



What is a *PostalOne!* campaign submission with Mail.XML?

PostalOne! eDocumentation (eDoc) submissions are electronic data file transmissions that include information on mailing sortation, quantities, rates, service types, and postage payment. Campaigns can be submitted as part of the eDoc by embedding the campaign data in Mail.XML job.

The campaign information is embedded by including a CampaignData block in the Qualification Detail Report Create or Mailpiece Create request. In some cases, this data is populated by presort software at the time the mailing job is set up.

Why should I create campaigns via *PostalOne!* eDoc?

There are a few advantages to creating campaigns via eDoc submissions:

- The eDoc submission of campaign data is an automated way of creating campaigns. With this method, *PostalOne!* does all the work – it extracts the MID and serials directly from the presort data (Mailpiece Create Request) and uses that information to determine the MID and the Start and End Serials for the campaign.
- It reduces errors and eliminates the need to manually enter campaigns in the Mailer Campaign Portal.
- It is an ideal solution for higher campaign volumes.

Things to Consider

- Only Sequential (SEQ) campaigns can be submitted through Mail.XML eDoc. MID, NON-SEQ, and PURLs are not supported.
- When submitting SEQ campaigns via eDoc, all barcodes must have distinct sequential serial ranges for each campaign submission. There cannot be overlaps of serials for the same MID across job submissions.
- Keep in mind that Informed Delivery does not distinguish between Mail Class, Shape or Service Type. This means that only one campaign can be Active or Submitted for a given MID and serial range during a given timeframe.
- The Campaign Code must be unique for each campaign submission. The only exception is if multiple submissions are used to “update” serials on an existing campaign in Submitted status.
- You have the option of linking the campaign data at the Qualification Detail Report level or the Mailpiece level.
- Whoever submits the Mail.XML with campaign data (eDoc Sender CRID) will be the owner of the campaign. This means that the campaign management and reporting is only visible to the eDoc Sender CRID in the Mailer Campaign Portal (MCP). It will be the responsibility of the owner to share that information with the Mail Owner.

How to Get Started

Mailers are required to work with the Informed Delivery eDoc Team and do the following to get started:

1

Read the Mailer Onboarding documents on PostalPro.
<https://postalpro.usps.gov/mailing/idedocspecs>

2

Visit USPS **Business Customer Gateway** to sign up for a Customer Acceptance Testing (CAT) test account in the CAT BCG.
<https://gateway-cat.usps.com/eAdmin/view/signin>

3

Once account is set up, email account information to the Informed Delivery eDoc Team at USPSInformedDeliveryeDoc@usps.gov

4

Set up testing scenarios and work with the USPS Informed Delivery eDoc Support Team throughout testing period



FACT SHEET

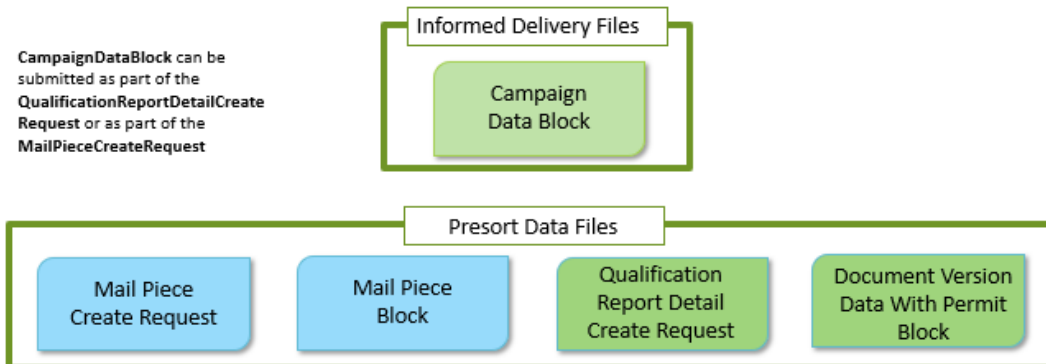


FIGURE 1: DATA CONFIGURATION IN MAIL.XML

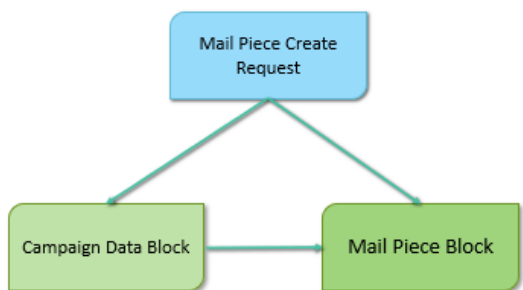


FIGURE 2: PIECE DRIVEN - MAIL PIECE BLOCK

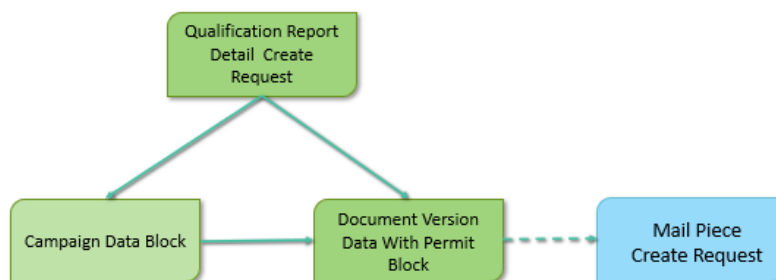


FIGURE 3: VERSION DRIVEN - QUALIFICATION REPORT DETAIL

We’re Here to Support!

Below are some points to consider when beginning with *PostalOne!* eDoc submissions:

- Make sure you test in the Customer Acceptance Testing (CAT) environment before moving to Production.
- Think about the amount of testing that will be needed – this will depend on the types of mailings and types of campaigns you will need to submit.
- Make sure you host your images (Ride-along and Representative/Replacement) by placing them in a folder or sub-domain on your website or some other publicly accessible server. The images must be hosted on a publicly accessible and secure site (links must begin with https://). The image links are then provided in the mailing job as part of the campaign information. You should plan to host the images for at least a week. Once the campaign is successfully created, the image no longer needs to be hosted, unless you will be using it for more campaigns in the future.
- It is very important that you submit several types of jobs in the CAT test environment to ensure that you are creating **successful** campaigns **BEFORE** moving onto Production where the campaigns would result in live and active campaigns. The **Informed Delivery eDoc Support Team** will let you know when you are ready for Production.
- After you are done with testing and move to Production, you can contact the Informed Delivery eDoc Support Team at USPSInformedDeliveryeDoc@usps.gov with any questions or concerns regarding Informed Delivery Campaigns and eDoc submission of those campaigns.