2023

INFORMED DELIVERY®

Invite your customers to engage with your mail campaign through previewed, interactive digital images.

UNITED STATES POSTAL SERVICE®

USPS MAILING PROMOTIONS 2023

EMERGING AND ADVANCED TECHNOLOGY
(now includes Mobile Shopping)

NEW

REPLY MAIL IMbA™

TACTILE, SENSORY, INTERACTIVE

PERSONALIZED COLOR TRANSPROMO

NEW

RETARGETING

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01 Informed Delivery Promotion Overview

02 Informed Delivery Promotion Journey

03 Submitting Your Service Request (SR) in Mailing Promotion Portal (MPP)

04 Informed Delivery Promotion Best Practices

05 Questions and Comments

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INFORMED DELIVERY PROMOTION

The Informed Delivery Promotion enables business mailers, mail owners, advertising agencies, and Mail Service Providers (MSPs) to use the Informed Delivery integrated marketing features to conduct interactive and colorful campaigns that have shown to increase brand awareness, drive consumer engagement, enhance the physical mail moment, bring a higher Call-to-Action (CTA) conversion rate, and offer an elevated directmarketing customer journey.

Physical Mailpiece + **Digital Experience**

PHYGITAL

The Informed Delivery Promotion is not just a digital marketing platform, it is Phygital!
Intrinsically integrating digital AND physical marketing efforts to continue to drive customer engagement.

- Generate higher email open rates
- Create multiple impressions
- Drive consumer response
- Build consumer trust with the brand
- Easily reach consumers digitally
- Potentially increase ROI
- Provide additional data insights
- Elevate the consumer journey

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2023 OVERVIEW

Through Informed Delivery®, business mailers can conduct an “interactive campaign” that reaches their target audience on a digital channel by integrating colorful and interactive campaign elements to enhance and extend the mail moment for consumers.

4% DISCOUNT

- **Promotion Discount**

0.5% INCENTIVE

- **eDoc Postage Statement Submitter**

REGISTRATION PERIOD — **Jun 15, 2023 – Dec 31, 2023**

PROMOTION PERIOD — **Aug 1, 2023 – Dec 31, 2023**

ELIGIBLE MAIL:

- First-Class Mail™ automation letters, postcards, and flats
- USPS Marketing Mail™ automation letters and flats
- USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats* NEW
- Nonprofit USPS Marketing Mail™ automation letters and flats
- Nonprofit USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats* NEW

**Only eligible if a saturation campaign is created through eDoc and mail is entered at DDU. Detailed requirements found In PostalPro* Informed Delivery Saturation Campaign Mailer Guide | PostalPro (usps.gov)

KEY UPDATES FOR 2023 PROMOTION

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1

DISCOUNT AMOUNT	REGISTRATION PERIOD	PROMOTION PERIOD
4% off eligible postage	Jun 15, 2023 – Dec 31, 2023	Aug 1, 2023 – Dec 31, 2023

2

INCENTIVE

0.5%

eDoc Postage Statement Submitter

eDoc Submitter Enrollment Overview

Log into BCG → Manage Permits → Select Business Location → Select Informed Delivery Incentive Permit → Select Desired Permit by Checking Box → Permit is Registered for eDoc Submitter Incentive

A step-by-step guide for registering your permit is available on PostalPro 2023 ID Promotion page.
2023 Informed Delivery Promotion | PostalPro (usps.com)

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KEY UPDATES FOR 2023 PROMOTION

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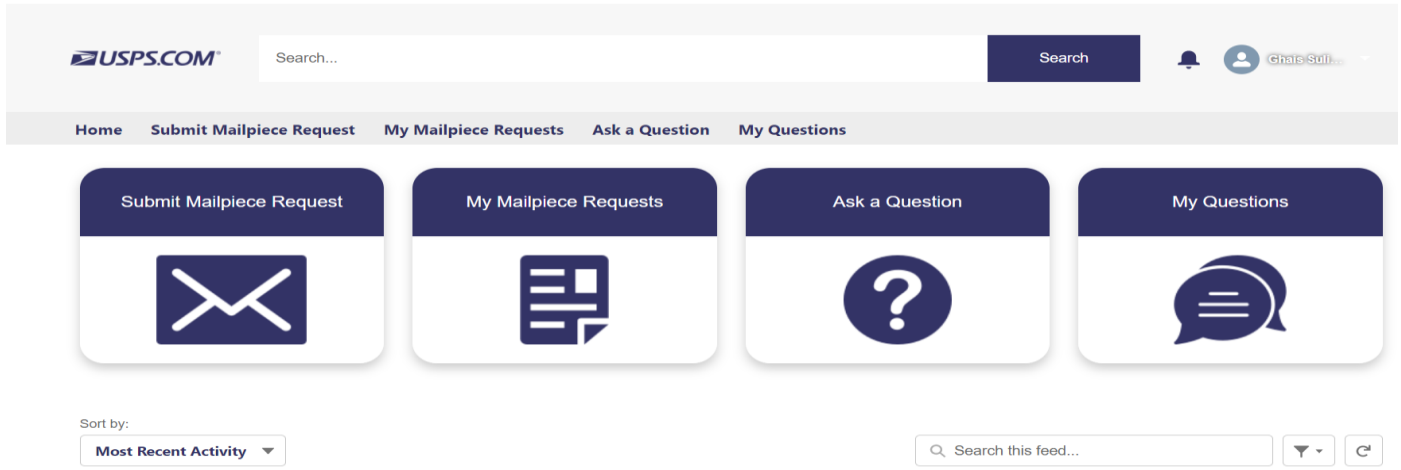
3

Mailing Promotion Portal (MPP)



- The promotion-informeddelivery@usps.gov email is no longer monitored.
- You must use the MPP to submit all your ID Promotion questions.
- The MPP is well monitored, and you can expect to obtain response to your questions faster than when you submitted them via email.
- For questions about MPP functionality please contact the promotion office at MailingPromotions@usps.gov.

KEY UPDATES FOR 2023 PROMOTION

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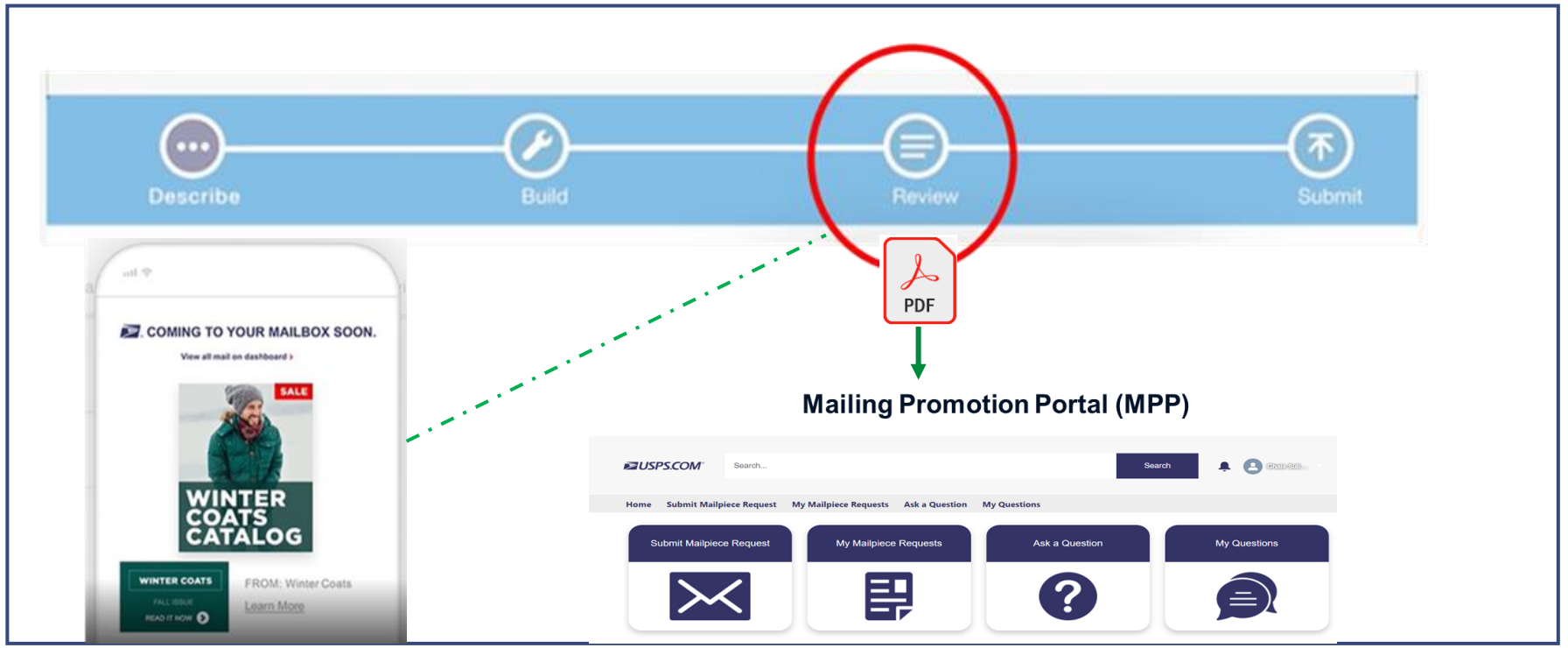
4



- You now can save your draft campaign in the Mailer Campaign Portal (MCP) as a PDF and submit it to MPP for your campaign element review and approval.
- MCP allows you to email your draft campaign which you can save as a PDF and upload it to MPP.
- This process will enable you to upload your campaign elements only once and expediate your MPP approval process.
- Make sure to submit your campaign in MCP after your campaign elements are approved in MPP.

KEY UPDATES FOR 2023 PROMOTION

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5

NEW

SATURATION MAIL*

ADDED

For 2023 Promotion

ELIGIBLE SATURATION MAIL:

- USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats
- Nonprofit USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats

***** *Only eligible if a saturation campaign is created through eDoc and mail is entered at DDU.*

Detailed requirements found In PostalPro Informed Delivery Saturation Campaign Mailer Guide | PostalPro (usps.gov)

WHAT YOU CAN MAIL FOR 2023 PROMOTION

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Eligible Mail Options

- First-Class Mail™ automation letters, postcards, and flats
- USPS Marketing Mail™ automation letters and flats
- USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats*
- Nonprofit USPS Marketing Mail™ automation letters and flats
- Nonprofit USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats*

**Only eligible if a saturation campaign is created through eDoc and mail is entered at DDU. Detailed requirements found In PostalPro*
Informed Delivery Saturation Campaign Mailer Guide | PostalPro (usps.gov)

Ineligible Mailpieces

- Non-automation mail
- Saturation mail flats that are not DDU entered
- Destination Delivery Unit (DDU) flats that are not Saturation
- Every Door Direct Mail® (EDDM)
- Detached Address Label / Detached Marketing Label flats
- Business-to-Business or Business-to-Institution/Campus mailings
- Package campaigns
- NON-SEQ campaigns

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INFORMED DELIVERY PROMOTION CAMPAIGN ELEMENTS

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Mailpiece In Your Mailbox

Campaign In Your ID Dashboard

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INFORMED DELIVERY PROMOTION CAMPAIGN ELEMENTS

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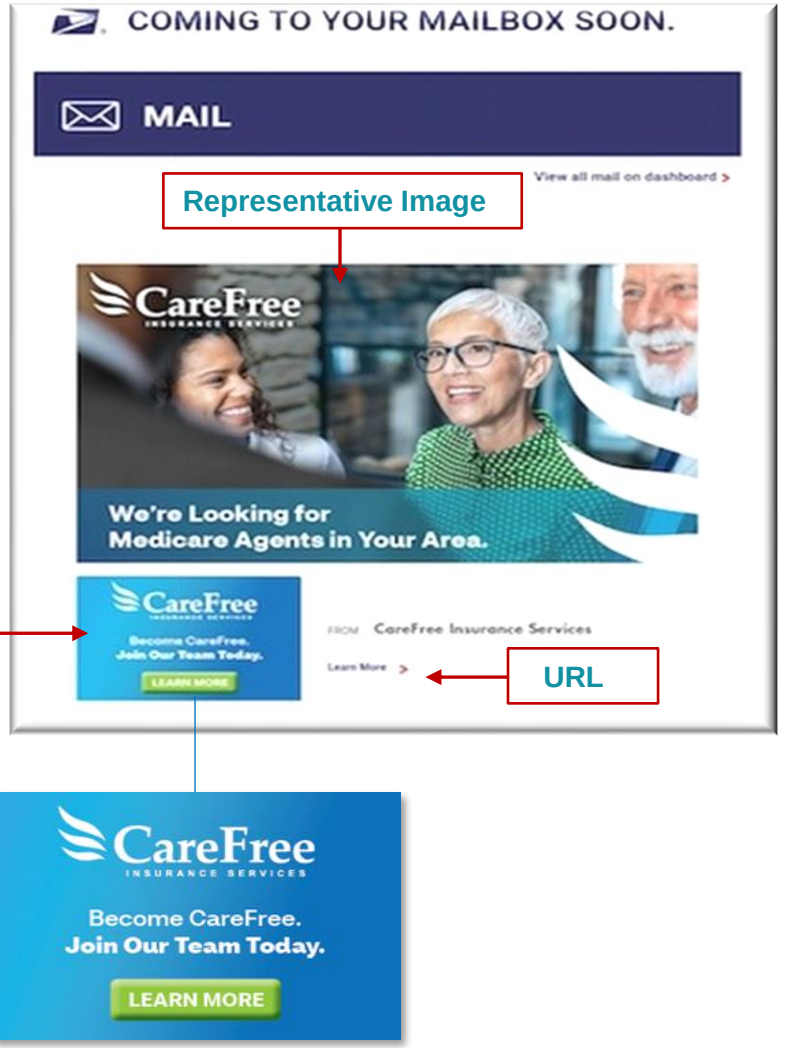
The Three Campaign Elements

- Representative Image
- Ride-Along Image / CTA
- URL



CAMPAIGN ELEMENTS – REPRESENTATIVE IMAGE

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REPRESENTATIVE IMAGE

- Representative Image is **required for all flats**.
- Representative Image is optional for letters.
- Scan of physical mailpieces will display if no Representative Image is provided for letters.
- If Representative Image is used for letters, it must be a representative/enhanced image of the physical mailpiece.
- Representative Image may include the address or non-address side of the mailpiece as well as directional or complimentary imagery to enhance the Ride-Along image and/or corresponding mailpiece.
- The Representative Image must include a static representation of the mailpiece image sent to the mailbox. The image can look identical or similar to the actual mailpiece; however, we require it to be in sync with the image/brand of the actual mailpiece.
- The image can be submitted as a PDF or JPEG attachment in the Mailing Promotion Portal.
- The image file can't exceed 200KB.
- Image needs to be sized to at least one maximum dimension: 780px width or 500px height.

Best Practices

Mailpiece

Representative Image

Ride-along Image

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CAMPAIGN ELEMENTS – RIDE-ALONG IMAGE/CTA

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RIDE-ALONG IMAGE / CALL-TO-ACTION (CTA)

Informed Images

- Ride-Along images are required for all Informed Delivery Promotion campaigns.
- Ride-Along/CTA is key for customer engagement and CTA conversion.
- The CTA needs to be clear and take at least 20% of the image area.
- The CTA must have enough color contrast to stand out in the Ride-Along image.
- The CTA can't encourage mail diversion/elimination; for example, the use of "go paperless" or "pay your bill online" as a CTA will be approved.
- The click from the Ride-Along image to the destination URL must allow the user to by-pass a pop-up windows.
- Image need to be sized to at lease one maximum dimension: 300px width or 200px height.

Best Practices

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CAMPAIGN ELEMENTS – CTA EXAMPLES

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Examples of Acceptable CTAs

- ✓ 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
- ✓ Donate Now

Examples of Unacceptable/Unclear CTAs

- × Go paperless
- × Go Green
- × Sign-up for electronic statements
- × Pay online
- × Donate online
- × Get account info online
- × Save a tree, Go electronic
- × Save the environment - Go online
- × Get future statements online

Unclear CTA/no action word examples

- × Last Minute Offer
- × Semi-annual Sale
- × Additional Deals
- × A Retailer Name or Logo without a CTA

CAMPAIGN ELEMENTS – URL

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URL

- The URL and link submitted must start with HTTPS.
- The URL and link must lead directly to a landing page that is associated with the physical mailpieces.
- The URL and link must be free of any malware/virus that could impact the USPS or the customer experience.
- The URL and link can't be branded in a manner that emulates the USPS.com (to avoid confusion).
- The landing page should avoid pop-up windows; and if it does, it should have a cancel/close option.

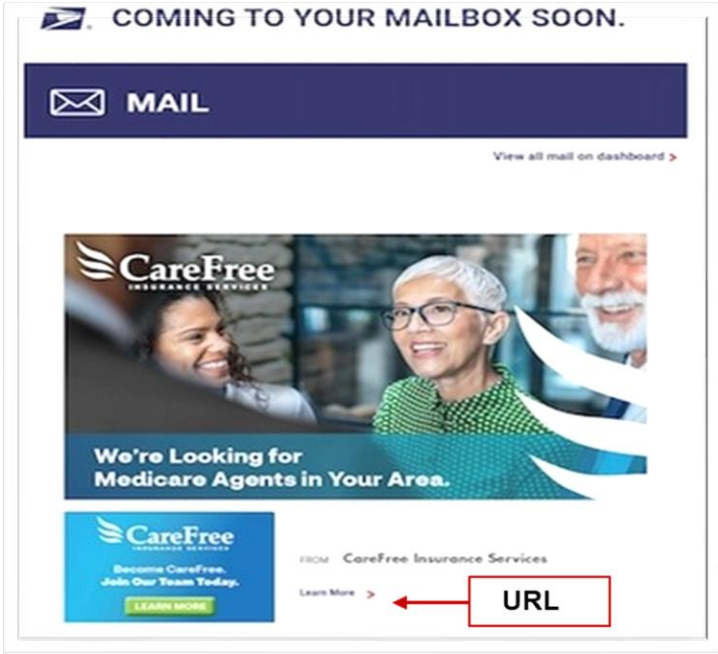
Best Practice

The URL leads to a landing page that is free of malware/virus and doesn't emulate the USPS.com

https://CareFreeInsurance.com

The URL starts with HTTPS

There is a direct link between the URL and the brand/mailpiece



Informed Delivery Promotion Journey

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INFORMED DELIVERY PROMOTION MAILER JOURNEY

Legend

- Required Action (and resource)
- Recommended Resource

Pre-Campaign

Review ID Promotion Resources

- ID Promotion Guidebook
- ID Promotion FAQs

Register for ID Promotion

- Register for ID Promotion in BCG
- Register for MPP in BCG

Questions About BCG
MSSC@usps.gov
1-877-672-0007

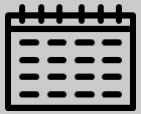
Questions About MPP
Mailingpromotions@usps.gov

Campaign

Get Your Campaign Elements Approved

- Submit Your Campaign Elements in MPP
- Review Campaign Elements Requirements

Create Your Campaign in MCP



- Submit Your Campaign in MCP
- How to Create an ID Campaign
- ID FAQs

Questions About ID
USPSInformedDeliveryCampaigns@USPS.gov
1-877-329-7206

Submit Your Postage Statement

- Submit Your Postage Statement Timely
- Claim the discount; Use **PI** for CCR code
- Review ID Promotion Submission Checklist
- eDoc Technical Resources and Documents

Questions About eDoc
USPSInformedDeliveryeDoc@USPS.gov

Induct Your Mail

- Induct Your Mail
- Mailing Support

Questions About Mail
MSSC@usps.gov
1-877-672-0007

Post-Campaign

Review Your Campaign Performance

- Access Your Campaign Reports

Questions About Report
USPSInformedDeliveryCampaigns@USPS.gov
1-877-329-7206

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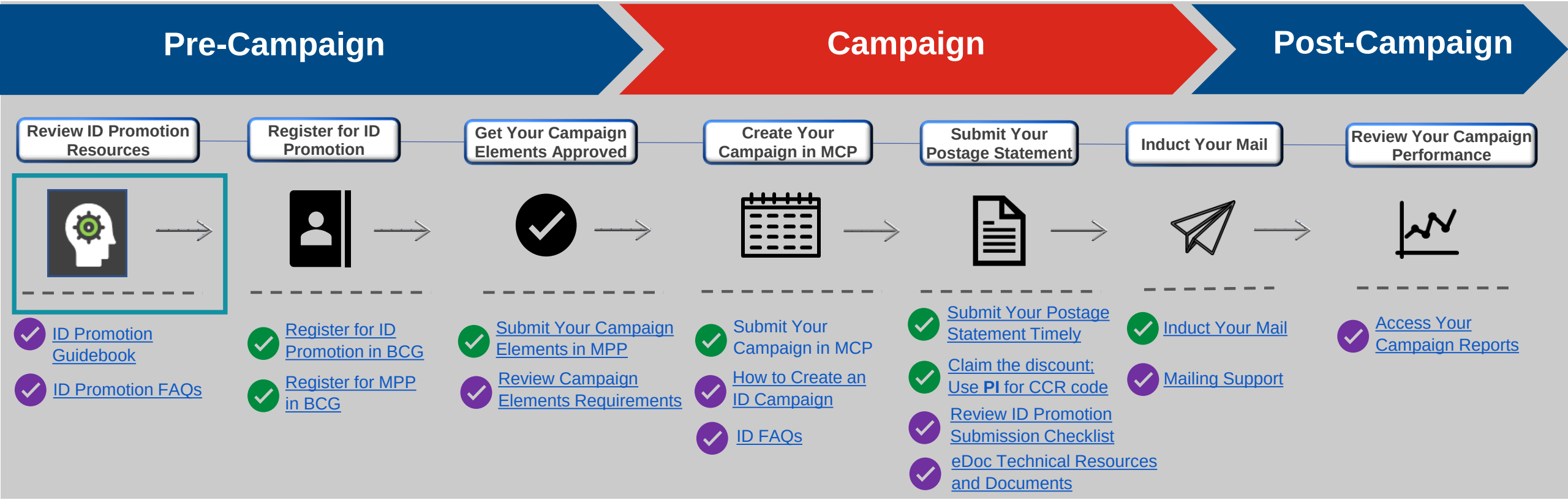
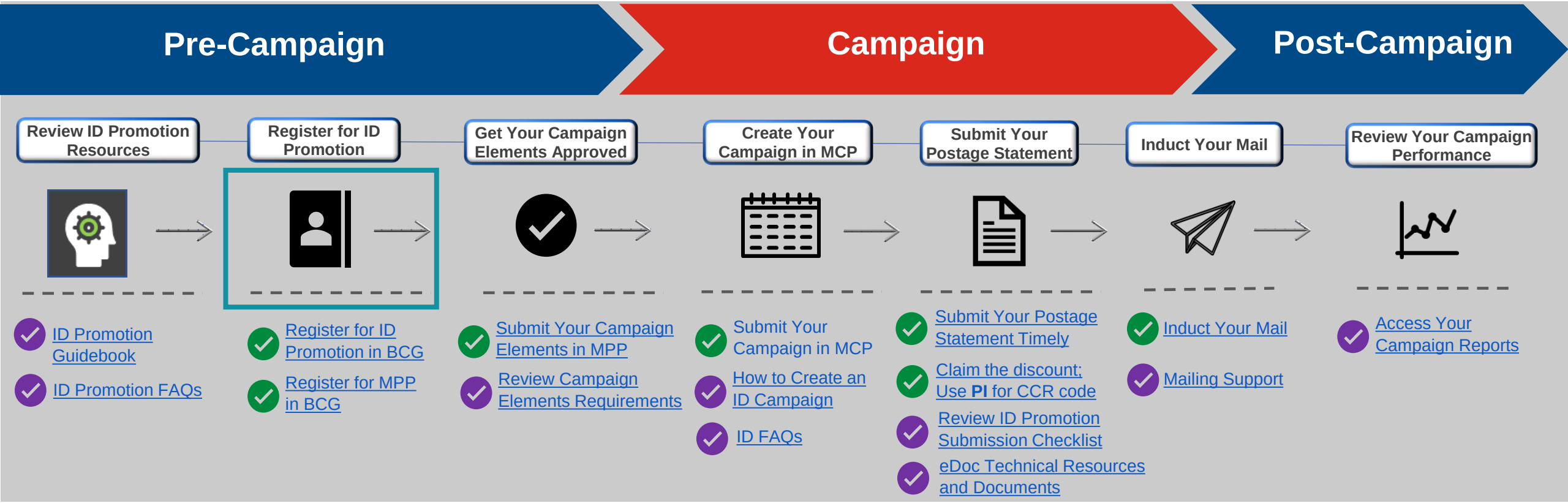
INFORMED DELIVERY PROMOTION MAILER JOURNEY



Review ID Promotion Resources

- Before participating in the Informed Delivery Promotion review the guidebook.
- This will enable you to successfully participate in the promotion and claim your discount.

INFORMED DELIVERY PROMOTION MAILER JOURNEY



Register for ID Promotion and MPP

- Register for Informed Delivery Promotion in Business Customer Gateway (BCG).
- Sign up for Mailing Promotion Portal (MPP).

INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

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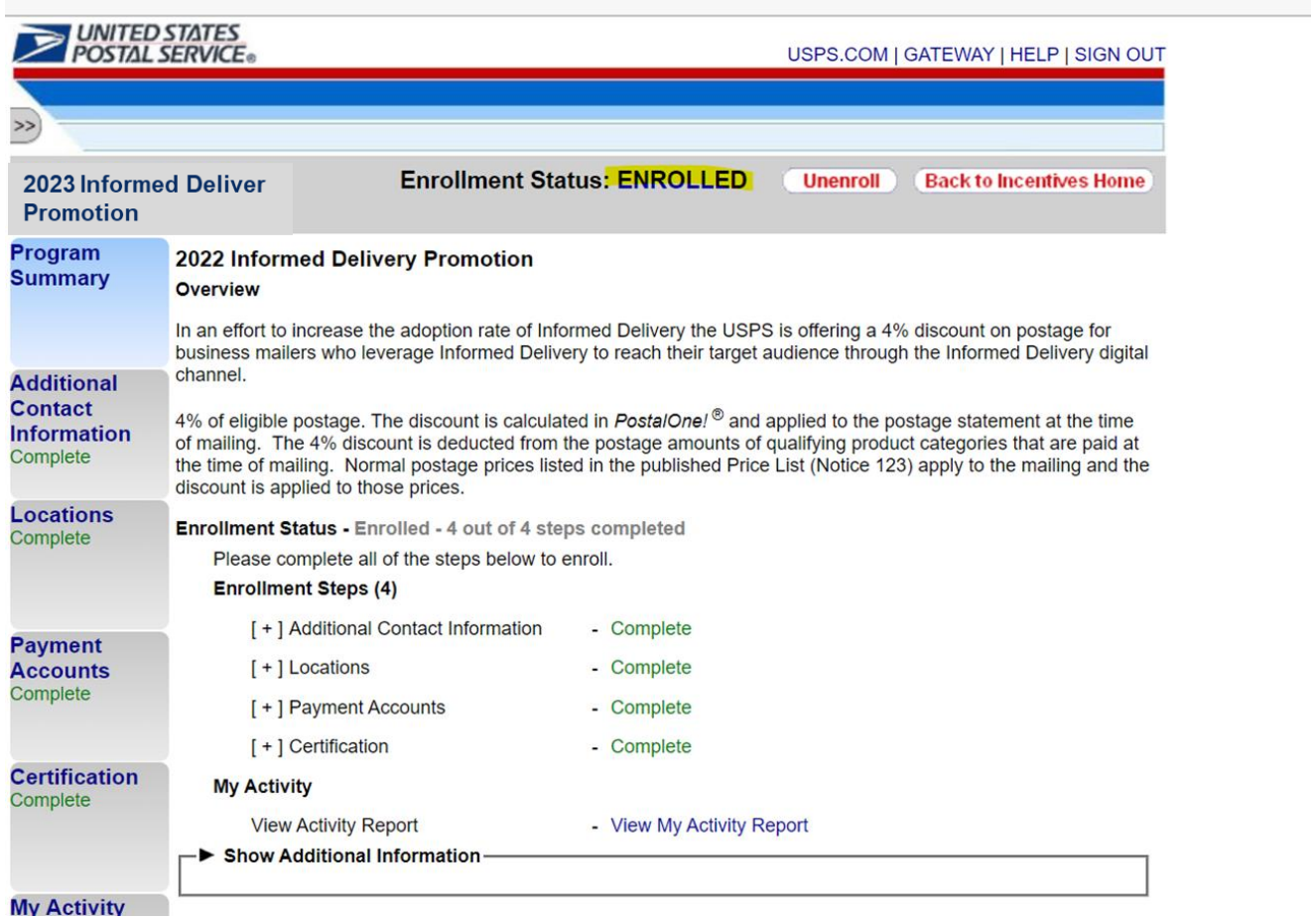
Register for Informed Delivery Promotion in Business Customer Gateway (BCG)

- Log into BCG
- Select Mailing Services
- Select Incentive Programs
- Select Go to Service
- Select 2023 ID Promotion



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INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

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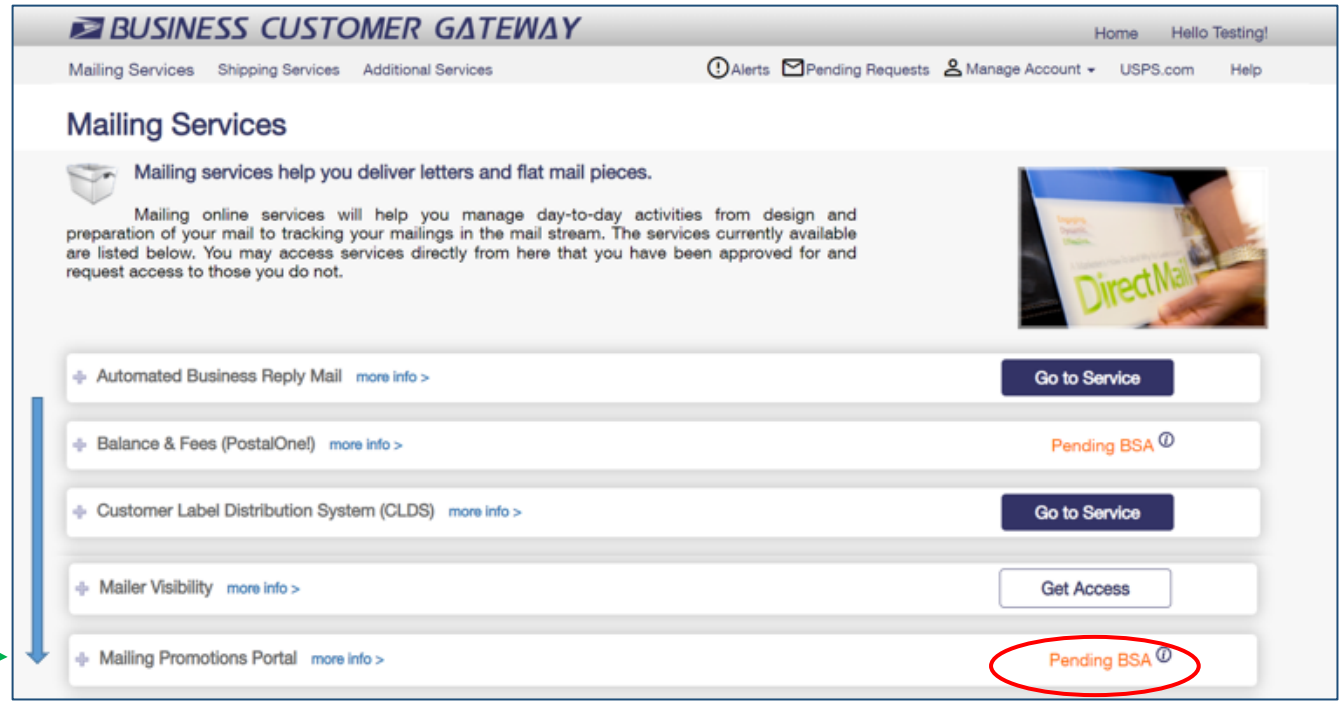
Sign up for Mailing Promotion Portal (MPP)

1. Log into BCG
2. Select Mailing Services
3. Select Mailing Promotion Portal
4. Select Get Access
5. Submit Request
6. You Will See Pending BSA



If you are not the Business Service Administrator (BSA), you will see *Pending BSA* until the BSA at your company has approved your access

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INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

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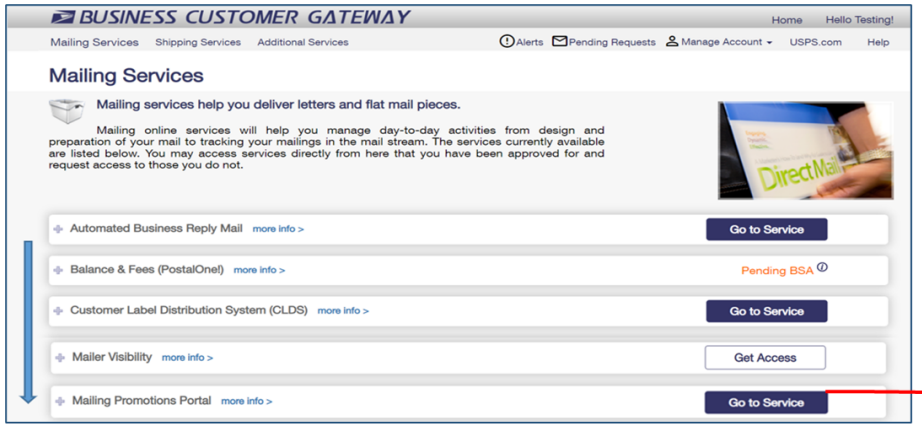
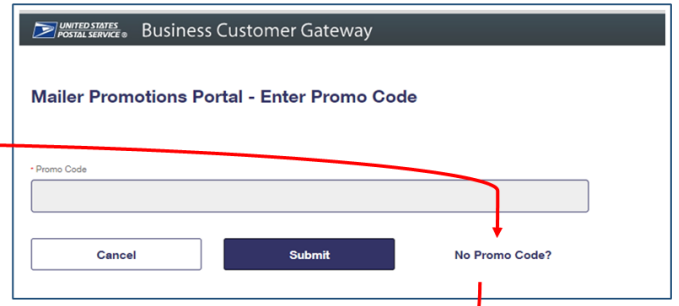
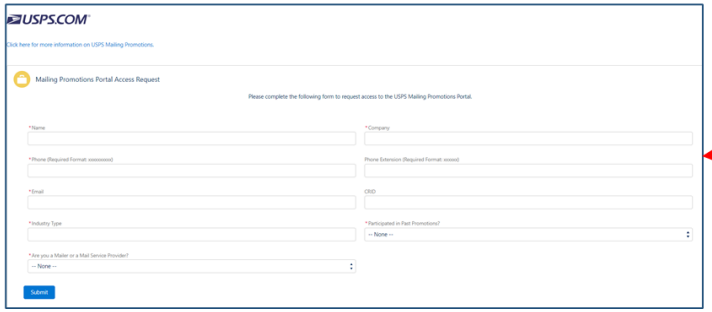
Sign up for Mailing Promotion Portal (MPP)





Once your access is approved by your BSA, you will be able to **select** Go To Service
Once you select Go To Services, click “No Promo Code”
Then you will be directed to an online form titled “Mailing Promotions Portal Access Request”



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INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

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Sign up for Mailing Promotion Portal (MPP)

USPS.COM®

Click here for more information on USPS Mailing Promotions.

Mailing Promotions Portal Access Request

Please complete the following form to request access to the USPS Mailing Promotions Portal.

*Name	*Company
*Phone (Required Format: xxxxxxxxxx)	Phone Extension (Required Format: xxxxxx)
*Email	CRID
*Industry Type	*Participated in Past Promotions? -- None --
*Are you a Mailer or a Mail Service Provider? -- None --	

Submit

1. Complete the form above and submit it.
2. The Promotion Office will review your submission and will send you an approval email within one business day.

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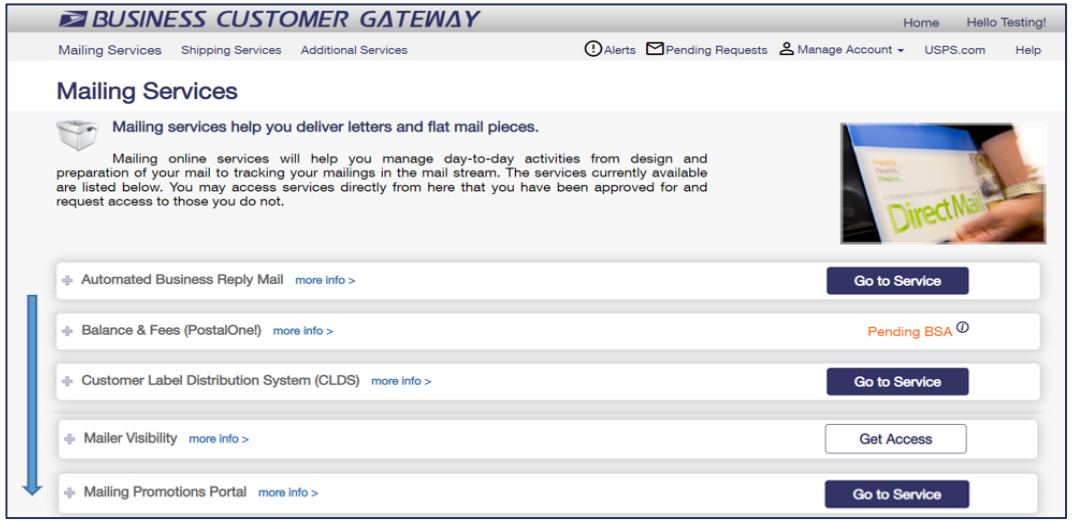
Sign up for Mailing Promotion Portal (MPP)

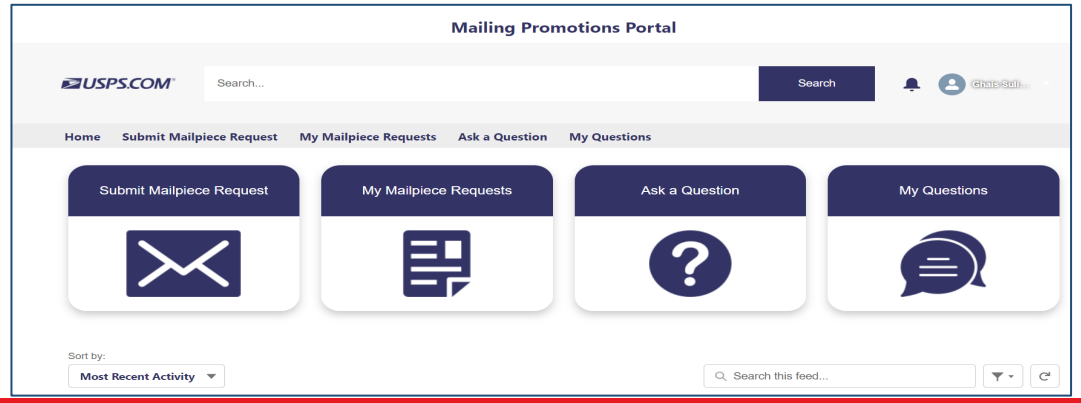
Once you receive your approval email from the Promotion Office, please follow these steps:

1. Log back into BCG
2. Click Mailing Services
3. Scroll down to Mailing Promotions Portal
4. Click “Go to Service”
5. Click “Submit”
6. You will be redirected to the Mailing Promotions Portal

Please Note That

MPP Doesn’t Register You for ID Promotion or Create Your Campaign





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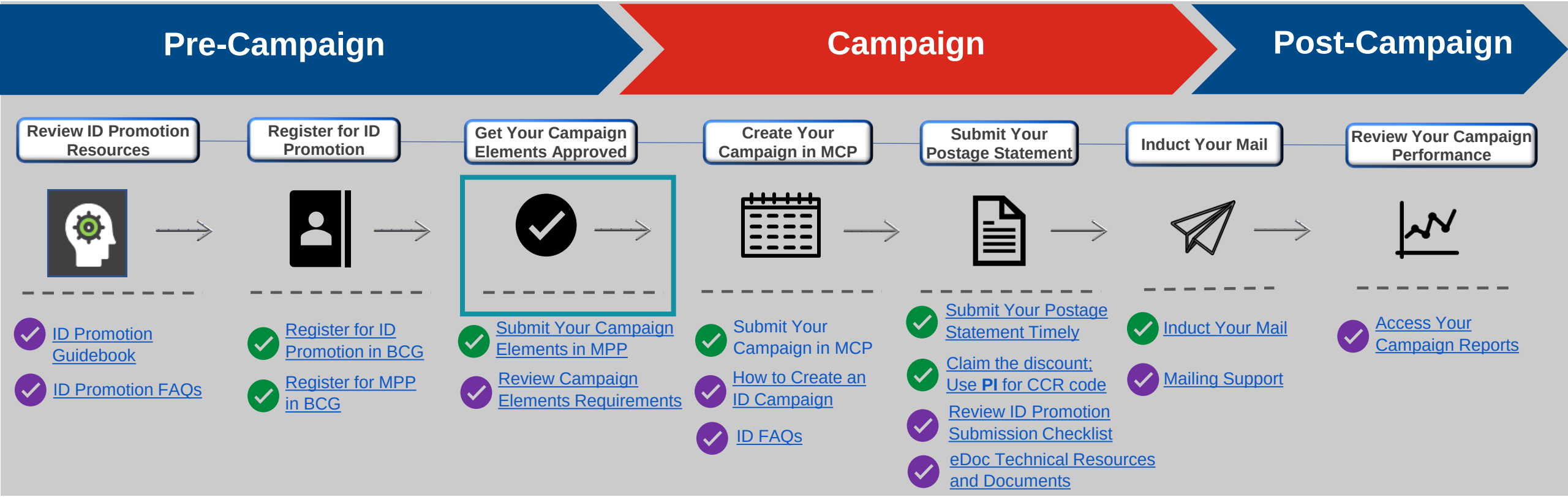
INFORMED DELIVERY PROMOTION MAILER JOURNEY



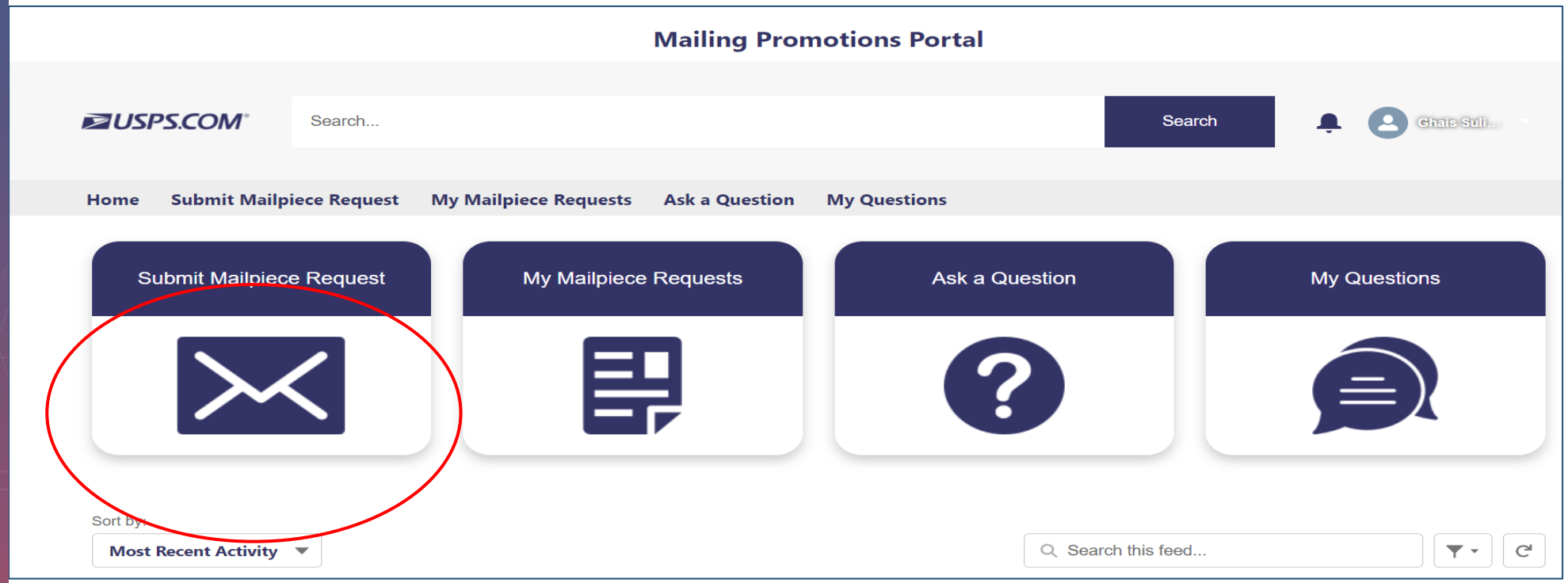
Get Your Campaign Elements Approved

- Submit Your Campaign Elements in MPP for **Review** and **Approval.**
- You will be notified about the Review/Approval outcome via eMail in four business days or less; the email will come from USPSCustomerSupport@USPS.gov.
- If additional input is needed from you to support the Review/Approve process or for your Campaign Elements an email will be sent to you.

INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

INFORMED DELIVERY®

- **Submit Your Campaign Elements in MPP and Obtain Approval**



More Information and Training on MPP is Available on PostalPro Promotion Page

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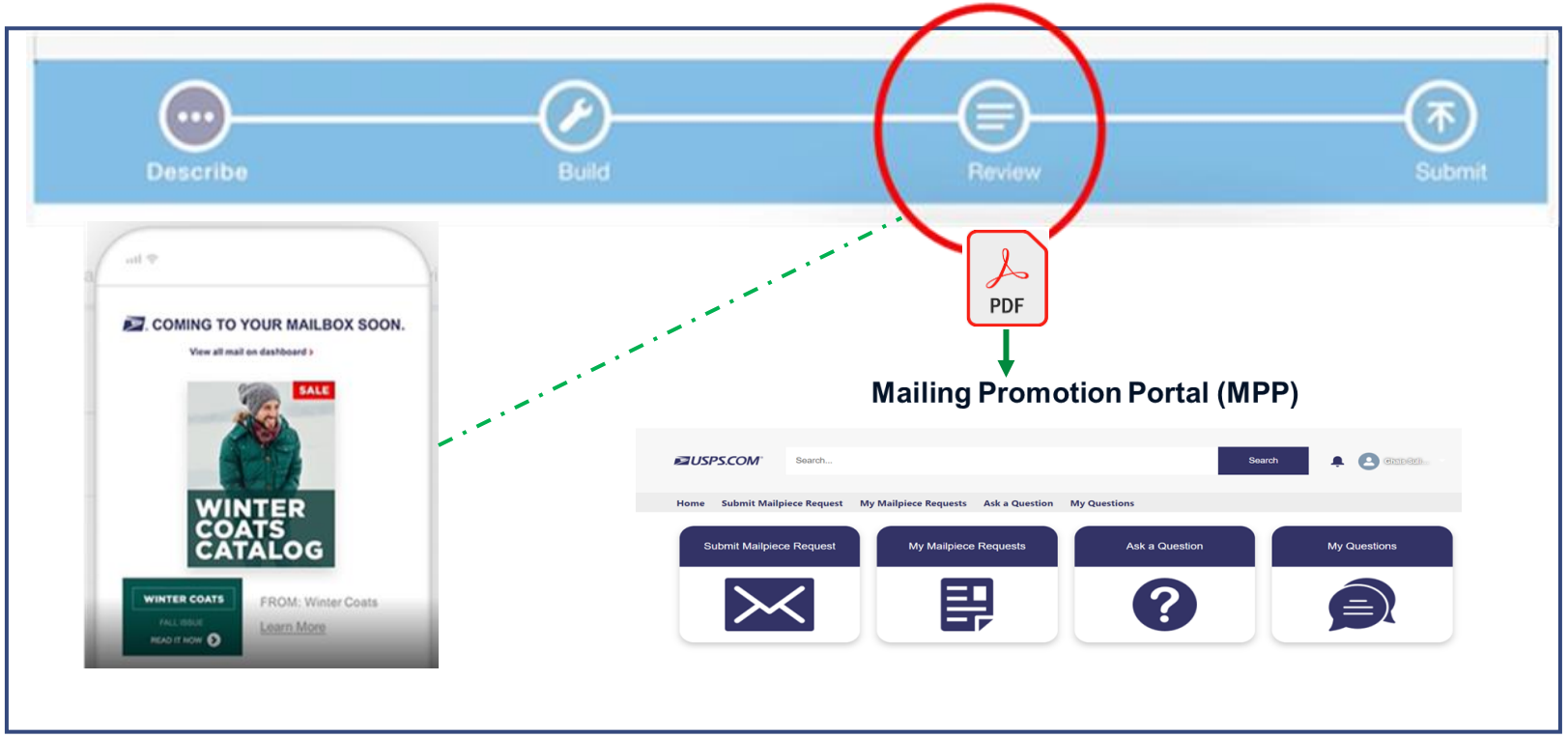
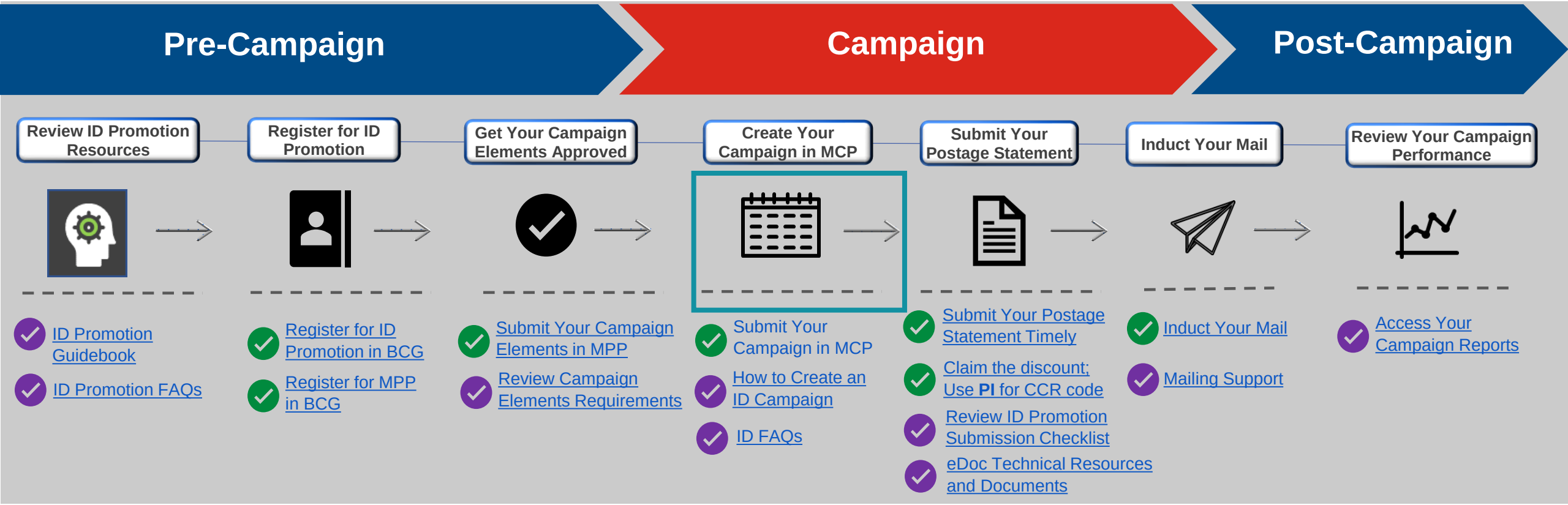
INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

- **Submit Your Campaign Elements From MCP to MPP**



- You now can save your draft campaign in the Mailer Campaign Portal (MCP) into a PDF and submit it to MPP for your campaign element review and approval.
- MCP allows you to email your draft campaign; save the draft campaign as a PDF and upload it to MPP.
- This process will enable you to upload your campaign elements only once and expediate your MPP approval process.
- Make sure to submit your campaign in MCP after your campaign elements are approved in MPP.

Informed Delivery Promotion Mailer Journey

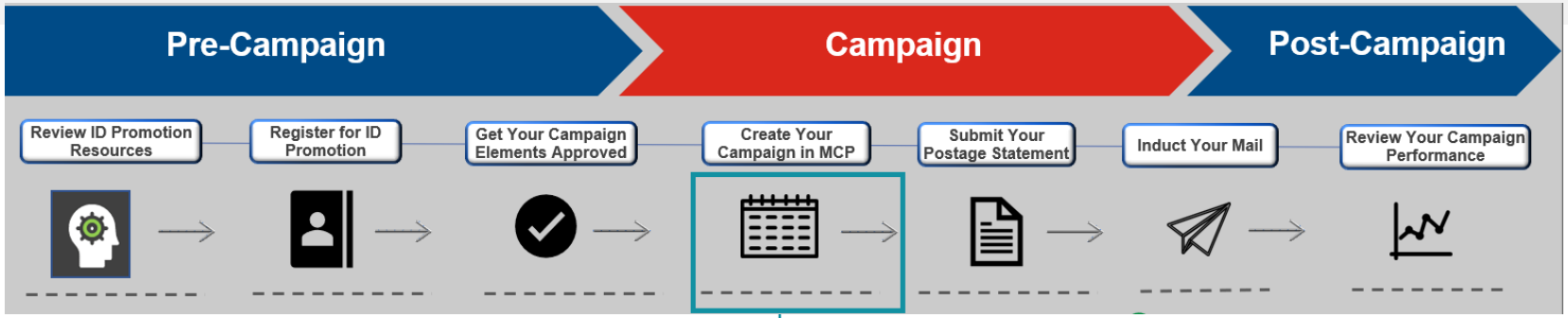


Create Your Campaign in Mailer Campaign Portal (MCP)

- Create your campaign in MCP.
- MCP is accessed via the BCG.
- The MCP is a simple self-service option that enables mailers to initiate, create, and track campaigns.

Mailers can also use PostalOne! to create campaigns.

IFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN



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Mailer Campaign Portal (MCP)

Under Business Customer Gateway (BCG)

- Manual creation of campaigns
- Best for small campaigns
- Not suitable for complex campaigns and/or mailings
- Visit BCG for more information on how to submit campaigns through MCP.
- Under **Other Services** enroll in by clicking on ***Get Service*** and then click on the ***Go to Service*** button next to **Informed Delivery® Mailer Campaign Portal.**
- Email *USPSInformedDeliveryCampaigns@usps.gov* for support

PostalOne!® Through eDoc Submission

- Self-service option where mailers create campaigns via eDocumentation (eDoc) and submit through *PostalOne!®*
- Mail.dat or Mail.XML submission options
- Can submit Presort or Non-Presort jobs
- Ideal for higher campaign volumes and more complex campaigns/mailings.
- Images must be hosted on the web – most mailers create a folder or subdomain on their website and drop the images in there.
- ***Mailers should go through several rounds of testing in the CAT BCG test environment before submitting active campaigns in Production.***
- Email USPSInformedDeliveryeDoc@usps.gov for support

Informed Delivery Mail API

- Allows for the creation and management of MID, SEQ and NON-SEQ campaigns via a mailer's front-end integration with Informed Delivery API
- Requires specific access to the ID Mail API
- Requires onboarding and testing in the CAT environment before access is granted in PROD
- Contact USPSInformedDeliveryAPI@usps.gov for more information

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INFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN

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Mailer Campaign Portal (MCP) – Fields

Elements	Descriptions
Brand Display Name (i.e. Mail Owner Name)	This name will show in the "From" field in the Informed Delivery campaign presented to users. It must be the mail owner's name. For example, if an MSP represents Company123, this field should read "Company123." The same Brand Display Name can be used for multiple campaigns. This field can have a maximum of 30 characters including spaces.
Campaign Title	This field is for internal use only. For example, "AnyBrand Letter Mailing." The same Campaign Title can be used for multiple campaigns. This field can have a maximum of 30 characters including spaces
Campaign Code	This field is for internal use only. It must be unique for each campaign. For example "ABC102218-1" (company name, campaign Start Date, extension if more than one campaign). This field can have a maximum of 30 characters including spaces.
Campaign Start and End Dates	These fields indicate the dates when the campaign will begin and end. USPS suggests that the Start Date is three days prior to and the End Date is three days after the target in-home date(s). The campaign Start Date cannot occur in the past. The Start Date and End Date cannot be more than 45 days apart. .
Mailer ID (MID)	The MID must be six or nine numeric digits in length; this is the MID that will be on the mailpieces sent. If this is a shared MID or multiple campaigns are conducted at the same time, then the Intelligent Mail® barcode (IMb®) Serial Number Range is also required. The MID can belong to the mail owner or a Mail Service Provider (MSP). The company that addresses and prints the IMb's on the mailpieces will know this number.
IMb Serial Number Range Start / End	This range is required if the campaign level is IMb Serialized (see the Interactive Campaign Guide for more information on campaign levels). Campaigns using a shared MID must each have a unique and sequential IMb Serial Number Range. This must be a six- or nine-digit number (depending on length of the MID). The company that addresses and prints the IMb's on the mailpieces will need to derive and provide this range.
Mailpiece Shape	Indicate the type of mailpiece "Letter/Postcard" or ("Flat") based on the postage payment rate.
Representative Image	A Representative Image is optional for letters and postcards. Flat campaigns must utilize a Representative Image.
Ride-along Image	A Ride-along Image is required for all campaigns.
Target URL	Website to which users click-through via the Ride-along Image or "View Website" link. Required for all campaigns.

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INFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN

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Mailer Campaign Portal (MCP) – Chose Your Campaign Type

Two Types of Campaign (MID or Serial Based)

Mailer ID (MID) Only

→ Same Campaign Target all customers

Intelligent Mail® Barcode (IMb®) Serialized

→ A

→ B

Different Campaigns Target groups of customers

Mailer ID (MID) / IMb Serial Number

Mailer ID (MID) = 6-9 digits

- Number assigned by USPS to identify mailers
- Owned by Mail Owners or Brands, MSPs, Ad Agencies, and Printers

IMb Serial Number (6-9 digits)

- Unique and sequential campaign number
- Key to activating a campaign
- Cannot overlap another active campaign

Robert Dixon
475 L'Enfant Plaza
Room 5607
Washington, DC 20260-0004

1 2 3 4 5 6 7 8 9 10 11 2 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Barcode ID | Service Type ID | MID | IMb Serial Number | Routing Code (i.e. Delivery Point Code)

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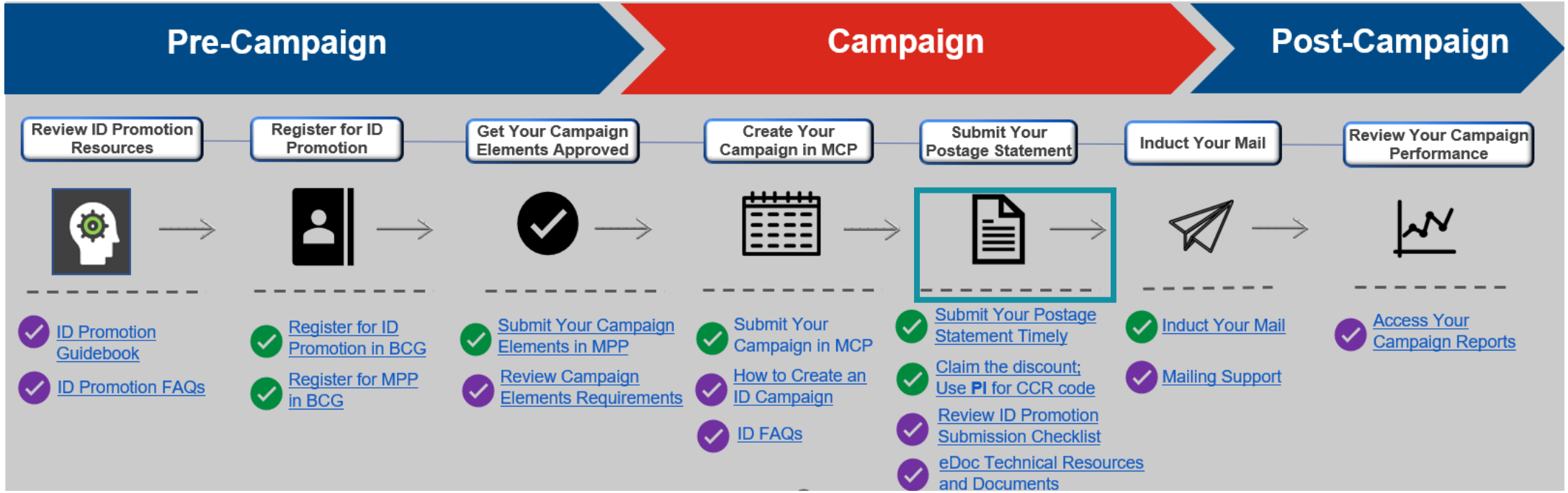
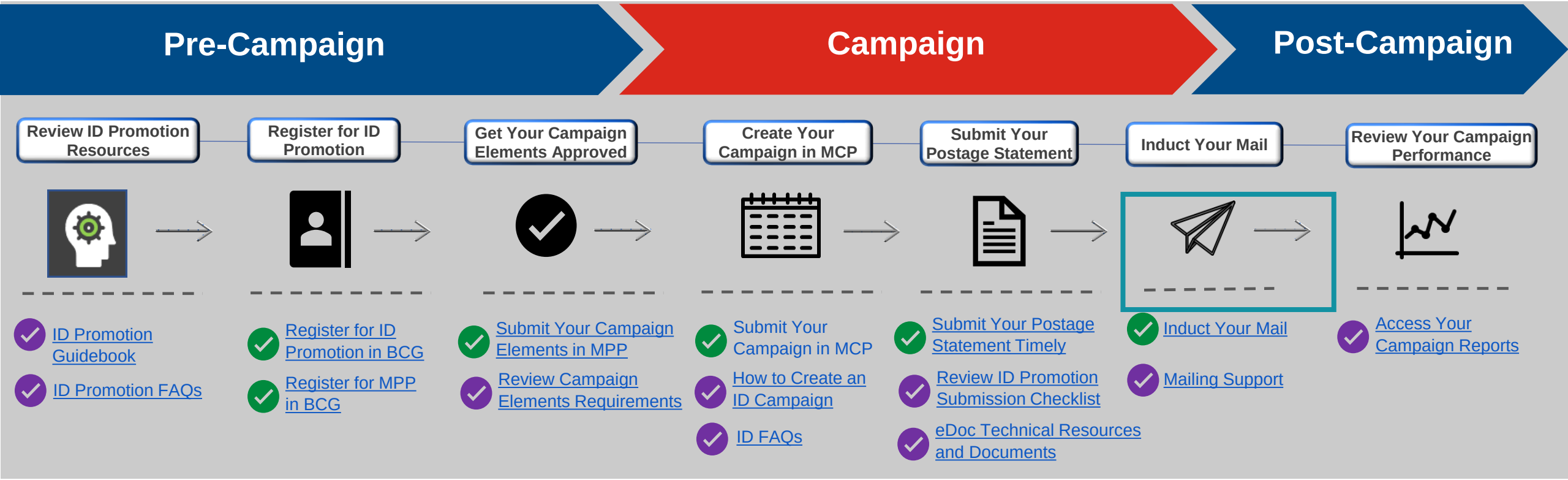
Informed Delivery Promotion Mailer Journey



Submit Your Postage Statement

- Mailing Statements must be submitted electronically via Mail.dat®, Mail.XML®, or Postal Wizard.
- The Electronic Documentation (eDoc) must include the MID (for MID Level campaigns) or MID and IMb® Serial Numbers (for Serial-Range Level campaigns) for mailpieces claiming the promotion discount.
- Separate Postage Statements are required for all MID Level and Serial-Range Level campaigns submitted via Postal Wizard.
- The promotion discount can be applied to qualifying pieces within a combined or commingled mailing (qualifying mail must be submitted on separate postage statement or by mailpiece version).
- Only one promotional discount will be applied per mailpiece.
- Additional technical information can be found on PostalPro - USPS Mail.dat® and Mail.XML® Technical Specification documents.
- Email USPSInformedDeliveryeDoc@usps.gov for support

Informed Delivery Promotion Mailer Journey



Induct Mailing

- Submit your mailpieces at Business Mail Entry Unit (BMEU).
- Customer receives Informed Delivery Campaign notification (via the Daily Digest) and the physical mailpiece will be delivered to the mailbox.

Informed Delivery Promotion Mailer Journey

Pre-Campaign

Review ID Promotion Resources

- ID Promotion Guidebook
- ID Promotion FAQs

Register for ID Promotion

- Register for ID Promotion in BCG
- Register for MPP in BCG

Campaign

Get Your Campaign Elements Approved

- Submit Your Campaign Elements in MPP
- Review Campaign Elements Requirements

Create Your Campaign in MCP

- Submit Your Campaign in MCP
- How to Create an ID Campaign
- ID FAQs

Submit Your Postage Statement

- Submit Your Postage Statement Timely
- Review ID Promotion Submission Checklist
- eDoc Technical Resources and Documents

Induct Your Mail

- Induct Your Mail
- Mailing Support

Post-Campaign

Review Your Campaign Performance

- Access Your Campaign Reports

View Your Campaign Performance And Ensure Your 4% Discount Was Claimed

- You can view the Activity Report to view your campaign performance.
- The Activity Report can be accessed via “Incentive Landing page” or “Activity Report Tab”.
- Reports are ONLY available to the Account Holder permit.

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Submitting Your Service Request (SR) in Mailing Promotion Portal (MPP

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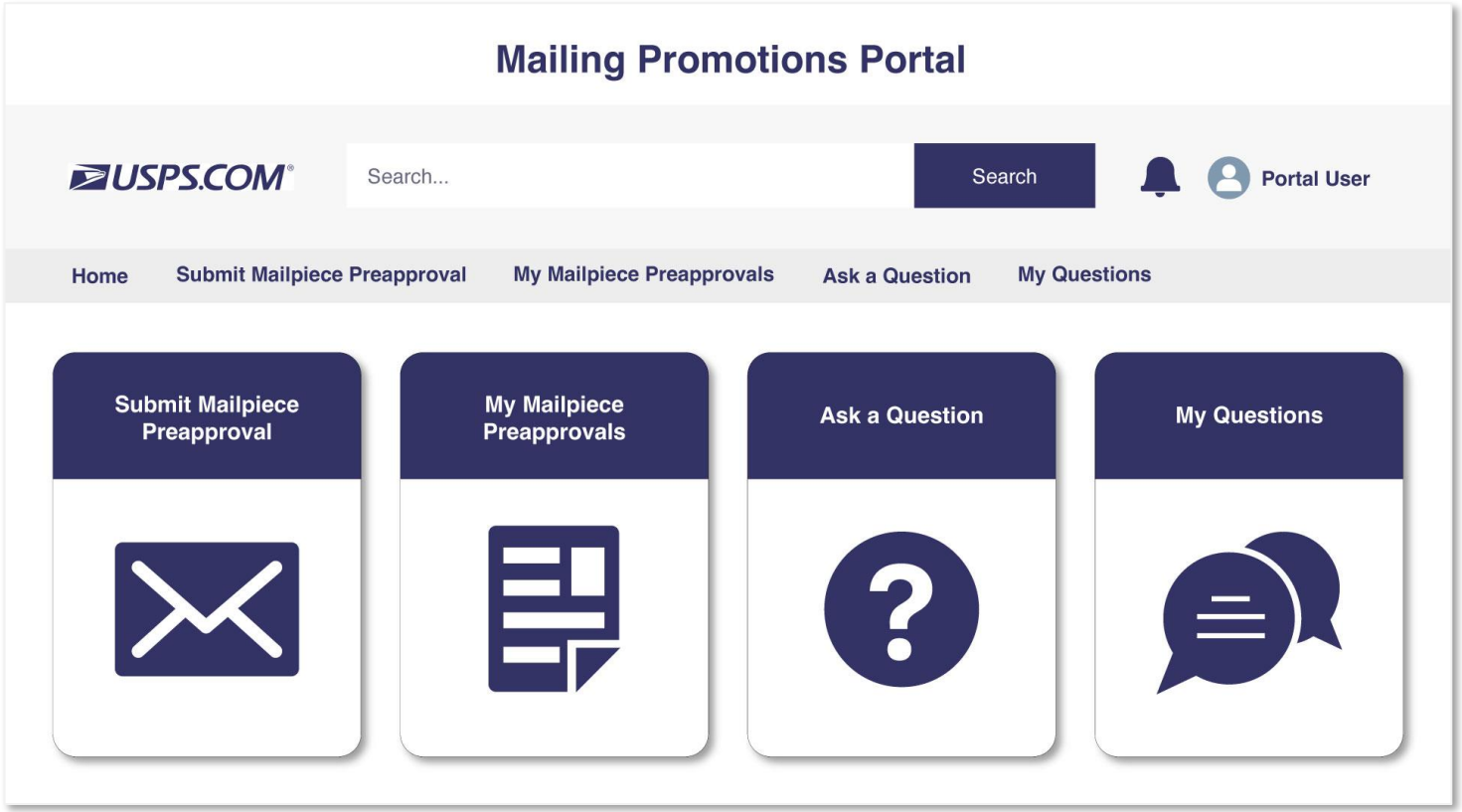
MAILING PROMOTIONS PORTAL SUBMISSION PROCESS

1 Submit Mailpiece Preapproval in Mailing Promotions Portal



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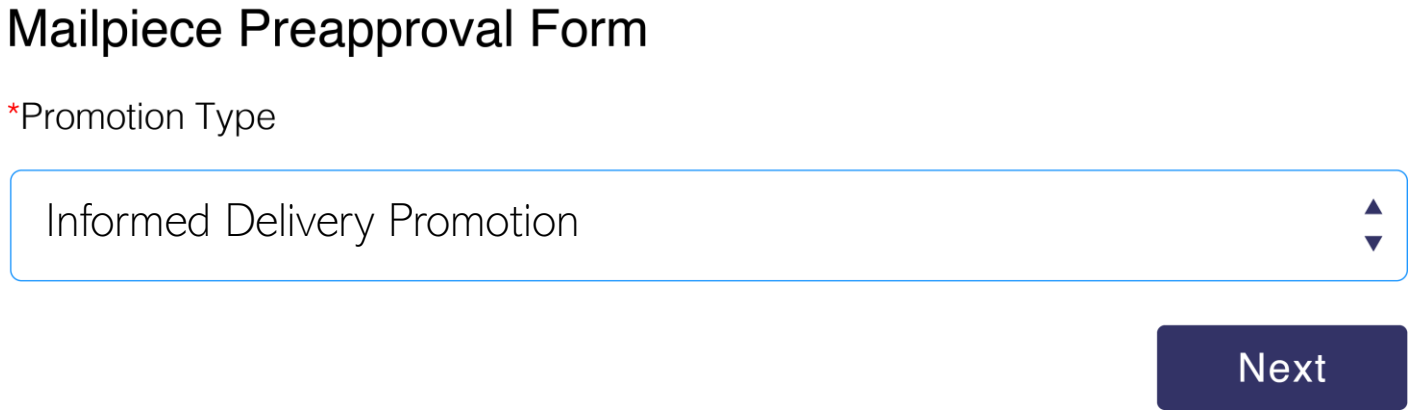
MAILING PROMOTIONS PORTAL SUBMISSION PROCESS

1 Submit Mailpiece Preapproval in Mailing Promotions Portal

2 Choose ‘Informed Delivery Promotion’ from picklist



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3 Complete Mailpiece Preapproval form

Mailpiece Preapproval Form

*Mailpiece Title

Informed Delivery Promotion

*Is this your first time participating in the Personalized Color Transpromo Promotion?

--None--

*Mail Owner

Informed Delivery Promotion

*Mail Service Provider

- [ ] I am a Mail Service Provider Submitting on Behalf of a Mail Owner
- [ ] I affirm that I have read submission guidelines for this promotion campaign and that the information I have provided meets these guidelines

Click to view guidance and knowledge article for your request

Previous Next

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3 Complete Mailpiece Preapproval form

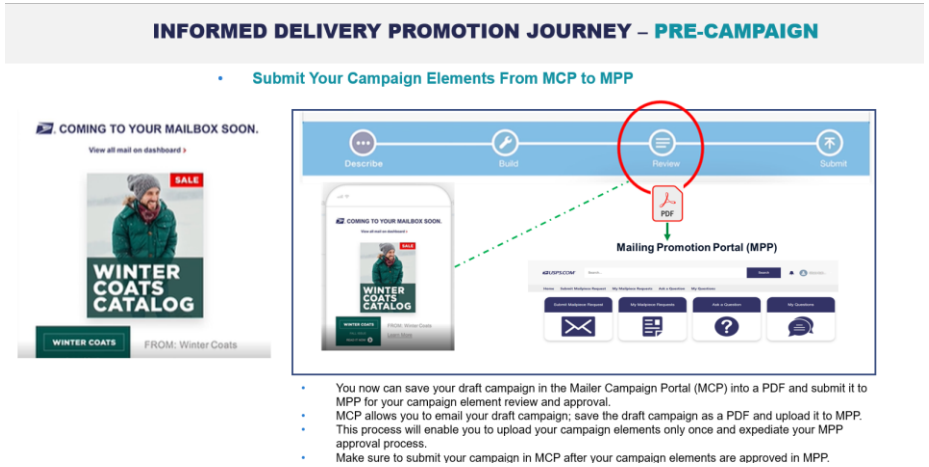
4 Upload digital copies

Mailpiece Preapproval Form

Please attach a digital copy of the mailpiece you are submitting for preapproval.

Upload Files | Or drop files

Next



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3 Complete Mailpiece Preapproval form

4 Upload digital copies

5 Receive confirmation of submission with Service Request number

Mailpiece Preapproval Form

Your request, SR#44608540, has been submitted. You will receive a notification in the event further information is required, or decision has been reached on your request.

Finish

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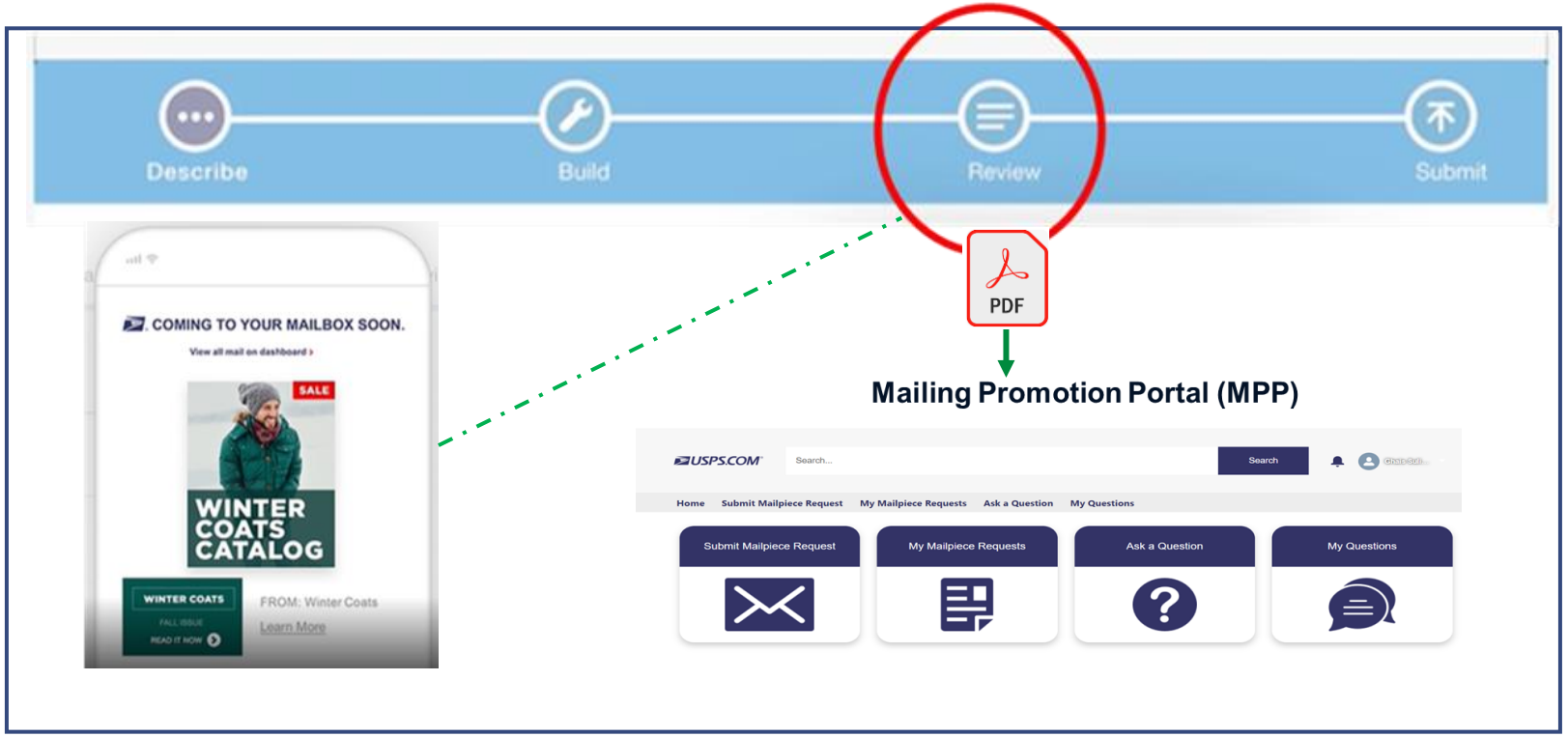
INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

- **Submit Your Campaign Elements From MCP to MPP**



- You now can save your draft campaign in the Mailer Campaign Portal (MCP) into a PDF and submit it to MPP for your campaign element review and approval.
- MCP allows you to email your draft campaign; save the draft campaign as a PDF and upload it to MPP.
- This process will enable you to upload your campaign elements only once and expediate your MPP approval process.
- Make sure to submit your campaign in MCP after your campaign elements are approved in MPP.

Informed Delivery Promotion Best Practices

UNITED STATES POSTAL SERVICE ®

ID PROMOTION BEST PRACTICES

INFORMED DELIVERY®

	Checklist to Review Prior to Submitting Campaign Data in *PostalOne!*	
1	Make sure your ID Campaign is in SUBMITTED or in ACTIVE status in the MCP ***no later than*** *2 p.m. EST* ***the day before*** the job is submitted to *PostalOne!. If your ID Campaign is created after 2 p.m. EST the day before, cancel the PostalOne! job and resubmit it the next day after 6 a.m. EST.*	40% of Errors
2	Make sure the Postage Statement Mailing Date falls **WITHIN** the Start and End Dates of the campaign in the MCP. *We suggest making the Start Date of the campaign the earliest Postage Statement Mailing Date of the job.*	40% of Errors
3	Make sure the CCR code for claiming the ID Promotion (Characteristic Type of "I" and Characteristic of "PI") is populated within the eDoc for each MPU claiming the discount on the postage statement.	
4	Make sure the Serial Numbers in the piece barcodes (IMbs) related to the Mail Piece Unit (MPU) claiming the discount are within the start and end serials of the campaign in the MCP.	
5	Make sure at least 80% of all the pieces under the MPU(s) claiming the discount can be associated/matched to a campaign in the portal based on the MID and Serial Numbers in the IMbs.	
6	Make sure the MID in the piece barcodes (IMbs) related to the MPU claiming the discount is the same as the MID of the Campaign in the MCP.	

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ID PROMOTION BEST PRACTICES

INFORMED DELIVERY®

Review Your Activity Report

Mailing Date	Company	Postage Statement ID	Mail Class	Permit Number	Permit Type	Finance Number	Total Pieces	Discount Amount	Total Postage	Mailing Group ID	Job ID
9/13/2021	Charity Works	445660208	SM	165774	PI	162875	13,555	$0.00	$3.358.97	324995890	627456E
9/13/2021	Charity Works	445660251	SM	165774	PI	162875	53,734	$871	$13,640.91	231665789	627332A
9/13/2021	Charity Works	445660568	SM	165774	PI	162875	43,324	$0.00	$11,345.89	325034897	564856B
9/13/2021	Charity Works	445660458	SM	165774	PI	162875	321,456	$0.00	$72,345.89	223897345	324332C
9/13/2021	Charity Works	445660214	SM	165774	PI	162875	333,234	$1,202	$81,345.77	834597345	549987D
9/13/2021	Charity Works	445660441	SM	165774	PI	162875	564,890	$2,897	$104,345.89	345897567	627341A
9/13/2021	Charity Works	445660411	SM	165774	PI	162875	123,345	$0.00	$56,898.99	345098789	687903B
9/13/2021	Charity Works	445660778	SM	165774	PI	162875	45,345	$0.00	$12,234.88	213456789	627345C
9/13/2021	Charity Works	445667478	SM	165774	PI	162875	23,345	$320	$8,908.33	908778657	877345D
9/13/2021	Charity Works	445667789	SM	165774	PI	162875	45,545	$0.00	$10,234.55	908675564	224897A

ID PROMOTION BEST PRACTICES

INFORMED DELIVERY®

Reviewing PostalOne Warning Codes

10 APPENDIX C - Mail.XML MDX Server Side Validations – Warning Codes

Warning Code	Warning Description	Action
9781	A campaign cannot be found for MID(s): {1}. All MID(s) claiming Incentive = PI must be linked to a valid (active or submitted) campaign for the incentive to be applied	N/A
9782	The PostageStatementMailingDate does not fall within the campaign start and end dates for MID(s): {1}. All MID(s) must be linked to a valid (active or submitted) campaign, and the PostageStatementMailingDate in the ContainerInfoData block should fall within the campaign start and end dates for the incentive to be applied.	N/A
9783	There is an invalid combination of campaigns entered for this mailing. MID-based campaigns (MID(s): {1} cannot be mixed with Serial-based campaigns (MID(s): {2}) on the same statement for the same MID.	N/A
9784	To be eligible for the Informed Delivery incentive, the number of pieces tied to ReferenceableMailData blocks must be greater than {1} percent threshold. The current percentage is {2}.	N/A
9785	To be eligible for the Informed Delivery incentive, the number of pieces claiming the incentive cannot be greater than the number of pieces in the campaign. MID: {1}, claimed pieces {2}, Campaign pieces {3}. Note: Specific to Portal, Serial campaigns.	N/A
9786	The SerialNumber6 or SerialNumber9 in the IMB block do not fall within the campaign start and end serials for MID(s): {1}. All serials must be within the correct range for a valid (active or submitted) campaign for the incentive to be applied.	N/A
9779	When claiming the Informed Delivery incentive, the PostageStatementMailingDate in the PostageStatementCreateRequest must fall within the DateStart and DateEnd in the CampaignData block or within the ReferenceableMailDateStart and ReferenceableMailDateEnd in the ContainerInfoData block.	N/A
9780	To be eligible for the Informed Delivery incentive, the number of pieces tied to ReferenceableMailData blocks must be greater than {1} percent threshold. The current percentage is {2}.	N/A

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Informed Delivery Promotion Support and Resources

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SUPPORT

Further questions can be directed to the Promotions Office.

Participants must upload all mailpiece samples to the Mailing Promotions Portal for preapproval. Please do not email samples.

To access the Mailing Promotions Portal, visit:

postalpro.usps.com/promotions/portal

Please direct questions about promotion requirements to the Mailing Promotions Portal. For questions about Portal functionality, please contact:

mailingpromotions@usps.gov

PostalOne!® Helpdesk

For issues and concerns regarding enrollment or technical issues, please contact the PostalOne!® Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: MSSC@USPS.gov or 1-877-672-0007.

In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne!®) for assistance.

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RESOURCES

Promotion Guidebooks

The Guidebooks facilitate participation in each of the Promotions available and provide guidelines to users. Guidebooks can be found on each Promotion's PostalPro™ page:

postalpro.usps.com/promotions

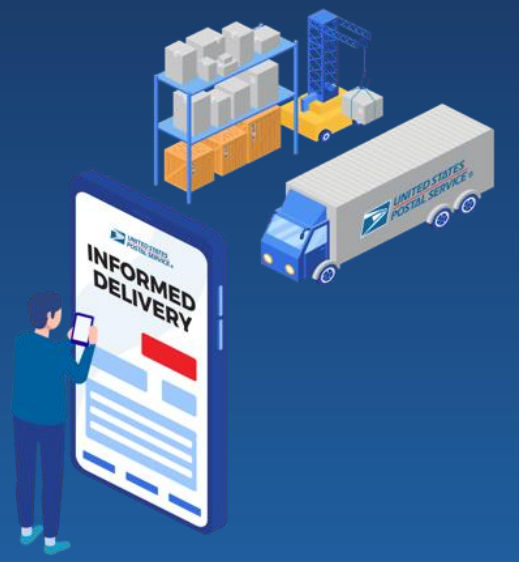
How to Enroll Guide

Guide teaching participants how to register via the **Business Customer Gateway**:

postalpro.usps.com/promotions/how-to-enroll

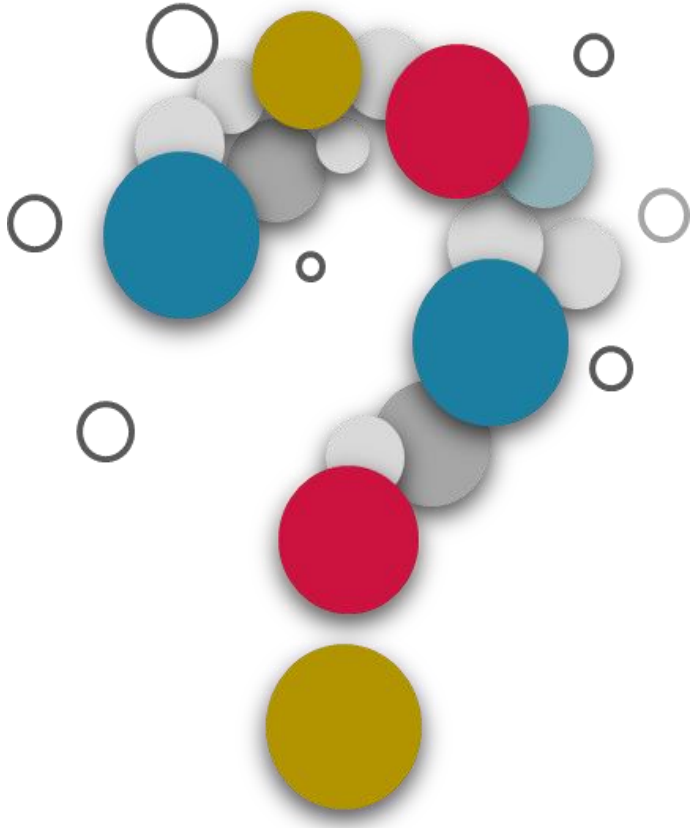
For instructions on accessing the **Mailing Promotions Portal**, visit:

postalpro.usps.com/promotions/portal



INFORMED DELIVERY PROMOTION

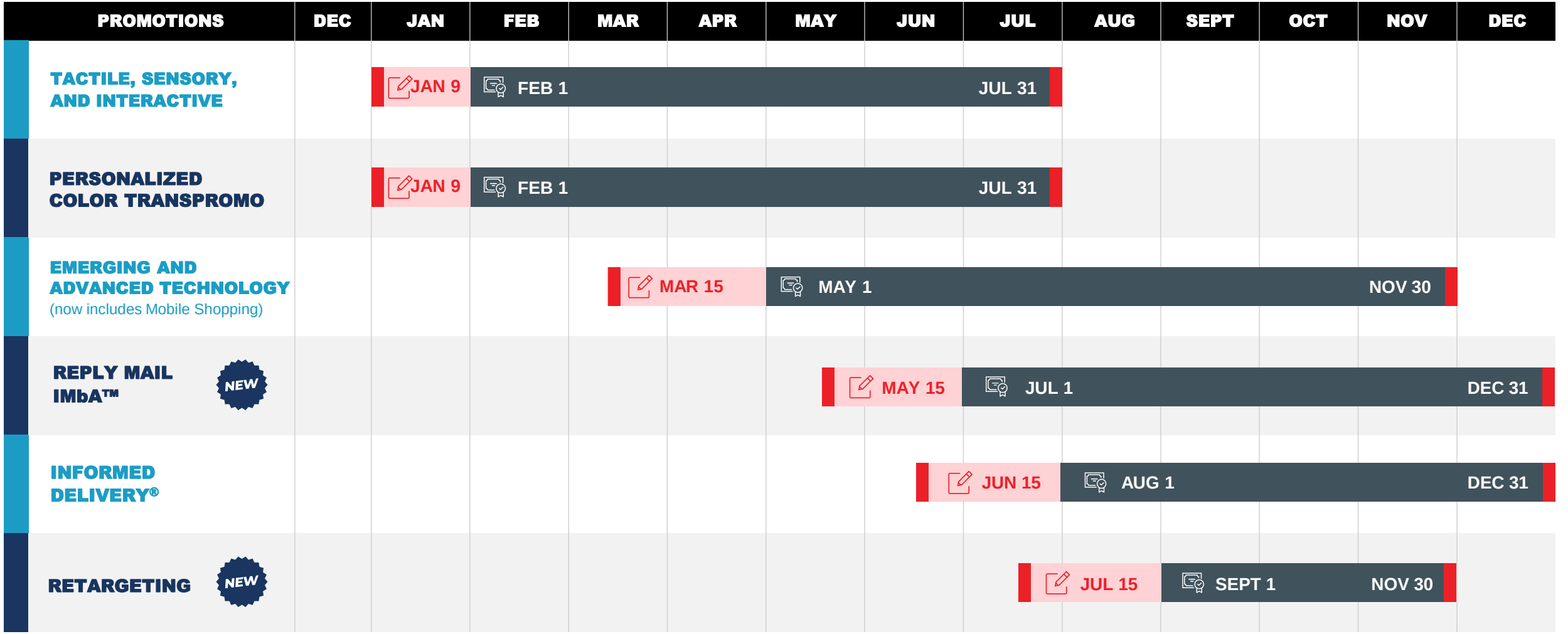
Questions and Comments



APPENDIX

2023 PROMOTIONS CALENDAR

USPS Marketing Mail® and First-Class® Mail Products | First-Class® Mail Service | Registration Period | Promotion Period



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2023 PROMOTIONS WHAT'S NEW

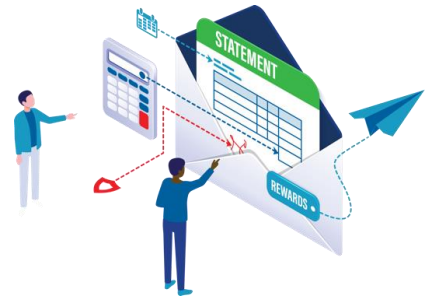
TACTILE, SENSORY, INTERACTIVE

- Discount: Increase
- New eligibility: Scent on the outside of the envelope

DISCOUNT: 5%

PERSONALIZED COLOR TRANSPROMO

- Timeframe: Moved from Jul – Dec to Feb – Jul
- Eligibility: Add CRM/BRM inclusion incentive
- Discount: Add tier for reply mail inclusion



DISCOUNT: 3% OR 4%

EMERGING AND ADVANCED TECHNOLOGY

- Combined promotions to include Mobile Shopping
- Timeframe: Increase to 7 mos. (May – Nov)
- Discount: Increase tier pricing

DISCOUNT: 3% OR 4%

NEW

REPLY MAIL IMBA™

- Encourage reply mail customers to adopt IMbA™ static or serialized barcodes.

DISCOUNT: 3% OR 6%

INFORMED DELIVERY®

- Incentive for eDoc submitters

Discount Mailers: 4%

eDoc Submitter: 0.5%

NEW

RETARGETING

- Incentivizes marketers to send out a postcard to a recent website or mobile app visitor that didn't convert.

DISCOUNT: 5%

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2023 MAILING PROMOTIONS TECHNICAL INFORMATION

PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION
PERSONALIZED COLOR TRANSPROMO	FEBRUARY 1 - JULY 31, 2023	CP	First-Class Mail® presort & automation letters	Color Ink: **3% Discount** off at Postage Statement line level
		CR	First-Class Mail® presort & automation letters	Color Ink w/Reply Mail: **4% Discount** off at Postage Statement line level
TACTILE, SENSORY AND INTERACTIVE	FEBRUARY 1 - JULY 31, 2023	SS	First-Class Mail® & Marketing Mail®	**5% Discount** off at Postage Statement line level
EMERGING TECHNOLOGY (NOW INCLUDES MOBILE SHOPPING)	MAY 1 - NOVEMBER 30, 2023	ME	First-Class Mail® & Marketing Mail®	Emerging Technology: **3% Discount** off at Postage Statement line level
		1X	First-Class Mail® & Marketing Mail®	Enhanced Emerging Technology: **4% Discount** off at Postage Statement line level
REPLY MAIL IMbA NEW	JULY 1 - DECEMBER 31, 2023	_	First-Class Mail®	**3% Discount** off Static IMbA **6% Discount** off Serialized IMbA
INFORMED DELIVERY	AUGUST 1 - DECEMBER 31, 2023	PI	First-Class Mail® & Marketing Mail®	**4% Discount** for mailers at Postage Statement line level **0.5% Incentive** for eDoc submitter
RETARGETING NEW	SEPTEMBER 1 - NOVEMBER 30, 2023	RG	First-Class Mail® Postcards	**5% Discount** off at Postage Statement line level