



## 2021 Informed Delivery® Promotion

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### NEW

This document contains information about how to create a mailpiece and mailing that meets the requirements for the Informed Delivery (ID) Promotion. There are additional registration, mail preparation, and mail entry requirements that are required to participate in the promotion. These requirements are now part of a separate document titled "2021 Promotions General Participation Guide". This document includes information about the following topics:

- Registration Requirements
- Mailing Submission Requirements
- Requirements at Mail Acceptance and Post – Mailing

The document can be found on PostlPro at:

[2021 Promotions General Participation Guide | PostalPro \(usps.com\)](#)

# 1. Background

Informed Delivery is a consumer-facing feature that provides users the opportunity to digitally preview their household mail and manage packages arriving soon; business mailers can conduct an "interactive campaign" which integrates colorful and interactive campaign elements to enhance and extend the mail moment for consumers, thus reaching their target audiences on a digital channel.

The United States Postal Service's (USPS) Informed Delivery (ID) Promotion offers a 2% discount on postage for business mailers who register for the Promotion and conduct an ID interactive campaign on qualifying mailpieces. The intent of the ID Promotion is to encourage business mailers to participate in Informed Delivery campaigns and create a positive user experience throughout the campaign submission process.

# 2. Promotion Description

Business mailers wishing to participate in the ID Promotion and claim the 2% discount on postage must register for the Promotion and conduct an ID interactive campaign on mailpieces entered through a Business Mail Entry Unit (BMEU) or a Detached Mail Unit (DMU). It is critical that the ID campaign be representative of the corresponding physical mailpiece sent to an ID user.

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

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

**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.

**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<sup>1</sup>
- 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<sup>2</sup>
- Package campaigns are ineligible

<sup>1</sup> DDU entry make it operationally difficult to produce the accurate and timely inclusion of the representative image in an Informed Delivery users' email notification and are therefore excluded from the Promotion.

<sup>2</sup> Business addresses and/or addresses without a USPS delivery point do not receive Informed Delivery notifications at this time.

See [Appendix D](#) for the mailing statement (3600-FCMS; 3602-R1,3602-N1) line items that are eligible for the promotion.

**NOTE:**

- An Intelligent Mail® barcode (IMb®) and delivery point address is required on mailpieces in order to produce an ID image for consumers. Participants are responsible for testing and confirming that mailings contain the correct IMb® (and nesting information, if applicable), and recipient address list, to trigger an ID campaign prior to participation in the ID Promotion.
- Only Mailer ID (MID)-based and IMb® Serial Number (Range)-based ID interactive campaigns qualify for the Promotion.

### 3. Promotion Authorization Requirements

Mailers and Mail Service Providers (MSP) must follow the steps outlined below to be eligible to receive a 2% discount as part of the ID Promotion:

1. **Review resources** on the [Informed Delivery for Business Mailer Website](#) to learn more about ID and discover how the features work. Also, to understand the required elements of an ID Interactive campaign and how to successfully enter an ID Campaign.
2. USPS strongly recommends ID Promotion participants to complete several ID campaigns prior to participating in the Promotion. It is also recommended to complete the campaigns using the ID campaign submission methods (Mailer Campaign Portal (MCP) or PostalOne!®). Test your campaign submission using the method you plan to use during the Promotion Period; this is especially important for campaigns submitted via PostalOne!.
3. **Register for the ID Promotion on the Business Customer Gateway (BCG)**. You can find more detail on the [2021 Promotions General Participation Guide](#). This step is only required once during the promotion period.
4. **Submit a JPEG or PDF of the campaign elements to the Promotion Office** using the email ([Promotion-InformedDelivery@usps.gov](mailto:Promotion-InformedDelivery@usps.gov)). Make sure you include the campaign brand display name in the email subject line and include the campaign code(s) and/or date ranges (if possible) in the body of the email. See below for required campaign elements which must be included in your submission for timely review and approval:
  - a) **Ride-along Image** with a strong Call-to-action (CTA) are **required** for all ID interactive campaigns.
    - i. The Ride-Along Image and CTA cannot encourage online bill payment or the elimination of mail (ex: "Tap here to go paperless" or "Click here to pay your bill online".)
    - ii. CTA area must be at least 20% of the Ride-Along Image area.
    - iii. CTA must have enough color contrast to stand out in the Ride-Along Image.
    - iv. The Ride-Along destination URL (landing page) must be live/active and have HTTPS.
    - v. The click from the Ride-Along Image to destination URL must allow the user to by-pass a pop-up windows; for example, if a pop-up is used on the destination URL, the pop-up must have an option to cancel/close and return to the destination URL.

Resources: See [Appendix B](#) for additional examples of valid/invalid CTA's, image designs, and best practices.

- b) **Representative Images** are **required** for ID interactive campaigns conducted on **flat-sized mailpieces**; however, they are **optional for letters**. If a Representative Image

is used, you must also include the following in your submission:

- i. The Representative Image must include a static representation that closely replicates the corresponding physical mailpiece sent to an ID user. For more detail see [Appendix B](#).
- ii. Also, include a PDF of the front (address side) of the physical mailpiece and a PDF of the back (non-address side) of the physical mailpiece, each clearly labeled.

**Note:** Campaign Image Requirements document for image sizing and specifications can be found at <https://www.usps.com/business/pdf/informed-delivery-campaign-image-requirements.pdf>

5. **Receive approval from the ID Promotion Office** prior to mailing; a response is typically provided within **four (4) business days**. All steps must be completed for all mailings requesting to claim the ID Promotion discount.

**Note:**

- If you *must cancel a campaign*, please use the same campaign code as the cancelled campaign, but with an added element (i.e. XY\_v2). This will save time reviewing/inquiring on canceled or zero result campaigns.
- Only one Promotion discount can be applied to a mailpiece or mailing.

## 4. Mailing Submission Technical Requirements

### 4.1 Mailing Statements Must Be Submitted Electronically via Mail.dat®, Mail.XML®, or Postal Wizard.

The Electronic Documentation (eDoc) must include the MIDs for MID Level campaigns or the MIDs and IMb® Serial Numbers for Serial-Range Level campaigns for the Informed Delivery mailpieces claiming the Promotion. The eDoc must identify the mail owner and mail preparer in the “By/For” fields by CRID, MID, or Permit number.

Mail.dat/Mail.XML submissions can only include a mix of pieces claiming on both MID Level and Serial-Range Level ID campaigns on the same Postage Statement if they are claiming on two different MIDs. MID and Serial-Range Level campaigns cannot be claimed on the same Postage Statement for the same MID.

Mail.dat and Mail.XML users may use either the ID Mailer Campaign Portal (MCP) to create campaigns or submit ID campaign data elements embedded within the Mail.dat or Mail.XML files to create the campaign at the time the mailing is submitted to PostalOne!.

The CCR file must be populated with the two-letter characteristic “PI” for the Promotion to claim the Promotion discount for mailings submitted via Mail.dat or Mail.XML. For Mail.XML, the “PI” Characteristic must be populated in the Postage Statement Create Request.

### 4.2 MID Level Campaign Creation via eDoc Cannot Claim Full Service Discount

NOTE: Participants intending to submit a **MID Level** ID campaign data embedded within their Mail.dat eDoc Postage Statement will not be able to also claim a Full Service discount at the same time. This is because MID Level submissions require the absence of the piece file (and the piece file is required for a Full Service mailing). Therefore, both discounts cannot be claimed in the eDoc when creating **MID Level** campaigns. In this instance, the only way to claim both (a Full Service and ID Promotion discount) is to submit your MID Level campaign via the MCP no later than 2 pm EST the day before the mailing is submitted to PostalOne! At this time, Mail.XML does not support the submission of MID Level campaign data through eDoc.

This **does not** affect the claiming of the Full Service discount when submitting Serial-Range Level ID campaign data embedded within the Mail.dat eDoc.

### 4.3 MID and Serial-Range Campaigns Not Supported via Postal Wizard

Separate Postage Statements are required for all MID Level and Serial-Range Level Informed Delivery campaigns submitted via **Postal Wizard**. (i.e., Postal Wizard submissions **cannot** include both MID and Serial-Range Level campaigns on the same statement submission. Mailers who use Postal Wizard must create their ID campaigns through the MCP or through a Mail.dat Referenceable Mail Barcode (RMB) submission.

Participants are required to affirmatively claim this Promotion in the "Incentive Claimed" section on electronic Postage Statement submissions certifying each mailpiece and ID campaign meets all eligibility requirements.

### 4.4 Combined and Commingled Mailings

The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Only one promotional discount will be applied per mailpiece version identified by .mpu Mail Piece Unit and .mpu Segment ID. In a commingled mailing which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the .csm Postage Group ID or the .mpa Customer Reference ID in order create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements, a unique MPA record must be created for pieces which are claiming incentive rates.

Further technical information can be found in the USPS Mail.dat Technical Specifications document in section 4.3.1.1 Non-Periodicals Key Postage Statement Generation Fields. The verification statement will continue to consolidate child statements per postage statement generation fields in the Table 4-4 (see PostalPro for the most recent Mail.dat technical specification or recent releases).

### 4.5 Verification

For the ID Promotion discount to be successfully verified\*, every "MID on piece" claiming the Promotion must have a corresponding *Active* or *Submitted* ID campaign (and corresponding IMb® Serial Number range, if applicable) associated with it when the 'Ready to Pay' (RTP) file is submitted and when the mailing file is finalized. Campaigns created in the MCP or via RMB submission, must be submitted and in *Active* or *Submitted* status **no later than 2 pm EST the day before** the mailing is submitted to PostalOne!

To accommodate processing issues that may occur during commingling, there is a 20% leniency threshold for the Mail.dat or Mail.XML mail piece versions in the Postage Statement:

- A maximum of 20% of the Mail.dat or Mail.XML mailpiece volume claiming the Promotion may not be associated with an Informed Delivery campaign and still succeed during the verification process.
- If more than 20% of the mailpiece volume fails verification, the Promotion discount will be removed from the entire mailpiece volume and the Promotion discount will not be applied.

#### 4.5.1 PostalOne! validates each eDoc submission at RTP and Finalization and checks the following items:

- Do the mailpieces (MIDs and IMb Serial Ranges) claiming the discount have a related (submitted or active) and valid ID campaign associated with them?
- Does the date range between the campaign Start and End date(s) include the postage statement mail date defined in your eDoc? The Postage Statement Mailing Date and finalization must be included within the date range of the Start and End dates of each Campaign claiming the discount. This happens whether you submit your campaign via the Mailer Campaign Portal or eDoc.

##### 4.5.1.1 First Validation: eDoc submitted as Ready to Pay (RTP)

For campaigns submitted via the Mailer Campaign Portal or Mail.dat RMB submission, the related Informed Delivery campaign(s) must be in submitted or active status **no later than 2 pm EST the day before** the RTP submission and finalization, and RTP submission and finalization must not be any earlier than 6 am EST the following day\*. For campaigns embedded with Mail.dat/Mail.XML submissions, this validation will occur at the same time of the submission.

##### 4.5.1.2 Final Validation: eDoc is finalized

For campaigns submitted via the Mailer Campaign Portal or Mail.dat RMB submission, the related ID campaign(s)

must be in submitted or active status **no later than 2 pm EST the day before** the RTP submission and finalization, and RTP submission and finalization must not be any earlier than 6 am EST the following day\*. For campaigns embedded with Mail.dat/Mail.XML submissions, this validation will occur at the same time of the submission.

\*For campaigns submitted prior to 2 pm EST via the MCP or Mail.dat RMB, the eDoc can be submitted the next day but must be submitted after 6 am EST. For campaigns submitted after 2 pm EST via the MCP or Mail.dat RMB, the eDoc cannot be submitted until 2 days later and must be after 6 am EST. For example, if the campaign is submitted in the MCP at 6 pm EST on September 1<sup>st</sup>, then the job must not be submitted until after 6 am EST on September 3<sup>rd</sup>.

**NOTE:** USPS recommends that Mail.dat RMB campaigns be submitted well in advance of eDoc submissions to avoid processing delays due to the potential high volume of RMB submissions by mailers. For verification, the minimum submission lead time for a Mail.dat RMB campaign submission is the same as a MCP campaign submission.

#### 4.5.2 Campaign Start and End Dates

The ID campaign Start Date should be set to the earliest mail date of the mailing job. For example, if there are several mail dates (Postage Statement Mailing Dates in the CSM file), make sure that the campaign Start Date is set to the earliest date so that the Postage Statement Mailing Date always falls within the Start and End Dates of the campaign it is claiming.

The ID campaign End Date must be **no less than** five days (for First-Class Mail) or nine days (for Marketing Mail) following your final USPS mail finalization date. Failure to do so may result in the campaign not being correctly applied to the mailing and, thus, forfeiture of the Promotion.

**NOTE:** If any ID Campaign included in the Postage Statement fails verification, the Promotion discount will not be applied to that entire Postage Statement version.

See the 2021 Informed Delivery Technical Implementation Guide for more detailed information and examples.

#### 4.5.3 Mail Acceptance

Mail must be tendered for acceptance during the Promotion Period of September 1, 2021, through November 30, 2021.

- For PostalOne!, all Promotion-eligible mailings must be finalized no earlier than September 1, 2021, and no later than 11:59:59 PM EST on November 30, 2021.
- Note: If PostalOne! issues arise during the Promotion period which prevents the timely finalization of Postage Statements within the PostalOne! system, please follow the instructions in the PostalOne! External Contingency Plan posted on PostalPro.
- For MCP created Campaigns (and RMB submissions), for a valid ID campaign to be associated with an ID Promotion mailing, the ID campaign must be submitted in the MCP or via Mail.dat RMB **no later than 1:59:59 pm EST on November 29, 2021**.
- Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the Promotion Period and qualify for the Promotion will be accepted at destination entry postal facilities through December 15, 2021 (PS Form 8125). A PVDS mailing that qualifies for the Promotion cannot have verification or the actual drop ship occur prior to September 1, 2021; any qualifying mailing that is accepted and paid for prior to this date is not eligible for the Promotion discount.

#### 4.6 Checklist of Technical Requirements for Successful Claiming of Promotion

The following criteria must be met to receive the Promotion discount, and failure to meet these criteria will make mailpieces ineligible for the Promotion discount.

- For a Mail.dat job, the CCR file must be populated with the Characteristic Type of "I" and Characteristic of "PI" for each MPU claiming the discount for Mail.XML.
- The ID campaign Start and End Dates must include the mailing date for the mailpieces claiming the Promotion discount.
- For MID and IMb Serialized ID campaigns, there must be a corresponding mailpiece MID-on-piece and/or IMb Serial Number range that meets or exceeds the mailpiece version volume claiming the incentive.

- eDocs submitted as Ready to Pay (RTP) must have related ID campaigns in a submitted or active status when the eDoc statement is both submitted and finalized.

To avoid campaign data submission errors, which may prevent our customers from obtaining the ID *Promotion* promotional discount, we have created a checklist that will support accurate data submission to PostalOne!. You can access the checklist on PostalPro [ID Promotion Campaign Data Submission Checklist](#).

## 5. Promotion Audits

ID campaigns that are sent as part of the Promotion, but do not appear in any consumers ID notifications, will be reviewed, and might be audited. The audit process is conducted during and after the promotion period has ended. During an audit, if the USPS uncovers that a campaign was not authorized to claim the promotion discount, a campaign was mailed prior to receiving authorization to claim the promotion discount, or the approved campaign elements were changed/edited/altere, then the USPS reserves the right to pull any discount claimed and remove the mailer and/or MSP from participating in any USPS Mailing Promotions.

**NOTE:** If campaigns are deemed unsuccessful due to an erroneous/invalid ID campaign submission, the Postal Service reserves the right to pursue a revenue deficiency action.

See [Appendix C](#) for a list of possible campaign failure causes.

## 6. (NEW) 2021 Promotions General Participation Guide

Registration information including mailing submission and mail acceptance requirements for all Promotions (excluding Earned Value) has been moved to its own document. This information was moved to create a more user-friendly experience by cutting down the length of each Promotion's requirements document. Readers will now have easier access to the relevant information they are looking for on the 2021 Promotions General Participation Guide.

If there are conflicts between this document and the General Participation Guide, follow the instructions on this document (ID Promotion Requirement document).

Link to the new document: <https://postalpro.usps.com/promotions/2021-guide>

## 7. ID Promotion Office Contact Information

**Email:** [Promotion-InformedDelivery@usps.gov](mailto:Promotion-InformedDelivery@usps.gov)

**Mail:** US Postal Service  
Attn: ID *Promotion*  
Office PO Box 23282  
Washington, DC 20026-3282

To the extent possible, the *Promotion* Office responds to inquiries within **four (4) business days after receipt**. Inquiries are handled on a first-come, first-serve basis.

Visit the PostalPro website (<https://postalpro.usps.com/Promotions>) for information and resources pertaining to 2021 USPS Promotions.

### Resources for Informed Delivery Campaigns:

For assistance with developing and submitting Informed Delivery campaigns via the **Mailer Campaign Portal**

- Please reference the [Mailer Campaign Portal User Guide](#) to get started.
- The Portal is available to all business mailers via the [Business Customer Gateway \(BCG\)](#) under the “Other Services” tab.

For assistance with developing and submitting Informed Delivery campaigns via **PostalOne!**

- Please reference the [PostalOne! technical guides for Informed Delivery](#) on PostalPro for more information.
- Contact the PostalOne! Support team at [USPSInformedDeliveryDoc@USPS.gov](mailto:USPSInformedDeliveryDoc@USPS.gov) for more information.

If you need additional ID campaign support, email ([USPSInformedDeliveryCampaigns@USPS.gov](mailto:USPSInformedDeliveryCampaigns@USPS.gov)) or call (1-877-329-7206). Hours of operation are Monday Friday from 7:00 a.m. to 5:00 p.m. CT except for federal holidays observed by USPS®.



## Appendix A: ID Promotion Check List for Mailpiece Review

Complete each step below to be able to claim the 2021 ID Promotion discount:

- 1) Review resources on the Informed Delivery for Business Mailers website <https://www.usps.com/business/informed-delivery.htm>
- 2) Complete the 2021 ID Promotion registration on the [Business Customer Gateway \(BCG\)](#).
- 3) Submit the following campaign element(s) to the ID Promotion Office email address ([Promotion-InformedDelivery@USPS.gov](mailto:Promotion-InformedDelivery@USPS.gov))
  - ✓ Ride-Along Image with a clear Call-to-Action.
  - ✓ A live (active) URL.

If using a Representative Image (required for flats), in addition to the Ride-along image, CTA and Live URL, you must also submit the following:

- ✓ The Representative Image, which must closely resemble the outer envelope or exposed panel portion of the physical mailpiece.
  - ✓ PDF of the front (address side) of the physical mailpiece and PDF of the back (non-address side) of the physical mailpiece that are each clearly identified.
- 4) Receive an email authorization from ID Promotion office prior to start mailing.
  - 5) Verify that the Mail date is within the ID Interactive Campaign Start/End date and the campaign is in a Submitted status at the time of the mailing/ "Ready to Pay" submission.
  - 6) Create the Postage Statement which includes the following information for the ID mailpieces:
    - a. ID Promotion CCR file "PI" (Mail.daUMail.XML).
    - b. MIDs and IMb® Serial Number Ranges.
  - 7) The ID Promotion office has updated its policy on the submission of hard copy mailpiece(s); **we are no longer requiring the submission of a hard copy mailpiece(s) to the BMEU**. We are now requiring mailers to keep sample of the hard copy mailpiece(s) for 60 days after the end of campaign (for 2021 *ID Promotion* that will be January 2022), in case there is a need to audit the mailpiece(s).

**NOTE:** The ID Promotional Discount must be claimed at the time of the mailing, it cannot be rebated after the mailing has been submitted to the BMEU.

# Appendix B: ID Campaign Promotion Required Best Practices

Informed Delivery interactive campaigns with a clear and compelling Call-to-Action (CTA) can drive user response, potentially increasing your campaign's ROI. When creating your ID interactive campaign elements, the following are required:

## Creating a Strong Call-to-Action (CTA)

For the purposes of the Promotion, below is a list of acceptable and unacceptable examples of CTA. Please note that CTA's cannot encourage elimination of mail or online activity that will replace the mail.

### Examples of Acceptable CTA:

- ✓ 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

### Examples of Unacceptable/Unclear CTAs:

- x Go paperless
- x Go Green
- x Sign-up for electronic statements
- x Pay online
- x Donate online
- x Get account info online
- x Save a tree, go electronic
- x Save the environment - go online
- x Get future statements online
- x Unclear CTA/no action word examples
- x Last Minute Offer
- x Semi-annual Sale
- x Additional Deals
- x A Retailer Name or Logo without a CTA

## Ride-along Image Best Practices

Ride-Along Images are required for all ID campaigns. Here are examples of best practices and things to avoid when creating your Ride-Along Images:

### Best Practice



- ✓ Showcase your logo for brand recognition
- ✓ Clear CTA and arrow direct the user to the desired action

#### Requirements:

- CTA 20% of RA image area
- CTA with sufficient contrast
- Clear CTA language

### Things to Avoid



- x Lack of branding leads to brand confusion
- x Too much text and lack of compelling CTA
- x Lack of color contrast is difficult to read
- x Avoid plain text - use good design to customize your campaign!

## Representative Image Best Practices

Representative Images are required for ID interactive campaigns conducted on flat-sized mailpieces, but are optional for letters. If used, they must be representative of and enhance the corresponding the physical mailpiece sent to an ID user.

Representative Images may include the following:

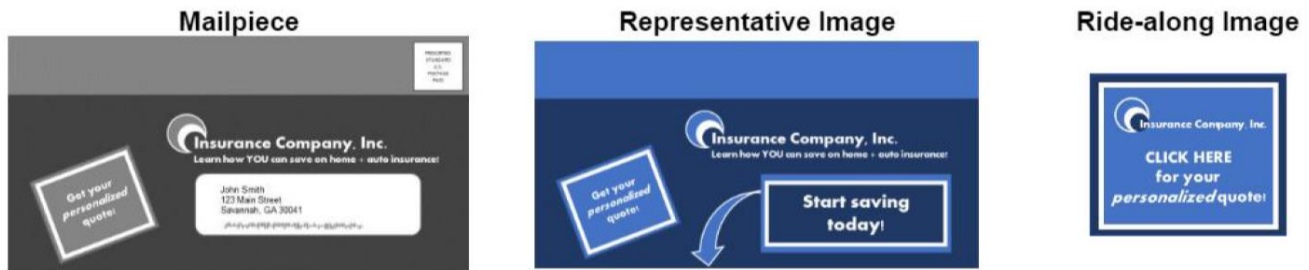
- ✓ The address side or non-address side of the mailpiece
- ✓ Modified recipient address block
- ✓ Directional or complimentary imagery to enhance the Ride-along Image and corresponding mailpiece and/or mailpiece messaging, as long as the representation of the physical mailpiece is clear

If the background of the Representative Image is light colored, a border/distinctive element must be added to clearly signify the edges of the mailpiece.

### Best Practice



- ✓ Clear CTA with legible type on a solid colored background directs user to desired action.
- ✓ Cohesive look, feel, and message across all images and the physical mailpiece create a cohesive recipient experience.
- ✓ Clear CTA builds excitement around an event with a limited time offer.



- ✓ Representative Image modifies the address block with “valued Customer” or language/imagery supporting the CTA.
- ✓ Directional imagery enhances the Ride-Along CTA and mailpiece messaging.
- ✓ Cohesive look, feel, and message across all images and the physical mailpiece create a cohesive recipient experience.

Example of Representative image and/or Ride-along image that will **not qualify**:



- x Representative Image does not resemble the mailpiece, creating consumer confusion and diminishing the legitimacy of the platform. Images unrelated to what the individual see in their mailbox are often associated with unsolicited banner ads or other digital noise.
- x Ride-along Image is the brand name/logo only without a compelling CTA. CTA is not compelling or informative.
- x A Representative-Image with a light-colored background must have an image border added.

## Appendix C: ID Campaign Failure - Possible Causes

It is possible for an ID interactive campaign not to "fire" or be activated because of one of the following scenarios:

1. The recipient list was made up entirely of business addresses which do not qualify for ID at this time and thus would not receive a notification.
2. The mailpieces were delivered before the campaign Start Date or after the campaign End Date, so the ID campaign would not be applied.
  - a. Please view the FAQs on the [Informed Delivery for Business Mailers](#) website for more information on campaign Start and End dates.
  - b. The 2021 ID Promotion requirements state that the date the mailing enters the mail must be within the allowable window between the Start and End dates of the related Informed Delivery campaign(s).
3. The MID entered/submitted for the campaign was not the MID on the actual mailpieces.
4. The IMb on the mailpieces fell outside of the IMb Serial Number Range defined within the related ID campaign(s).
5. The IMb on the mailpieces was not legible/had print issues or did not contain an 11-digit Delivery Point Code.
6. ID campaigns must be run on automation-compatible mail; campaigns run on flat-size (e.g., magazines or catalogues) may not be applied because they are not run through USPS' automation equipment. On occasion, letter-size mail may also not be scanned and thus ID campaigns may not be applied. Please verify scan activity with your IMb Tracking numbers.
7. Campaign status has not gone from Submitted to Active on the campaign Start Date as a result of the user not changing the status.
8. Campaign submitted through mail.dat do not have correct data to enable campaign creation.

## **Appendix D: Qualifying Mailing Statement Line Items**

**(As of August 29, 2021)**

First Class Mail (3600-FCMS):

A1-A10, D1-D3, D6-D9

USPS Marketing Mail (3602-R1):

A1-A8, C1-C12, D1-D22, F2-F5, F8-F12, F14-F18, F32-F36, F38-F42, F44-F48

Non-Profit USPS Marketing Mail (3602-N1):

A1-A8, C1-C12, D1-D22, F2-F5, F8-F12, F14-F18, F32-F36, F38-F42, F44-F48

## **Acronyms Used in The Document**

BCG - Business Customer Gateway  
BMEU - Business Mail Entry Unit  
CAT - Call-to-Action  
CCR - Component Characteristics Record  
CRID - Customer Registration ID  
DDU - Destination Delivery Unit  
DMU - Detached Mail Unit  
EDDM - Every Door Direct Mail  
eDoc - Electronic documentation  
ID - Informed Delivery  
IMb - Intelligent Mail barcode  
MCP - Mailer Campaign Portal  
MID - Mailer ID  
MPU - Mail Piece Unit  
MSP - Mail Service Provider  
PVDS - Plant Verified Drop Shipment  
RMB - Referenceable Mail Barcode  
RTP - Ready to Pay

# Revision History

Date	Section	Reason for Revision	Version
12/7/21	Ineligible Mail Class	Update	
9/21/21	<ul style="list-style-type: none"> <li>- Addition of Section 4 from 2020 ID Promotion</li> <li>- Appendix A: Item 7</li> <li>- Appendix D: Qualifying Mailing Statement Line</li> </ul>	System and policy updates	