Informed Address (IA) Work Group #191

Session #14
Wednesday, March 4, 2020
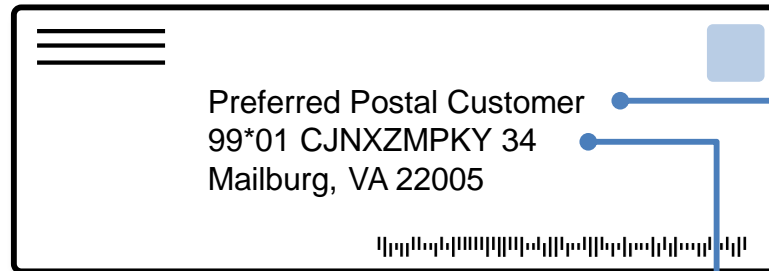**10 – 11 a.m. EST**

Discussion Topics

1. Opening & Agenda

2. IA Envelope

3. IA Operations Pilot

4. IA Digital Contacts: Overview

5. IA Digital Contacts: Download Requirements

IA Envelope: Address Block

The IA-encoded address block may evolve to include increasingly less human-readable information.
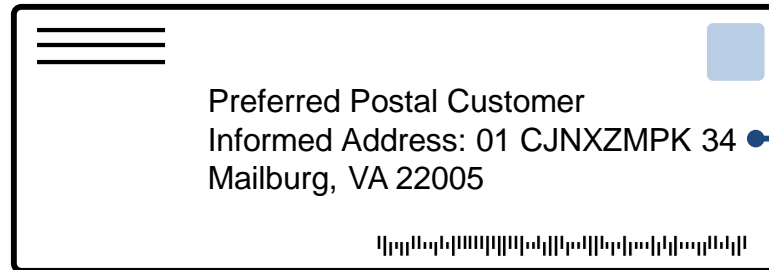
Near Term:

Preferred Postal Customer
99*01 CJNXZMPKY 34
Mailburg, VA 22005

The first line can also be removed or anonymized (e.g., "Preferred Postal Customer")

The IA code contains human-readable house and apartment numbers

Mid Term:

Preferred Postal Customer
Informed Address: 01 CJNXZMPK 34
Mailburg, VA 22005

99* may be replaced by a descriptor such as "Informed Address."

Long Term:

Preferred Postal Customer
Informed Address: 01 CJNXZMPK 34
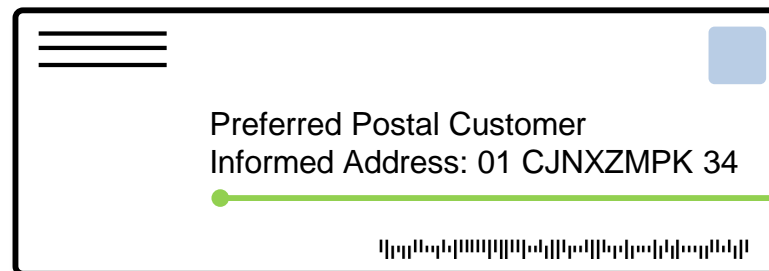
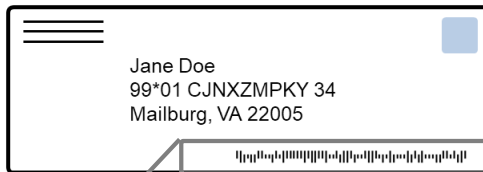Cities, states, and ZIP codes will be removed from the address block

In the latest USPS plans for nationwide scale, the routing code will be constructed using a real ZIP5, a tokenized ZIP+4, and a DPBC provided by USPS.

Jane Doe
99*01 CJNXZMPKY 34
Mailburg, VA 22005

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]										

USPS is conducting a pilot of Informed Address to validate the operational feasibility of processing and delivering anonymized mailpieces.

Preferred Postal Customer
99*01 CJNXZMPKY 34
Mailburg, VA 22005

USPS will mail about 3,000 mailpieces with anonymized addresses using Informed Address technology

IA-encoded mailpieces will be processed at the Merrifield Processing & Delivery Center
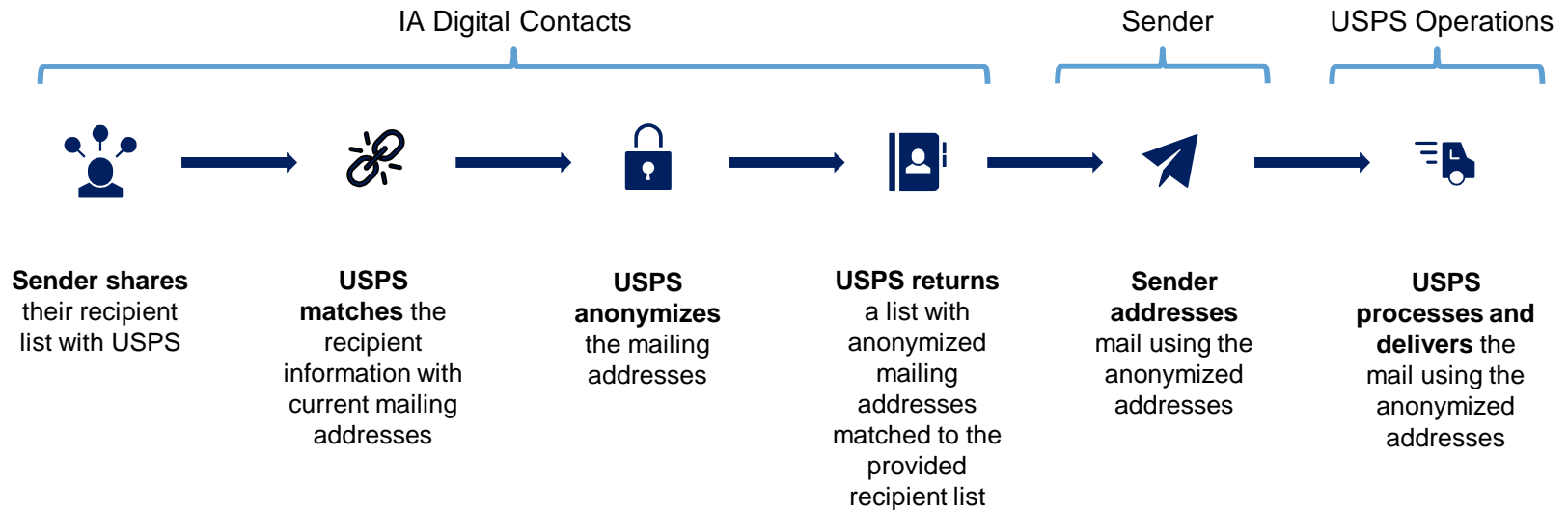
Carriers will deliver the mailpieces to consumers in Northern Virginia

IA Digital Contacts: Capability Overview

The IA Digital Contacts capability, which is currently in development, will match email addresses (and eventually other contact information such as social media handles) to anonymized mailing addresses.

IA Digital Contacts   Sender   USPS Operations

| **Sender shares** their recipient list with USPS | **USPS matches** the recipient information with current mailing addresses | **USPS anonymizes** the mailing addresses | **USPS returns** a list with anonymized mailing addresses matched to the provided recipient list | **Sender addresses** mail using the anonymized addresses | **USPS processes and delivers** the mail using the anonymized addresses |

USPS is currently exploring 3 use cases for Digital Contacts.

B2C
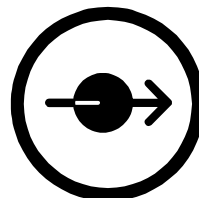
C2B2C

C2C

USPS will roll out IA services to its products incrementally beginning with Marketing Mail Letters & Cards.

USPS is currently determining the requirements for the records download.

Proposed Records Output Fields

- JobID
- Email Address
- Tokenized street address (primary address line beginning with *99**)
- Last Line City
- Last Line State
- Last Line ZIP5
- IMb routing code 11 (tokenized)
- Expiration date for anonymized address

Preferred Postal Customer
99*01 CJNXZMPKY 34
Mailburg, VA 22005
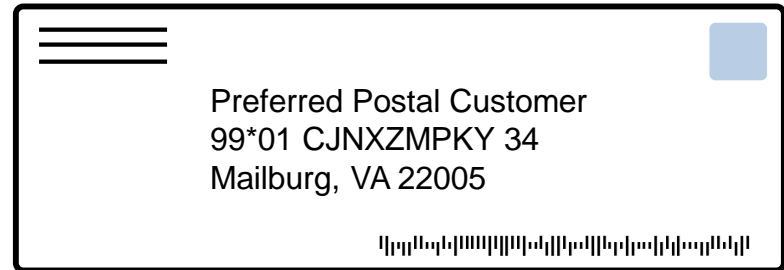
Note that USPS will return an output for all records uploaded, regardless of whether a matching address was found.

Is the proposed output sufficient for mailers to prepare automated letters?

Next Steps

Appendix

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	

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.?		

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
12	1/21/20	Digital Contacts, STIDs, and eDocs
13	2/4/20	IA Use Cases