

# Intelligent Mail® for Small Business (IMsb) Tool Fact Sheet



## Full-Service Benefits

- Reduce Costs
- Receive automation price discounts
- Receive the \$0.003 per piece Full-Service Discount
- Eliminate permit annual presort fees
- Use the same permit at any BMEU location via Mail Anywhere (approval required)
- **Accurate Delivery:** Address Correction Service (ACS) available on Full-Service pieces
- **Monitor Service:** Start-the-Clock on Mail Entry; Visibility and tracking via Informed Visibility
- **Seamless Acceptance:** IMsb Tool users may qualify for the Seamless Acceptance program. Contact your local BMEU for more information

## Additional Resources

Register on the [Business Customer Gateway](#)

For more information on the IMsb Tool visit [Intelligent Mail® for Small Business Mailers \(IMsb\) | PostalPro \(usps.com\)](#)

For assistance, contact the Mailing and Shipping Solutions Center  
Email: [MSSC@usps.gov](mailto:MSSC@usps.gov)  
Call: (877) 672-0007  
7:00 am—7:00 pm CT



## WHAT IS THE IMSB TOOL?

The Intelligent Mail for Small Business (IMsb) tool is a Full-Service mailing solution specifically designed for small business mailers who wish to prepare their own mailings. This online tool helps small business mailers prepare Full-Service mailings with Intelligent Mail barcodes and tray labels.

The IMsb Tool supports First-Class Mail and USPS Marketing Mail cards, letters and flats.

This tool allows small business mailers to qualify for automation Full-Service discounts on mailings that are:

- Maximum mailing size of fewer than 50,000 pieces for mail entered at a BMEU.
- 250,000 annual piece limit has been removed

The IMsb Tool is not designed for use by Mail Service Providers who prepare mail on behalf of others. Other options to take advantage of Full-Service and Intelligent Mail barcode benefits are to contact a Software Vendor or Mail Service Provider (MSP).

Several Software Vendors and MSPs have developed solutions for your mailing needs.

List of certified software vendors is available on PostalPro at: [Certified Full-Service Vendor Detailed List | PostalPro \(usps.gov\)](#)

List of certified MSPs is available on PostalPro at: [Mail Service Provider \(MSP\) - Full-Service Certified Mailers | PostalPro \(usps.com\)](#)

## BENEFITS OF USING THE IMSB TOOL

- Create Full-Service automation rate presorted mailings with unique Intelligent Mail barcodes on mail pieces and tray labels. Piece labels and tray labels are identified by tray number, simplifying mail preparation.
- Electronic postage statement and qualification reports submitted automatically.
- IMsb cleanses the address list ensuring all addresses are valid and can identify duplicate addresses. (This is not a Move Update method)
- SCF and None entry discounts available at origin BMEU sites

## HOW THE IMSB TOOL WORKS

- No special software or installation is required. Users simply access the application via the [Business Customer Gateway](#) (BCG).
- Access the IMsb Tool from the Mailing Services menu in the BCG

[Intelligent Mail Small Business \(IMsb\) Tool](#) [more info >](#)

[Go to Service](#)

- Set up the mailing and upload the address list. (Excel or CSV file)
- The IMsb Tool will confirm that the addresses on the list are valid delivery points.
- The IMsb Tool will automatically presort the mailing according to the address list, providing full presort discounts such as 5-digit/AADC automation pricing, SCF and None entry discounts if applicable.
- Print addresses with a unique Intelligent Mail barcode on labels, envelopes, or insert pages, along with unique barcoded letter and flat tray labels.
- The IMsb Tool also supports Mail Merge users.
- Submit the postage statement electronically.