to review this Agreement from time to time to ensure compliance with these terms and conditions.

In addition, USPS is beta testing a new Informed Delivery feature in select markets that allows Mailers to provide digital offers and/or anonymized mail to customers You have not mailed to directly. For eligibility and requirements, see the Beta Test for USPS Informed Offers Powered by Informed Address below.

Eligibility

Informed Delivery Campaigns must be submitted to accompany a letter-size mailpiece, flat-size mailpiece, or package that meets all mailability requirements of the Domestic Mail Manual. USPS reserves the right to refuse an Informed Delivery Campaign from a Mailer competing with

a Postal Service product, service, or feature, although grayscale images of such mailpieces will be provided to consumers as part of the ordinary Informed Delivery notifications.

Representative Images

Representative Images are full color images submitted by the Mailer that can be displayed in lieu of the grayscale scanned image of a letter-sized mailpiece or in lieu of the “image not available” notification that would accompany a flat-size mailpiece (e.g., catalogs, magazines) in the USPS Informed Delivery daily digest email notifications, dashboard, or app. Representative Images must comply with the following requirements: (1) the Representative Image must be: (a) a reproduction of the address side of the mailpiece without an address showing, or (b) the nonaddress (obverse) side of the mailpiece; and (2) for flat-sized mailpieces required to be or that are mailed under covers or wrappers, the Representative Image must be an image of the Mailer’s corporate logo. Representative Images must also comply with all technical requirements (e.g., format, file size, pixel width and height, etc.) and other specifications as disseminated by USPS.

Ride-along Images and Interactive Links

Ride-along Images are required for all Informed Delivery Campaigns. Ride-along Images are full color images that accompany either the Representative Image selected by the Mailer in accordance with the requirements above, or the grayscale image of the scanned mailpiece (or in the case of a package, the notification that the package will be arriving soon) in the USPS Informed Delivery email notifications or dashboard. Ride-along images must comply with the following requirements: (1) the Ride-along Image must directly relate to the promotion or offer contained in the mailpiece or what was shipped in the case of a package; (2) the Ride-along Image must be sized to the full space allowed or be reduced in size based on the ratio compared to the Representative Image; and (3) regardless of Mailer identity, the Ride-along Image language may not facilitate diversion from Postal Service products, services, or features (including “pay online” and similar CTAs). URLs and interactive links submitted as part of the Content with Ride-along Images must comply with the following requirements: (1) all URLs and links submitted as Content for an Informed Delivery Campaign must be submitted as HTTPS; (2) all URLs and links submitted as part of an Informed Delivery Campaign must lead directly to a landing page directly associated with the physical mailpiece or package utilized in the Campaign, or Your website’s homepage; (3) all URLs and links must be free of any malware, viruses, errors, or other aspects that could negatively impact the Informed Delivery feature and/or consumer experience with the feature; (4) You must monitor the Campaign and any threats, vulnerabilities, malware and malformed links must be addressed and reported to USPS within twenty-four (24) hours of discovery; and (5) any web site being linked to from an Informed Delivery campaign and/or USPS.com shall be branded in a manner or have a look and feel (“trade dress”) that will not emulate USPS.com or create a likelihood of confusion with USPS trade dress or otherwise lead consumers to believe or confuse consumers that they are on a USPS site. To comport with USPS policies related to exit pages, and with the goal of not having an exit page, You acknowledge, understand and agree that the standard for no exit page as set forth by Postal Service Management is that the site being linked to needs to be substantially different from USPS sites (i.e., the site’s appearance must be one that a person is unlikely to confuse with USPS sites or properties, or to think is a part of the USPS websites or properties, and possesses a distinct look and feel from those of USPS sites or properties, and the site must have a distinct URL separate and apart from the URLs of USPS.com and not use any USPS marks).

Your Representations and Warranties

You represent and warrant that You have all necessary rights, including 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. 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.

You acknowledge and agree that USPS will not be involved in any way with the design of the Content, and represent and warrant that the Content as submitted to USPS or uploaded through USPS portals or through an API complies with these Terms and Conditions and any requirements published by USPS on PostalOne!, the Mailer Campaign Portal, the Shipper Campaign Portal or the Interactive Campaign Guide (available at <https://www.usps.com/business/informed-delivery.htm>), or elsewhere on that site. You agree to evaluate and bear all risks associated with the use of any Content and agree that 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 represent and warrant that the Content does not claim or create the impression, whether expressly or by implication, that the Postal Service endorses You or Your product, service or offering, and that the Content does not contain unlawful or legally actionable material, such as Content that is fraudulent or misleading, is defamatory or obscene, or violates anyone else's rights, including copyright, trademark, or privacy or publicity rights. 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. For any interactive link contained in the Content, in addition to representations and warranties above, You warrant and represent that any web page linked to directly from Informed Delivery, whether through an email notification, dashboard or mobile app, 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.

You acknowledge and agree that any Content submitted may be shared by end-users of Informed Delivery through social media sites. Accordingly, You acknowledge, agree, represent and warrant that any Content submitted shall not be in contravention of the policies of the various social media sites' policies or terms of use.

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), or false or deceptive advertising or sales practices) or any material or products of Your's to which third parties can link through the Content.

Rejection/Cancellation of Campaigns

USPS reserves the right to reject or cancel any Informed Delivery Campaign at any time for any reason satisfactory to USPS in its sole and non-reviewable discretion, including but not limited to the following: (1) violations of or noncompliance with any of these Terms and Conditions, or requirements published via PostalOne!, the Mailer Campaign Portal, the Shipper Campaign Portal or in the Interactive Campaign Guide, or on <https://www.usps.com/business/informed-delivery.htm>; (2) detection of potential threats, vulnerabilities, malware or malformed links,

security or privacy concerns, or potential degradation of USPS or consumer systems or equipment; (3) Campaign interactive links that are broken or that resolve to pages that negatively impact the Informed Delivery user experience; or (4) potentially subject USPS to liability or risk damage to the Informed Delivery feature and goodwill associated therewith.

Disclaimer

THE PRODUCTS, SERVICES, WEBSITE, CONTENT AND/OR MATERIALS AVAILABLE THROUGH USPS ARE PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS AND WITHOUT WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED. USPS MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, ARISING FROM A COURSE OF DEALING OR PERFORMANCE, NONINFRINGEMENT, OR TRADE USAGE. USPS SHALL NOT BE LIABLE TO YOU OR ANY OTHER PERSON OR ENTITY FOR ANY LOSS, COST, DAMAGE OR EXPENSE, INCLUDING WITHOUT LIMITATION LOSS OF PROFITS, ARISING OUT OF OR IN CONNECTION WITH ANY CONTENT INCLUDED IN INFORMED DELIVERY, THE MANNER IN WHICH ANY CONTENT IS DISPLAYED OR DISTRIBUTED, THE FAILURE TO DISPLAY ANY CONTENT, OR ANY TECHNICAL MALFUNCTION, COMPUTER ERROR OR LOSS OF DATA OR OTHER INJURY, ARISING, DIRECTLY OR INDIRECTLY, FROM YOUR USE OF THE INFORMED DELIVERY FEATURE. SPECIFICALLY, AND WITHOUT LIMITING THE FOREGOING, USPS DOES NOT REPRESENT OR WARRANT THAT ANY CONTENT WILL BE DISPLAYED OR OTHERWISE TRANSMITTED OR DISSEMINATED THROUGH INFORMED DELIVERY WITHOUT INTERRUPTION OR ERROR.

Limitation of Liability

IN NO EVENT SHALL USPS BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES, EVEN IF SUCH DAMAGES ARE FORSEEABLE, AND REGARDLESS OF WHETHER USPS HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. YOUR SOLE AND EXCLUSIVE REMEDY FOR ANY CLAIM ARISING FROM OR RELATING TO YOUR PARTICIPATION IN AN INFORMED DELIVERY CAMPAIGN SHALL BE LIMITED TO A MAKE-GOOD PLACEMENT OF THE CONTENT AT A LATER TIME IN CONNECTION WITH A SUBSEQUENT MAILING.

Governing Law

Any and all disputes involving these Terms and Conditions or arising from the submission, rejection or cancellation of an Informed Delivery Campaign shall be governed by federal law, with jurisdiction and venue exclusively in the United States District Court for the District of Columbia or the United States Court of Federal Claims, as appropriate.

Updated: 04/23/2021

For the most up-to-date version of the Informed Delivery Terms and Conditions, go to the link below: <https://www.usps.com/business/informed-delivery.htm>.