

United States Postal Service®

INDUSTRYALERT

August 8, 2017

New Informed Delivery® Advanced Webinar Series Coming August 15 and August 29, 2017 at 1:00 p.m. (EDT)

On August 15 and August 29 a new **advanced** Informed Delivery webinar series will be provided for mail owners and mail service providers on Informed Delivery. This series will cover the intricacies of planning and implementing interactive mailer campaigns.

In July, introductory webinars on Informed Delivery were conducted. They provided the basics of how this innovation works and how it enhances the value of hardcopy mail in a digital age by creating new opportunities to engage with potential customers across all industries.

With the August 15 and August 29 webinars, we will discuss the specific campaign elements required, including image specifications, MID and IMb Serial Number ranges, and submission methods. This series will include a glimpse into the Mailer Campaign Portal which, when launched, will provide businesses and other organizations a convenient, self-serve option to initiate interactive campaigns and obtain reports.

Going forward, additional webinars will be provided as industry educational needs dictate – examples include a more detailed look at the Mailer Campaign Portal and topics initially introduced at the 2017 National Postal Forum such as Informed Delivery Campaigns Using Mail.dat® and Using and Understanding Informed Delivery Data.

Registration is required and spaces are limited. Please register as early as possible to get the date most convenient for you. The two advanced webinars will be offered as follows:

Tuesday, August 15, 2017 at 1:00 p.m. (EDT)

ATTENDEE INFORMATION

Toll-Free Attendee Dial In: 866-381-9870
Conference ID: 68028455

Click the link below to register and add to your Outlook calendar:

Attendee Direct URL:

<https://usps.webex.com/usps/onstage/g.php?MTID=e2ece4f9bbb6596a13188f03b2be74360>

Tuesday, August 29, 2017 at 1:00 p.m. (EDT)

ATTENDEE INFORMATION

Toll-Free Attendee Dial In: 866-381-9870
Conference ID: 68070809

Click the link below to register and add to your Outlook calendar:

Attendee Direct

URL: <https://usps.webex.com/usps/onstage/g.php?MTID=e3752838e8a0505731cd7e8f97f3f1c62>

Visit the Informed Delivery for Business Mailer website for information about Informed Delivery by clicking [here](#) .

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