

Informed Address (IA) Work Group #191

**Session #12
Wednesday, January 22, 2020
10 – 11 a.m. EST**



Agenda

Discussion Topics

1. Opening & Agenda
2. Digital Contacts
3. Level of Barcode Encoding
4. STID Usage
5. Open Questions on IA
6. Next Steps



Informed Address Digital Contacts

IA Digital Contacts is a solution that will enable mailers to send mail when all they know are the recipients' email addresses.

How Will it Work?

1. Mailers will share with USPS the email addresses of known recipients that they have on hand
2. USPS will match the provided email addresses with recipients' current mailing addresses
3. USPS will encrypt the mailing addresses using Informed Address codes
4. USPS will provide matching IA codes to mailers
5. Mailers will address mail using the anonymized IA codes in lieu of street addresses
6. USPS will deliver the IA-encoded mailpieces to recipients' current mailing addresses

USPS is currently developing a pilot of the Digital Contacts capability.



IMbs at IA Nationwide Scale

When IA is deployed nationwide, USPS will provide the ZIP5 for the last line as well as an encoded routing code.

Preferred Informed Offers Customer
99*01 CJNXZMPKYY 34
Mailburg, VA 22005
[Barcode]

The address block's **last line** will contain a city, state, and ZIP5.

IMb Construction

FIGURE 1: Large mailer with 6-digit Mailer ID

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 [2N]	Service Type ID [3N]	Mailer ID [6N]			Serial Number [9N]						Routing Code [none, 5, 9, or 11N]																			

FIGURE 2: Small mailer with 9-digit Mailer ID

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 [2N]	Service Type ID [3N]	Mailer ID [9N]			Serial Number [6N]						Routing Code [none, 5, 9 or 11N]																			

The **routing code** be an encoded ZIP5, encoded ZIP+4, and encoded DPBC provided by USPS.



STID Usage



STIDs can be set so if they are inadvertently sent to PARS, they would react as follows

Considerations

- The suggestion to have PARS recognize the 99* would also require a (costly) change to PARS.
- The function needed already exists with STIDs so a costly change to perform the same task for mail that should be discarded at the delivery unit if UAA.

Proposed Behavior

- For mail class (MKTG Mail)
- Ancillary Service Endorsements (NONE)
- Generate ACS or Hardcopy Notice (NO)
- Endorsement Usage (IGNORE a Printed Endorsement)
- Sort to a WASTE BIN on automation



Open Questions on IA



How should IA handle expired records found in the eDoc?

Considerations

- Option for a Mailer Scorecard threshold and penalties
- Option for an eDoc submission error
- Proposal to add an IA expiration date to eDoc, similar to CASS™ processing date
 - If multiple expiration dates, the closest date to expiring would be used
- Open question whether expiration dates should be tracked at the piece level in eDoc
- Open question whether expiration date should be added to postage statements



Open Questions on IA



What additional data will be needed for eDoc?

Considerations

- What level will the data be needed?
- Will it drive any validations?



Next Steps

- Next meeting will be February 5th.
- Discuss Meeting Cadence (Monthly)
 - Submit questions or issues in advance at:
<https://www.surveymonkey.com/r/GGQBC6P>

Appendix



Open IA WG Items (1 of 2)

We will schedule a review of each of the following items.

	Topic	Status	Next Steps
1	How will IA impact CASS now and with CASS Cycle O?	In discussion	Return with feedback from Address Management
2	How will Informed Address be handled by Presort Software and what postage tier would it qualify?	In discussion	Return with feedback from BMEPT
3	How will MSP dedupe a IA and how will IA be handled with multiple Informed Delivery subscribers at a single address?	In discussion	Draft process flow based on discussion. Document proposed data elements.
4	What is timeframe for IA code?	In discussion	
5	How long are IA codes usable for a specific consumer? What are the options and what makes sense?	In discussion	
6	Will IA coded mail be trackable through Informed Visibility?	In discussion	
7	What data will be reported for Informed Offers campaigns?	In discussion	
8	Will consumers reached by IA encourage marketing to continue to communicate digitally with this group rather than add them to hard copy mailing list?	In discussion	
9	What impact will IA have on ID open rates or subscription rates if consumers have concern about USPS 'selling' addresses to marketers?		
10	How will marketers attribute IA with response?	In discussion	
11	How are consumers being informed about the platform?	In discussion	



Open IA WG Items (2 of 2)

We will schedule a review of each of the following items.

	Topic	Status	Next Steps
12	Will the USPS share the algorithm or method for deriving/appending the replacement code with MSPs to help facilitate the de-duplication process?	Closed	
13	Can Informed Addressing impact a Mailer's Scorecard?		
14	How does this platform/concept address new privacy laws such as GDPR and the California Consumer Privacy Act of 2018? Is there a correlation?		
15	What impact does the USPS feel this may have on list marketers/brokers/service providers?		
16	How will Informed Addressing impact other value added products such as vanity address for business and other B2B and B2C services other than customer targeting through shared preferences?		
17	How will IA codes be priced in the future-state version of the pilot?		
18	Could changes to CASS create mailer scorecard problems?		
19	What are the use cases for Informed Address technology?	In discussion	
20	What are the implications of Informed Address to package consolidators? How will they continue to do address management?		
21	How will USPS manage it's package platform, including data, payment, etc.?		




Overview of CASS™ Certification Program

The Coding Accuracy Support System (CASS™) software certification program provides hardware and software developers, service bureaus, and commercial mailers **a common measure by which to test the quality of address-matching software.**

- DMM rules require any user of address matching software that applies ZIP+4 codes to address lists to obtain an automation price use CASS™-certified address matching software
- CASS™ processing does not measure the accuracy of ZIP + 4, delivery point, Five-Digit ZIP Code, or carrier route codes in a mailer’s address files
- Form 3553 provides proof of CASS™ processing

USPS Form 3553, Section C

 **UNITED STATES POSTAL SERVICE®**

CASS™ Summary Report

This form may be generated as the output of address matching processing using CASS Certified™ software in conjunction with current USPS® address database files. Any facsimile must contain the same information in the same format as the printed form.
See DMM® Section 602 for more information.

C. Output							
Output Rating	1. Total Coded	2. Validation Period		Output Rating	1. Total Coded	2. Validation Period	
		From	To			From	To
a. ZIP + 4/DPV Confirmed ▶				c. 5-Digit Coded ▶			
b. Z4Change Processed ▶				d. CRRT Coded ▶			
				e. eLOT Assigned ▶			

PS Form 3553, September 2017 (Page 1 of 2) This form available on the web at <http://about.usps.com/forms/all-forms.htm>



Overview of Move Update

Under the Move Update, mailers who claim presorted or automation prices for First-Class Mail®, Marketing Mail®, or Parcel Select Lightweight® prices need to update their mailing list within 95 days before the mailing date.

- The Move Update standard is a means of reducing the number of mail pieces in a mailing that require forwarding or return by the periodic matching of a mailer's address records with change-of-address orders received and maintained by the Postal Service™



Previous Meeting Content

S#	Date	Topics
1	03/22/19	Kick off meeting to discuss charter, list of issues/topics, and meeting cadence
2	04/5/19	Deduplication, Presort, and CASS™ Certification
3	04/19/19	CASS™ Certification and Informed Offers Pilot (Consumer Experience)
4	05/17/19	Deduplication, IA Code Duration, and Informed Offers Pilot (Technical Backend)
5	05/29/19	Tracking IA Codes with Informed Visibility, Data Reporting for Informed Offers, and Informed Address Use Cases
6	06/26/19	Building consumer awareness of IA, customer acquisition (physical vs. digital), and IA measurement/reporting
7	07/10/19	Consumer Research on Informed Offers and Informed Address, and Informed Address Pilot Overview
8	07/24/19	Current State Reporting for Informed Delivery and Informed Offers, and Future State Reporting Discussion
9	10/16/19	Processing Mailers' IA Mailing List Requests
10	11/7/19	Intelligent Mail Barcodes
11	12/11/19	IA Mailing Lists