



## 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.



Provides **near real-time, end-to-end mail tracking\*** information for letter and flat pieces, bundles, handling units, and containers —to any device, any location.



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.



Leverages the intelligence of full-service Intelligent Mail® to create **logical and assumed handling events** that provide expanded visibility.



Enables **omni-channel marketing opportunities** to engage with customers in near-real time, creating event-driven transformative “moments” that connect the digital experience and the physical world in powerful new ways.

*\*Tracking requires captured scans.*

## Using Logical Delivery Events (LDEs) for multi-channel marketing



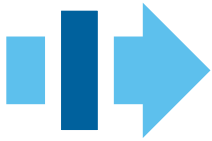
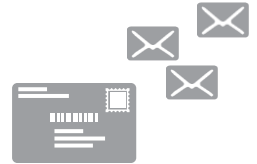
Use the dynamic duo of Informed Visibility (IV) and Informed Delivery (ID) to boost the Mail Moment to the next level. Leverage the Logical Delivery Events from IV and the digital images of actual mailpieces from ID to target email, text, and social media in an omni-channel campaign to increase the value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



## One-Stop Data Shop



IV-MTR primarily provides **mail scanning and tracking data**



You can also request data from the following USPS systems:

- Enterprise Payment System (EPS) – payment information
- Informed Delivery<sup>®</sup> (ID) – email campaign details
- Mail Quality Data (MQD) – Mailer Scorecard data\*
- Package Platform (PPC) – physical and payment information



*\* Tip: Establish MQD feed with **Source Frequency of Monthly** and **Feed Frequency of 1 Day(s)**, then the feed will check daily for a Monthly file. For detailed information on data types provisioned via IV, consult the data dictionaries published on [PostalPro](#).*



## Share Visibility with Your Business Partners

Want to share your data with other organizations? No problem! With data delegation, **IV<sup>®</sup> allows you to share and receive data easily**. You can update or stop sharing at anytime. Delegation levels vary by the source USPS system.

## Ready to Get Started?

You'll find Quick Starts, User Guides, Orientation materials, and a host of other useful resources at the IV-MTR online PostalPro knowledge base:

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



Tutorial videos showing how to use the Informed Visibility web application are available on the IV-MTR landing page:

<https://iv.usps.com>

The IV Solutions Center is also available to answer any questions:



[InformedVisibility@usps.gov](mailto:InformedVisibility@usps.gov)

1-800-238-3150, Option #2