



Helping to build mailer business by expanding access to near real-time information.

The Informed Visibility® Mail Tracking & Reporting (IV®-MTR) application enables mailers to leverage key information about their mailings to manage operations, refine processes, and adjust marketing campaigns as needed. This insight allows mailers to more effectively plan and manage mailings, increasing value to their customers.



IV-MTR provides near real-time, end-to-end mail tracking information for letter and flat pieces, bundles, handling units, and containers.



IV-MTR improves ease of use through flexible data provisioning and flexible data delegation, allowing mailers to receive and share the information they want, when they want, and how they want.

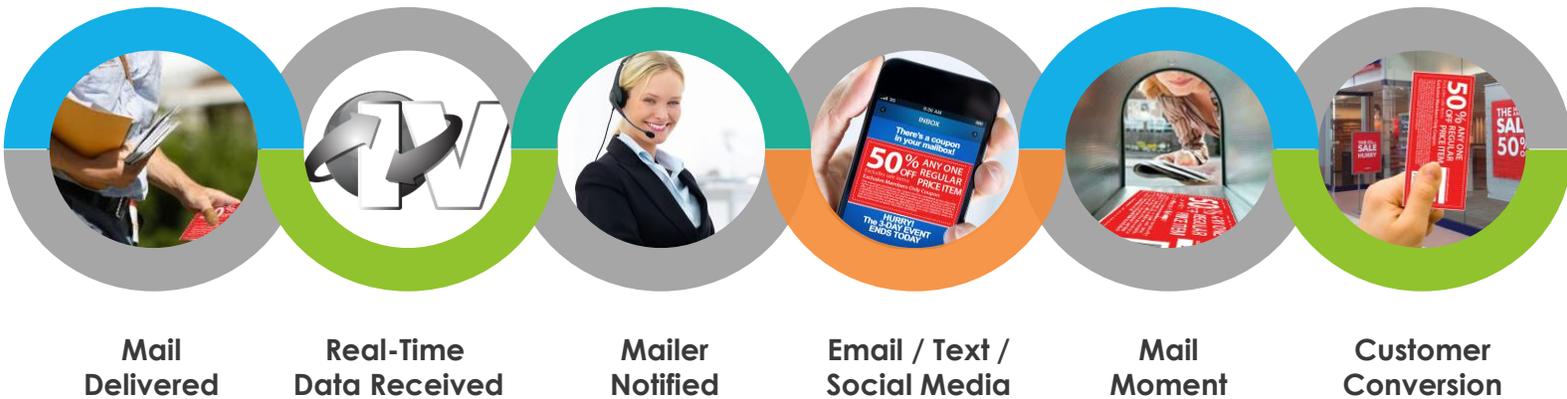


IV-MTR leverages the intelligence of Full-Service Intelligent Mail® to create logical and assumed handling events that provide expanded visibility.



IV-MTR provides omni-channel marketing opportunities to engage with customers in near-real time, creating event-driven transformative “moments,” where the digital experience and the physical world are connected in powerful new ways.

Using Logical Delivery Events (LDEs) for Multi-Channel Marketing



Use the dynamic duo of Informed Visibility (IV) and Informed Delivery (ID) to boost the Mail Moment to the next level. Leverage the Logical Delivery Events from IV and the digital reflection of the actual mailpieces from ID by adding email, text, and social media options in an omni-channel campaign to increase the value of the Mail Moment, improve customer response, and optimize Return on Investment!



ENROLLMENT PROCESS

Mailers enroll for IV-MTR through the BCG and IV-MTR websites.

1. Register for a BCG account, if you do not have one.
2. Log into the BCG.
3. In the left-hand navigation area, click Mailing Services.
4. In the list of services, find Informed Visibility, and click Get Access.
5. Business Service Administrator (BSA): Contact the IV-MTR Help Desk and request the one-time BSA authorization code. You will need to provide your contact information.
6. BSA: Access the IV-MTR application. When prompted, enter the one-time authorization code and click Submit. The CRID is successfully set up within the application.

DATA DELEGATION

Mailers are able to share and receive visibility of data in multiple ways through Data Delegation in the IV-MTR application.

Request Data Delegation: Allows a Mail Service Provider to request visibility of a CRID/MID from a Mail Owner

Delegate Data to Others: Allows a Mail Owner to provide visibility of a CRID/MID to an MSP

Manage Data Delegation: Allows a Mail Owner to approve/deny requests and manage existing delegations

Data Delegated to My CRID: Allows an MSP to view and/or delete existing delegations providing visibility of a CRID/MID

RETRIEVING DATA

IV-MTR allows mailers to retrieve mail tracking data from the IV-MTR website as a one-time query or recurring data feed.

One-Time Query

(Receive ad-hoc data)

1. **Select the entities**, meaning the CRIDs, MIDs, and/or routing codes, for which to receive mail tracking data.
2. **Select the delivery method.** The options are Online View, Download, or Send via Secure FTP.
3. **Customize the look and feel** by selecting the mail object and handling event type, adding a filter, and selecting the data fields.

Data Feed (Subscription)

(Receive data on a recurring basis)

1. **Create a data feed** by selecting the file format, delivery location, frequency, and other options.
2. **Select the entities**, meaning the CRIDs, MIDs, and/or routing codes, for which to receive mail tracking data.
3. **Customize the look and feel** by selecting the mail object and handling event type, adding a filter, and selecting the data fields.

IV-MTR SOLUTIONS CENTER



Email:
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Monday–Friday

Phone: 1-800-238-3150,
Option #2

IV-MTR Application <https://iv.usps.com>

Business Customer Gateway (BCG)
<https://gateway.usps.com>

PostalPro™ <https://postalpro.usps.com/>
To go to the IV-MTR page, click Informed Visibility (IV) just below the search box.