

MTAC WORKGROUP #191 – INFORMED ADDRESSING

Presenter: Bob Dixon
Director, Product Technology
Innovations

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Industry Leader: Katherine Versteegh, AB Data

Postal Leaders: Bob Dixon and Kison Shin

Workgroup Issue Statement:

This workgroup will focus on assessing the Informed Address (IA) platform concept which will eventually include a portfolio of applications, but for now is focused on the Targeted Offers Powered by IA pilot. The success of this pilot is dependent on mailer participation in Informed Delivery. During this pilot, mailers will have the opportunity to display Interactive Campaigns to target ID users on their mailing list *and* through an Offers portal, gain access to other USPS users not on mailing lists. In addition, consumers will be granted the ability to express their mail preferences, and in doing so, view and receive mail that matters most to them.

Overall, the IA portfolio is intended to enhance consumer privacy and Mailer's response rates/profitability from direct mail by masking a consumer's identity and providing mailers with more detailed consumer insights from direct mail. In the future, the shift in the addressing format/nomenclature will require more extensive changes to processes or systems that support mail processing and delivery.

It is consequently possible that this workgroup will need to interact with other workgroups including but not limited to Informed Delivery, to ensure the concept and solutions created leverage and align with existing processes and solutions, where possible.

Recommendation

Re-engage industry if the USPS plans to pursue Informed Addressing again sometime in the future.

Conclusion

The workgroup completed goals:

1. Recommendations for CASS Certification: *Update rules during next CASS cycle to accommodate Informed Address format.*
2. Recommendations for Addressing Format: *Implement address line 1 style to conform to existing AMS structures to minimize impact to industry implementation of address standardization tools.*
3. Issues around data sharing and mailer list management: *Publish tools (online and API) to enable mailers to exclude intelligent addresses from lists that already contain a standard address.*