



# 2021 Informed Delivery Promotion Overview

---

## 2021 Informed Delivery ® (ID) Promotion

### What is Informed Delivery?

- ❖ Informed Delivery is a consumer-facing feature that provides consumers the opportunity to digitally preview their household mail and manage packages arriving soon;
- ❖ For business mailers, it allows them to conduct an “interactive marketing campaign” which integrates colorful and interactive campaign elements which could enhance and extend the mail moment for consumers, thus reaching their target audiences on a digital channel.
- ❖ The purpose of the ID *Promotion* is to encourage business mailers to incorporate Informed Delivery into their Direct Mail campaigns and create a positive consumer experience throughout the campaign.

# 2021 ID Promotion Overview

**Discount Amount:** 2% of eligible postage. The discount is calculated in *PostalOne!*® and applied to the Postage Statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. The discount is applied to the normal postage prices listed in the published Price List

**Promotion Registration Period:** July 15, 2021 –November 30, 2021

**Promotion Period:** September 1, 2021 –November 30, 2021

## 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

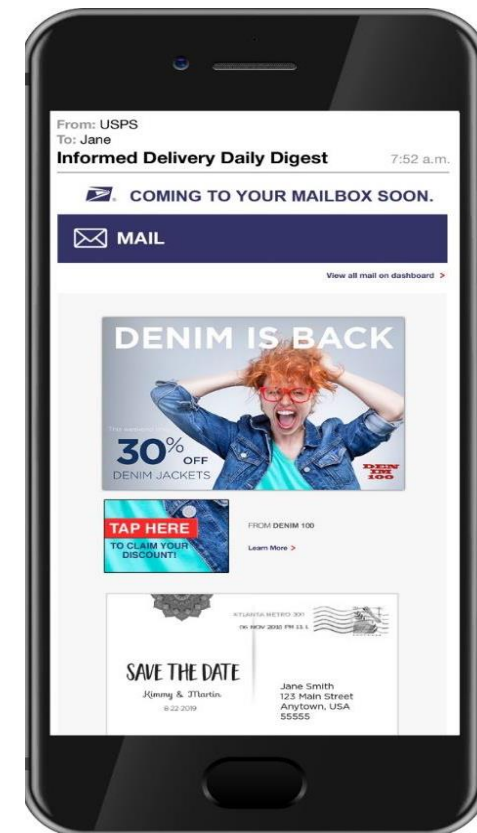
Destination Delivery Unit (DDU) flats

Every Door Direct Mail (EDDM) letters, postcards and flats

Detached Address Label/Detached Marketing Label flats

Business-to-Business or Business-to-Institution/Campus mailings

Package campaigns are ineligible



# 2021 ID Promotion Components

---

## Components of an Informed Delivery Campaign

- Ride-along image
  - Call-to-Action
  - Live (functioning) URL
- } Required for all submissions

- 
- Representative image
  - PDF of Front of physical mailpiece
  - PDF of Back of physical mailpiece
- } Required for flat mail – optional for letter mail

---

## ID Promotion| Ride Along, CTA and URL

- ✓ Ride-along Image requires a strong Call-to-action (CTA)
- ✓ Destination URL must be HTTPS
- ❖ Destination URL landing page cannot require email to access site
- ❖ Messaging cannot encourage online bill payment/elimination of mail (ex., “Tap here to go paperless” or “Click here to pay your bill online” or “stop paper statements for a \$5 credit”)

Mailpiece



Ride-along Image



---

# ID *Promotion*| Acceptable CTA

## Examples of a Strong Call-to-Action (CTA)

Shown below are examples of acceptable CTAs designed to drive click-throughs.

Manage account

View account

Click here to donate

Get 25% off

Get your instant quote

Claim your free gift

Secure your home

Earn 1.5% cash back

Sign up for summer programs

Apply now

Open an account now

Download the app here

See offers

Click here for additional deals



---

# ID Promotion| Representative Image



Representative image modifies address block with information supporting the call to action

- Cohesive look, feel and message across all images and the physical mailpiece
- Representative image must be in **color**
- ❖ Is an option for organizations mailing letters however **it is a requirement for organizations mailing flats**. If using a Representative image, a PDF of the front and a PDF of the back of the physical envelope/mailpiece must also be submitted along with the other campaign elements

# All USPS Mailing Promotions Registration

- Register on Business Customer Gateway via the Incentive Program service: <https://gateway.usps.com>
- Agree to promotion terms at least 2 hrs. prior to presenting the first qualifying mailing
  - Specify which permits and/or CRIDs will be participating in the promotion
  - Component Characteristic Record (CCR) is **PI**

**Save time**  
with automation, online ordering and online tools

**Save money**  
with Automation Discounts and USPS Incentive Programs

**Start mailing**  
"My order arrived the day before I expected, in perfect condition!"

**Sign In**

Username

Password

[Forgot password?](#)

**Sign in**

Not a registered USPS Business Customer yet?

**Register for free**

**Mailers**

Save time and money **managing your mailings online**. Get your message where you need it to go with **Every Door Direct Mail**. Use the **Intelligent Mail Small Business Tool** to manage your mail stream and maximize your discount.

[See full list of Mailing Services](#)

**Shippers**

Manage your returns with **Parcel Return Service**, use the **Electronic Verification System** to save paperwork by paying postage with electronic manifests.

[See full list of Shipping Services](#)

**Business**

Sign up for **USPS Promotions and Incentives**, save money with **Automation Discounts** and unlock the power of your **Mailer ID (MID)**.

[See full list of Business Services](#)



---

# **ID Promotion Check List**

Complete each step below to participate in the 2021 ID Promotion discount:

- Complete the 2021 ID Promotion registration on the BCG.
- Submit the campaign elements to the ID Promotion Office via email ([Promotion-InformedDelivery@usps.gov](mailto:Promotion-InformedDelivery@usps.gov)) prior to mailing to receive authorization to claim the promotion
  
- ✓ Ride-along Image with a clear Call-to-Action
- ✓ Ride Along Image must include the active (live) URL and be HTTPS
- ✓ Representative image (required for flat sized mail; *optional* for letter mail); If used – PDF of the front (address side) and a PDF of the back (non-address side) of the physical mailpiece must be include in the submission.
  
- Create the Postage Statement which includes the following information for the Informed Delivery mailpieces:
  - ✓ Informed Delivery Promotion Component Characteristics Record (CCR) file “PI” (Mail.dat/Mail.XML)
  - ✓ MIDs and IMb Serial Number Ranges
  
- ❖ Provide hard copy mailpiece(s) to BMEU personnel at the time of the mailing

---

## 2021 ID *Promotion*| Additional Information

In preparation for the 2021 Informed Delivery® Promotion, the following guidance is available to mailers to support their interactive campaign efforts.

- 2021 ID *Promotion* Webinar and requirements are posted on PostalPro
- For assistance with developing and submitting Informed Delivery campaigns via the **Mailer Campaign Portal** contact [USPSInformedDeliveryDoc@usps.gov](mailto:USPSInformedDeliveryDoc@usps.gov)
- Only one Promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.
- As part of the terms of participation, all MSPs and mailers must complete the survey(s) about their participation in the Promotion

# 2021 USPS Mailing Promotions: Additional Information

---

## Program Requirements & Documents:

<https://postalpro.usps.com/promotions>

## Registration:

<https://gateway.usps.com>

## ***PostalOne!* Help Desk:**

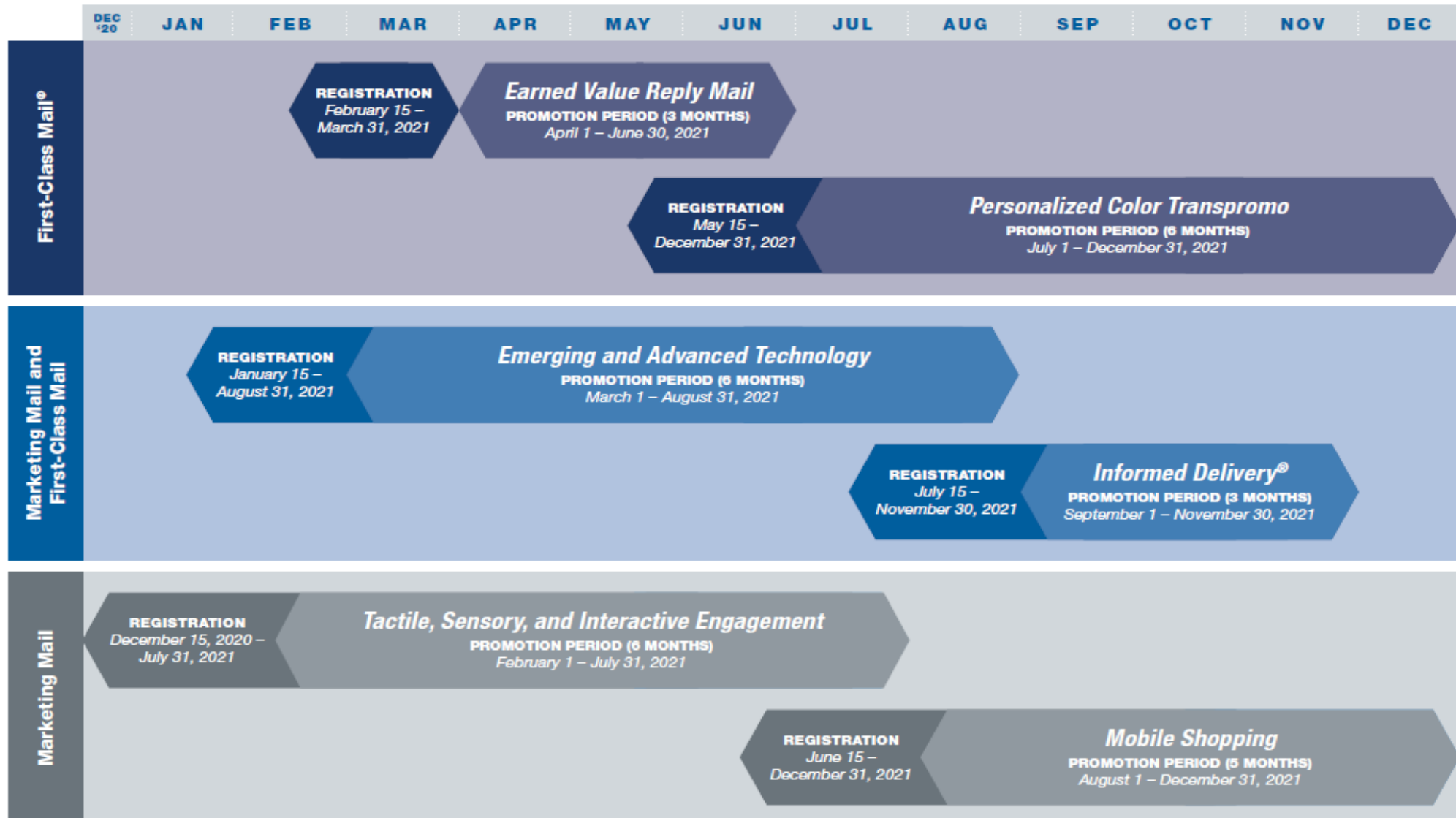
For issues and concerns regarding enrollment or technical issues please contact the *PostalOne!* helpdesk at 800-522-9085 or email: [postalone@email.usps.gov](mailto:postalone@email.usps.gov).

For further technical information, please refer to Technical Specifications on Postal Pro™ at: [https://postalpro.usps.com/resources-list/technical\\_specifications](https://postalpro.usps.com/resources-list/technical_specifications)



Here to help

# 2021 USPS Mailing Promotions Calendar



---

If after reviewing the ID [Promotion](#) requirements and this presentation you have additional questions please submit them to [Promotion-InformedDelivery@usps.gov](mailto:Promotion-InformedDelivery@usps.gov)



**Thank you**