

United States Postal Service®

INDUSTRYALERT

January 31, 2023

Informed Delivery® Updates to Validation of Campaign URLs through PostalOne! Campaign Submissions

This alert is intended to notify mailers of new validations in Informed Delivery pertaining to campaigns submitted through PostalOne! only.

As of February 1, 2023, all Target URLs and image URLs for campaign data submitted through PostalOne! eDoc must begin with **https://**.

The Informed Delivery Interactive Campaigns Terms and Conditions currently state the requirements for all links to begin with **https://**.

Following the system update scheduled for tonight, the validations will only allow links that begin with **https://**. If campaign data is submitted through PostalOne! with links that begin with **http://**, the validations will fail on the Informed Delivery side and the campaigns will not be created in the Informed Delivery Campaign Portal.

Please make sure that all Target URLs provided begin with **https://** and that all images used for PostalOne! eDoc submission of campaigns are stored on secure servers with **https://** links.

Please contact uspsinformeddeliveryedoc@usps.gov if you should have any other questions regarding this.

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