

USPS 2019 Informed Delivery® Promotion

Industry Webinar

**Wednesday, July 10th, 2019
1:00 P.M. – 2:00 P.M. EST**

- ❑ **Why a promotion for Informed Delivery[®] ?**
- ❑ **Key areas**
 - **Eligible and Ineligible Mailings**
 - **Authorization & Approval of Text & Imagery**
 - **Registration/Auto-enrollment (After July 15th/Sept 1st)**
- ❑ **Coordination & timing is critical**
 - **Validation: Postage Statement Submission/Finalization**
- ❑ **Pro-tips and best practices**
 - **The best resources for answers**
- ❑ **Final Q&A**



Why an Informed Delivery Promotion?

- ❑ **Enhance the mail moment**
- ❑ **Expand the audience (beyond the CEO of mailbox)**
- ❑ **Build upon successes**
- ❑ **Broaden the user base – for mailers & consumers**
- ❑ **Encourage investment, experimentation & testing**



Key Areas: Eligible/Ineligible Mailings

Eligible Mail:

- **First-Class Mail[®] automation letters, postcards, and flats**
- **USPS Marketing Mail[™] automation letters and flats**
- **Nonprofit USPS Marketing Mail[™] automation letters and flats**

Ineligible Mail:

- **Non-automation mail (letters, postcards, and flats)**
- **Saturation mail flats**
- **Destination Delivery Unit (DDU) flats**
- **CR-RT 5-Digit Pallets flats**
- **Every Door Direct Mail (EDDM)**
- **Detached Address Label/Detached Marketing Label flats**
- **Business-to-Business or Business-to-Institution/Campus mailings**



Key Areas: Approval of Text & Imagery

- ❑ **Submit a JPEG or PDF of the campaign elements**
 - use the campaign brand display name in the email subject line
 - include the campaign code(s) and/or date ranges (if possible) in the body of the email.
- ❑ **Required campaign elements which must be included in your pre-approval submission:**
 - **Ride-along Image with a strong Call-to-action**
 - ◆ The Ride-along Image/CTA cannot encourage elimination of mail or online activity by name
 - ◆ CTA area must be no less than 20% of the Ride-along Image
 - ◆ CTA must have enough color contrast to stand out
 - If you are using a Representative image, additional submission elements are required
- ❑ **Receive Informed Delivery Promotion Office Approval prior to requesting the discount**



Key Areas: Promotion Registration

Registration opens on July 15th

Mailers wishing to claim the Promotion discount:

❑ Should register for the 2019 Informed Delivery Promotion on the BCG (gateway.usps.com)

- agreeing to the Promotion terms
- specifying which permits, MIDs, and Customer

Registration IDs (CRIDs) will be participating

❑ Auto-enrollment feature available, see program requirements



Coordination & timing is critical

Submission of your Informed Delivery Campaign(s) & Campaign Dates must be coordinated with your eDoc and mailing operations

- ❑ Informed Delivery *Campaigns* submitted via the Mailer Campaign Portal (or Mail.dat RMB) require time to reach PostalOne! to pass eDoc validation. Submitted before Noon ET, allows for eDoc 6AM EST the following day**
- ❑ Informed Delivery *Campaigns* embedded in Mail.dat/Mail.XML do not require advanced submission.**
- ❑ The Informed Delivery *Campaign* start and end date must encompass the finalization date(s) related to that campaign**



Appendix C: Example Scenarios & Timelines

C.1.a. Mailing File does receive Informed Delivery Promotion Discount

Example: Marketing Mail

Campaign Submission Method: Mailer Campaign Portal (MCP) or Mail.dat RMB

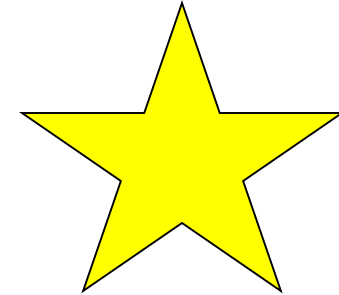
Campaign Submission Date: Tuesday, September 3 (after 12:00pm EST)

- **Campaign Start Date:** Friday, September 6

eDoc file Submitted as Ready to Pay: Friday, Sept. 6

- **Postage Statement Mail Date:** Sunday, September 8

Mail Finalization Date: Sunday, September 8



Result: Mailing file will receive the Informed Delivery Promotion discount

- **ID Campaign in submitted status** at time of eDoc submission Ready to Pay and at Mail Finalization
- **eDoc file Submitted Ready to Pay** after 6AM EST Thurs. Sept. 5th
- **Postage Statement Mail Date** and Mail Finalization is within ID Campaign Start/End Date



MCP Campaign submission and inputs (above)

Mailing/eDoc submission and inputs (below)



Appendix C: Example Scenarios & Timelines

C.1.b. Mailing File does NOT receive Informed Delivery Promotion Discount

Example: Marketing Mail

Campaign Submission Method: Mailer Campaign Portal (MCP) or Mail.dat RMB

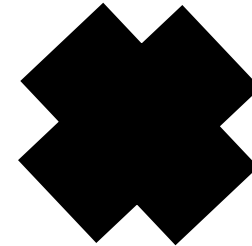
Campaign Submission Date: Tuesday, September 3 (after 12:00pm EST)

- **Campaign Start Date:** Friday, September 6

eDoc file Submitted as Ready to Pay: Sunday, Sept. 1

- **Postage Statement Mail Date:** Sunday, September 8

Mail Finalization Date: Sunday, September 8



Result: Mailing file will **NOT** receive the Informed Delivery Promotion discount

- **no ID Campaign in submitted status** at time of eDoc submission Ready to Pay



MCP Campaign submission and inputs (above)

Mailing/eDoc submission and inputs (below)



Pro Tips and Best Practices

- ❑ **Do get your ride along image/authorization requests in early and according to the requirements process**
- ❑ **Do coordinate your campaign teams and test campaigns in advance**
- ❑ **Do anticipate early/late mailing possibilities**
- ❑ **Do use the promotions email inbox (i.e. don't email individuals for promotions answers)**
- ❑ **If you *must cancel a campaign*, please use the same campaign code but with an added element (i.e. XY_v2)**
 - **This will save time reviewing/inquiring on canceled or zero result campaign's**
- ❑ **Do not try to register before July 15th, or claim the promotion discount before September 1st**

Issue	Issue Description	Resolution
Campaign Start Date in Past	Ready-to-Pay (RTP) status of eDoc submitted on "Date X," though Campaign Start Date "Date Y" is now in the past. Campaigns cannot be submitted with having Start Dates in the past.	When containers will be set to RTP, make sure that the Campaign Start Date is a future date as compared to the Date when RTP takes place
Campaign Serialization Overlap - not active but overlap	Multiple Campaigns submitted in one or more RTP eDocs, the serial numbers for one or more of the campaigns are within Serial range of an already existing campaign. This may be caused in cases when mailer post-presort or address-hygiene processes re-serialize pieces and as a result the campaign serial grouping that was initially configured is now not as expected	Prior to RTP submission of eDoc, validate that the MIDs, Serial Numbers and Campaign grouping are in-tact and as expected.
Ride-along/Representative Image not Available	The URL for Ride-along/Representative image was processed, though the image was not available, or page was not found. In many cases the URLs are hosted on private servers not publically accessible via the internet	Verify URLs in eDoc before submitting eDocs in RTP status
Invalid Target URL	The URL for Target (that consumers see under the "Learn More" link) was processed, though the URL itself was invalid and resulted in an error. This also happens when mailing software is configured to create campaign data by default for each mailing	Verify URLs in eDoc before submitting eDoc in RTP status
Ride-along/Representative Image Size Error	The Ride-along/Representative URL was processed, image was loaded, though the size of the image was over the allowed dimensions of the Ride-along image (300px wide X 200px high)	Verify Ride-along/Representative image dimensions before submitting eDoc in RTP status. Visit: https://www.usps.com/business/pdf/informed-delivery-campaign-image-requirements.pdf
Campaign Status Issue	RTP status of eDoc submitted on Date X with a Campaign Start Date of Date X. Campaign data was large enough to be processed in batches of multiple 20K pieces groups. Since start date of campaign and campaign submission is the same, the first 20K piece batch got setup as an Active campaign. Active campaigns cannot be modified, so when the latter 20K pieces batch was processed they error out. Result is a campaign that may not have the complete serial range in it.	Submit RTP eDocs at least 24 hours prior to Campaign Start date, especially when job contains more than 20K pieces
Campaign Code not unique for MID	The Campaigning data was processed, though same Campaigning Code was used for more than one campaigns (for the given MID on piece). Campaign code may be reused only if an existing campaign is in Draft state and has not been submitted. This also happens when mailers submit a campaign first via ID MCP and later via PostalOne!	By MID on piece, keep track of all Campaign Codes submitted. Campaign Code is a 40 character long field. An internal format/convention can be devised to ensure that the Campaign Code is not reused for a MID.
Ride-along/Representative image format error	The URL for Ride-along/Representative was processed, image was downloaded, though the format of the image was not as expected. In cases an image file or type other than .JPG/.jpg is loaded. There are cases where the Color Code of the image is other than RGB	Verify that the image complies with the Campaign image requirements. Visit: https://www.usps.com/business/pdf/informed-delivery-campaign-image-requirements.pdf

- ❑ A recording of this Webinar will be posted at:
<https://postalpro.usps.com/promotions/webinars>
- ❑ The latest Promotion requirements are posted at:
https://postalpro.usps.com/promotions/2019_informed_delivery
 - Includes a Promotion Checklist (Appendix A)

Informed Delivery *Campaign* questions to:

USPSInformedDeliveryCampaigns@USPS.gov

Promotion Questions to Promotion Inbox at:

Promotion-InformedDelivery@usps.gov