United States Postal Service®

Informed Delivery®
Campaign Creation Use Cases
for Mailers & Mail Owners

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Table of Contents

1 PREFACE

This document provides a summary of use cases for Informed Delivery interactive campaigns through the Mail.dat file format via *PostalOne!*® Electronic Documentation (eDocs). The scenarios provide an overview of possible uses of the ID platform that can guide mailers, mail owners, and mail service providers (MSP) as they make business and marketing decisions regarding their postal needs.

The intended audience for this document is mailers, mail owners and mail service providers (business mailers) who make marketing decisions regarding the use of ID for business mailings via *PostalOne!*. For an outline of the technical steps required to implement the use cases presented in this document, refer to the [USPS® Technical Specifications for Mail.dat and Mail.xml®](#).

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2   Informed Delivery Overview

Informed Delivery is a free, optional feature that gives eligible residential, business, and PO Box™ consumers the ability to digitally preview their mail and manage their packages. Participating commercial mailers can conduct an ID interactive campaign by providing USPS with supplemental content: a Representative Image, Ride-along Image, and Target URL. The Representative Image is a color image chosen by the mailer that will be used in place of the grayscale image of the scanned mailpiece. The required Ride-along Image is a color image that is clickable and redirects the user to the provided Target URL. The Representative Image is required for flat-size mail (catalogues, magazines, etc.) and optional for letter-size mail (including postcards). This supplemental content allows an ID user to take immediate action on a mailpiece and helps bridge the gap between the physical and digital worlds.
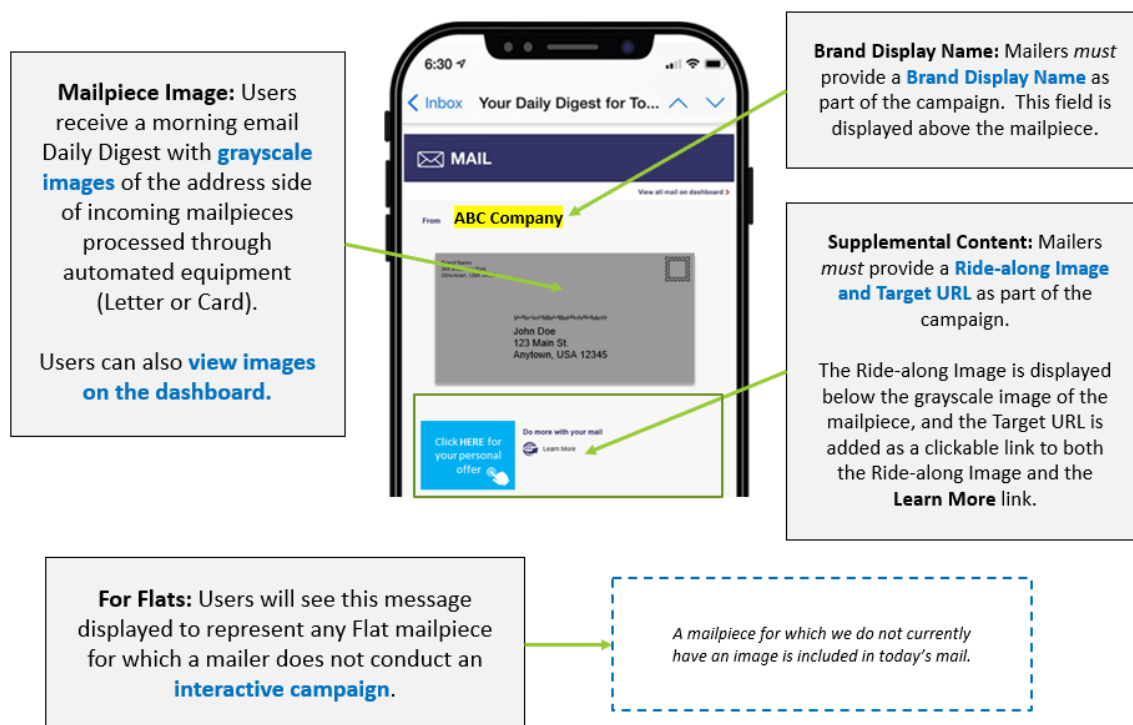
Mailpiece Image: Users receive a morning email Daily Digest with **grayscale images** of the address side of incoming mailpieces processed through automated equipment (Letter or Card).

Users can also **view images on the dashboard.**

Brand Display Name: Mailers *must* provide a **Brand Display Name** as part of the campaign. This field is displayed above the mailpiece.

Supplemental Content: Mailers *must* provide a **Ride-along Image and Target URL** as part of the campaign.

The Ride-along Image is displayed below the grayscale image of the mailpiece, and the Target URL is added as a clickable link to both the Ride-along Image and the **Learn More** link.

For Flats: Users will see this message displayed to represent any Flat mailpiece for which a mailer does not conduct an **interactive campaign**.

A mailpiece for which we do not currently have an image is included in today's mail.

Figure 1: Informed Delivery User View of a Basic Campaign

> **Representative Image:** In addition to the required Ride-along Image and Target URL, Mailers can provide a **full-color Representative Image** to replace the grayscale image of the mailpiece.
>
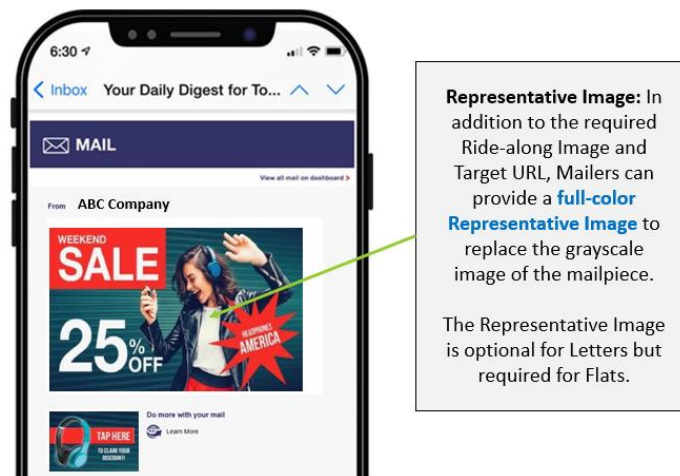> The Representative Image is optional for Letters but required for Flats.

Figure 2: Informed Delivery User View of a Dual Campaign

3   Marketing Benefits of Informed Delivery Campaign Reports

> Post-Campaign Summary Reports provide marketers with important audience insights.

Post Campaign Summary and Detail Reports are available in the ***Mailer Campaign Portal*** of the eDoc Submitter for campaigns submitted via eDoc to *PostalOne!* The reports depicted in the ***Interactive Campaign Guide*** provide the general results of individual campaigns, including information on the number of physical mailpieces delivered to ID households, the number of users/mail recipients that were sent an email, the email open rate, and the click-through rate.

In addition, Informed Visibility-Mail Tracking and Reporting® (MTR®) is now integrated with Informed Delivery post campaign data. This enables business mailers to view ID post-campaign data — including email opens, click-through rates, and delivery dates — from within the IV-MTR application.

- Mail Tracking (Scan) Data is event-based data that allows mailers to see where their mail is in the network.
    - For additional information about the Informed Delivery-IV MTR feature, please reference the *Informed Delivery-IV MTR User Guide* found on the IV-MTR PostalPro™ page. This user guide outlines prerequisites for receiving mail tracking data through IV-MTR, describes the data provisioning options available, and provides an outline on how to use the application.

- Informed Delivery Post-Campaign (IDPC) Detailed Data includes Click-throughs, Email Opens, Delivery Dates, Recipient ZIP, and Image Placement in Email.
  - o Information regarding the ID data that is provided by IV-MTR can be found in the *Informed Visibility-Informed Delivery Data Dictionary* (XLS 31.6 KB) and *Post-Campaign Sample Data Set* (XLS 13.1KB) on the Informed Delivery Business Mailer's website.

4   How It Works

Campaign data from PostalOne! is transmitted to Informed Delivery when the mail containers in the job are marked with a Ready-to-Pay status. Informed Delivery receives the campaign data from PostalOne!, processes it, and creates the campaign in the Mailer Campaign Portal if all back-end Informed Delivery validations pass.

When the mail piece is scanned by the Mail Processing Equipment (MPE), Informed Delivery receives the grayscale image and meta data from Informed Visibility and uses the MID and serial from the IMb barcode to match the piece to a campaign. If the mail piece can be matched to an active campaign at the time of the scan, Informed Delivery applies the campaign treatment to the mail piece in the Daily Digest email and Informed Delivery Dashboard.

5   Use Case Scenarios for Submitting Campaigns

USPS designed the *PostalOne!* Mail.dat database to be flexible and support an organization's mailing needs. Presorting mail can provide financial benefits for mailers allowing them to maximize USPS promotions and discounts. This section explains each Mail.dat file with eDoc presort data by scenario and unique set-up processes.

> Presorting mail can provide financial benefits for mailers, allowing them to maximize USPS promotions and discounts.

Each process outlined in the following sections creates a campaign with a Ride-along Image, Target URL and Representative Image that the user sees along with their mail piece in their Daily Digest email and Informed Delivery dashboard.

5.1   Submitting Campaigns using eDoc (Mail.dat)

Mailers can use Mail.dat files to submit campaigns via eDoc. This process allows mailers to embed the campaign data within the presort mailing job or to submit what is called an RMB submission to create campaigns through eDoc independent of uploading the presort job through eDoc.

5.1.1 Benefits of submitting campaigns via eDoc

- Saves your organization time and money when submitting large volume campaigns.
- Automates campaign creation, reducing manual entry of data.

5.1.2 Considerations when using Mail.dat to submit eDoc campaigns

- Serial numbers and MIDs must be managed to ensure there are no overlap between jobs and that there are no duplicate numbers.
- Mailings must be prepared with continuous sequential serial number ranges.
- Campaigns are linked to Components/Versions and PostalOne! will determine the MIN and MAX serial numbers for the campaign based on the IMbs in the mailing. This requires mailers to ensure that continuous serialization is performed prior to presort job processing.
- Images must be hosted publicly on a secure website (https://) by the mailer and the links must be included in the Mail.dat eDoc submission.
- Campaigns cannot be submitted through eDoc if serial numbers are not in unique sequential order based on their MPU/Version. Serial ranges can have gaps within the ranges, but each sequential range must be unique and cannot overlap across MPUs/Versions.

5.1.3 How to initiate campaign submissions via eDoc

- Campaign data can be added to jobs at the time of presort (within the presort software's job setup) or after presort using a post-presort product.
- Mailers can also develop an in-house product to create the necessary files for RMB submissions to submit campaigns without presort data.

5.2 Submitting and Managing Campaigns via the Informed Delivery Mail API

Mailers can use the Informed Delivery Mail API to automate the submission and management of campaigns by creating front-end solutions and processes that integrate with the API back end. This is a great option for mailers who want to build campaign management tools directly into their processes for seamless and automated integration into a customer-facing portal.

5.2.1 Benefits of using the Informed Delivery API

- Campaign creation and management is independent of eDoc submission
- Can create MID, SEQ and NON-SEQ campaigns
- Users can query individual campaigns or collections of campaigns for up-to-date details on campaigns and their statuses.

- The API works seamlessly with the Mailer Campaign Portal MCP – this is a hybrid model where campaigns can be managed from either application, allowing access to campaigns for MCP users and providing redundancy in the case of technical difficulties
- Transaction tracking data can be integrated into a Mailer's internal system

5.2.2   Considerations when using the Informed Delivery API

- ID requires that technical and developer staff build out a front-end or system integration solution to use the API endpoints.
- The API may not always offer the same features as the Mailer Campaign Portal (MCP) – some features in the MCP may take time to develop in the API. (See Section 5.3)

5.2.3   How to get started with the Informed Delivery API

- Comprehensive instructions on how to get started with the Informed Delivery is available on the PostalPro website.
- Set up an onboarding session with the **USPS Informed Delivery API Support Team** to get started with development and testing.
- Perform comprehensive Customer Acceptance Testing (CAT) to integrate your front-end solution with the APIs.

5.3   Submitting and Managing Campaigns via the Informed Delivery Mailer Campaign Portal (MCP)

Mailers can use the Informed Delivery Mailer Campaign Portal (MCP) to submit campaigns manually. The MCP can also be used to management campaigns, download post campaign reports, and submit files for pre-campaign analysis.

5.3.1   Benefits of using the MCP

- MCP is easy to use, and all validations take place at the time the campaign is created and submitted saving your organization time and effort.
- There are up to 20 templates that can be saved and used to pre-populate campaign data when creating a new campaign. For example, images and links can be saved to a template, and a campaign can be created each month using the default template.
- Offers pre-campaign analysis and post-campaign reports as well as draft campaign status and the ability to preview campaigns and sent previews to a list of emails.

5.3.2   Considerations when using the MCP

- Users must log in through the Business Customer Gateway (BCG).

- Currently, the MCP does not allow for the adding of barcodes for NON-SEQ campaigns.

- The portal is tied to the primary (home) CRID of the user logged into the BCG. Users can only view campaigns created under that specific CRID.

5.3.3   How to get started with the MCP

- Login to the BCG and sign up for the Informed Delivery Mailer Campaign Portal (MCP) under the Additional Services tab.

- Once access is approved by the Help Desk, log in to the MCP and explore the *How It Works* tab to become familiar with how to use the portal.

- Go to the Informed Delivery for Business Mailers & Shippers webpage on PostalPro for additional information.

- Contact USPSInformedDeliveryCampaigns@usps.gov for assistance with the MCP or any of its features.

5.4   Special Considerations for Commingled Mail

When using ID features for campaign creation, mailers need to consider how their commingling process will impact their campaign creation process through Informed Delivery. Here are some considerations:

- If the presort results in different versions in a single MPU with no distinct serial range across these versions, which is needed to create separate sequential campaigns for each different creative/campaign, then non-sequential campaigns would be a better choice. However, non-sequential campaigns can only be created through the ID Mail API – they cannot be submitted through Mail.dat, Mail.XML or the MCP.

- Mailers must consider how barcode respraying will impact the serial numbers of their campaign submissions. If respraying, mailers must make sure that the MID and serials contained within the resprayed barcodes match the campaign created through the MCP or the Mail API.

- Mailers must also carefully manage the MIDs of their customers as well as their own. As far as Informed Delivery, a MID can only be used on one type of campaign during any given time. For example, if they are running a non-sequential campaign for the month of August, that MID remains locked for that month – the MID cannot be used on any other campaign for during that time. The same would be true for MID campaigns. Multiple sequential campaigns can be created for the same time period as long as the serial ranges are unique and do not overlap.

- Unlike PostalOne!, Informed Delivery does not distinguish between mail classes in the use of serial numbers and MIDs. Therefore, there can only be one active or submitted campaign in the MCP for any given MID or MID/serial number combination for any given time period.