UNITED STATES POSTAL SERVICE®

INFORMED DELIVERY®

MAILER CAMPAIGN PORTAL (MCP) USER GUIDE

Purpose: To provide step-by-step instructions for accessing, creating, managing, and reviewing campaigns in the Mailer Campaign Portal (MCP).

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1. BACKGROUND

WHAT IS INFORMED DELIVERY?

Informed Delivery is an optional, free feature that gives consumers the ability to digitally preview their mail and manage their packages scheduled to arrive soon. Mailers can use this feature to engage users through synchronized direct mail and digital marketing campaigns.

- Informed Delivery lets consumers preview mail and packages arriving in their mailbox, PO Box™, or USPS Smart Locker by email (also known as the Daily Digest), online dashboard, or the Informed Delivery Mobile® app.
- Users can view grayscale mail images and or colorful digital marketing campaign images and access URLs from participating mailers.
- Package tracking is also available for Priority Mail Express®, Priority Mail®, and other parcels.

Informed Delivery is available to eligible residential and business customers in most ZIP Codes, though not every address qualifies. To check eligibility, sign up on the Informed Delivery website.

WHAT ARE INTERACTIVE CAMPAIGNS?

Participating mailers can create "interactive digital campaigns" or "campaigns" that display custom images and URLs on the Informed Delivery online dashboard, ID Mobile app, and in the Daily Digest email, directing users to a digital experience and providing a way to interact with the mailpiece preview. USPS currently offers campaign functionality at no additional fee.

Campaign elements include:

- **Representative Image**
- **Ride-along image**

There are two types of Informed Delivery campaigns available: Basic Campaign and Dual Campaign.

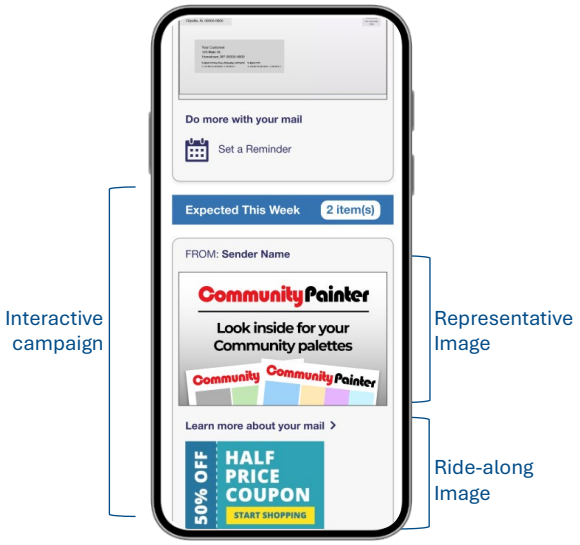


Figure 1. Interactive Campaign Example

BASIC CAMPAIGNS	DUAL CAMPAIGNS
Each basic campaign must include a Ride-along Image and target URL. ▪ The Ride-along Image appears below the grayscale mailpiece image in the email and dashboard and links users to the target URL. ▪ The Learn More link and Ride-along image link to the same target URL.	In addition to the required Ride-along Image and URL, dual campaigns include a representative image that replaces the grayscale letter-size scan image. ▪ Flat-size mailpieces do not display grayscale images to consumers, though scan events may still be captured during processing. ▪ Campaigns with Flats are required to display a representative image.

▪ All target URLs must begin with https:// and link to a landing page related to the mailpiece.	▪ Representative images are static and are not clickable. ▪ These images must be clearly branded and directly related to the physical mailpiece.

Please Note: A Ride-along Image and target URL are required for every Informed Delivery campaign. URLs must lead directly to a landing page associated with the physical mailpiece, or to the mailer's homepage, and should be tested before submission. See Section 2 below for image requirements.

HOW DOES INFORMED DELIVERY WORK?

For Consumers / Mail Recipients

USPS uses its mail processing equipment to capture images of the outside of mailpieces. These images are used to send users digital previews before the physical mail arrives. Users can view the images in their Daily Digest email notification, on their online dashboard, or in the Informed Delivery Mobile App. **Figure 2** shows how this process works.

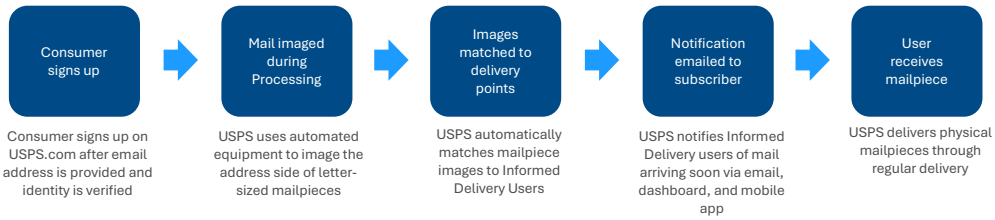


Figure 2. Process Flow that enables Informed Delivery

Figure 3 depicts how a physical mailpiece image (with an interactive campaign) is displayed on the user's Informed Delivery dashboard. Within the online dashboard and ID Mobile app, mailpiece information is maintained for a period of seven calendar days. You can toggle between "Mailpieces" and "Packages" tabs to preview mailpiece images or to manage and track packages.

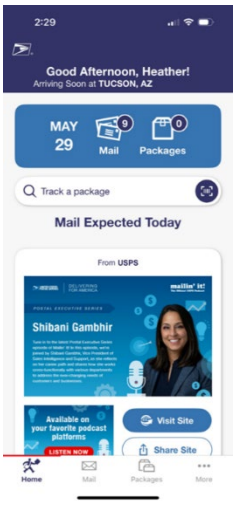


Figure 3. Depiction of an Interactive Campaign on the ID Mobile App

Mail / Mail owners

Informed Delivery users can view images of their mail whether or not a mailer runs an interactive campaign. Mailers can enhance their physical mailpieces with an interactive campaign that adds custom images and a URL to the user's email digest, Informed Delivery Mobile app, or online dashboard.

- Each unique set of supplemental content is tied to a specific mailing. A single mailing can have multiple interactive campaigns, and multiple mailings and campaigns can run at the same time.
- Each campaign is linked to **one Mailer ID (MID) in the Intelligent Mail® barcode (IMb®)** on the mailpiece and is active for a defined date range**.** See **Appendix C** for more information about the MID and IMb.

When Informed Delivery receives a mailpiece scan for an enrolled Informed Delivery user and the MID or the MID + Serial Number in the IMb is associated with an active mailer campaign, that user will see customized supplemental content that the mailer provided USPS. The process for this is illustrated in **Figure 4.**

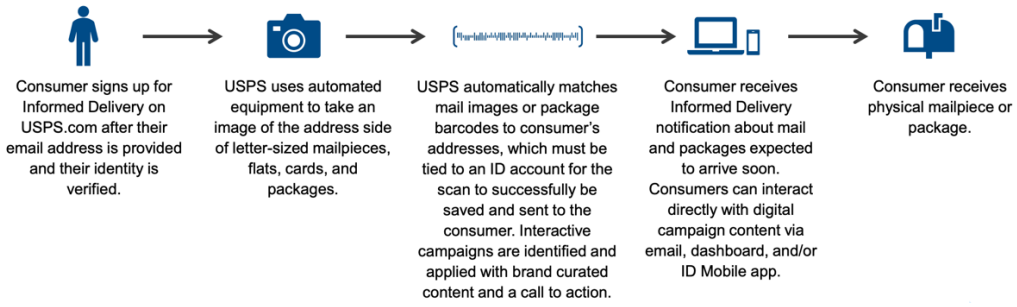


Figure 4. Process flow showing when USPS applies Informed Delivery Campaign

Mailer benefits

Informed Delivery Campaigns strengthen the connection between physical and digital marketing, helping brands engage users before mail arrives and drive higher response. They give mailers a digital channel tied to hardcopy mail, create additional impressions for recipients and household members, and benefit from strong email performance with daily open rates above 60% as of August 2026.

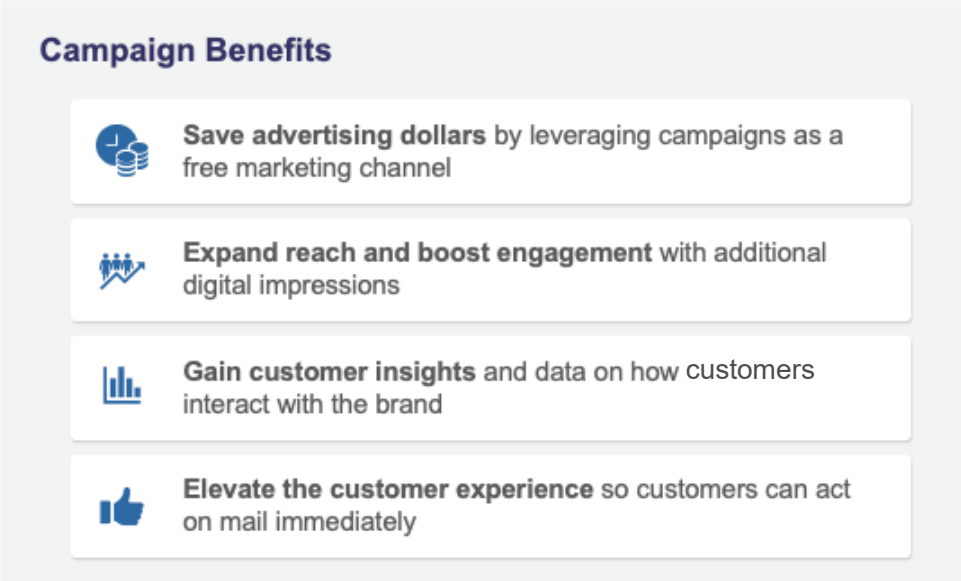


Figure 5. Informed Delivery Interactive Campaign Benefits

Participation Criteria

Virtually any business mailer can conduct an Informed Delivery campaign if the following criteria are met:

- Mailpieces must be automation compatible.
  - Available for First-Class Mail®, Periodicals, or USPS Marketing Mail™ letter-size, postcard, or flat-size pieces such as large envelopes, catalogues, and magazines.
- Mailpieces must contain a valid IMb.
- Mailer or Mail Service Provider (MSP) must be IMb certified.

Disclaimer: For an Informed Delivery campaign to appear, a full-service Service Type Identifier (STID) is required.

Note: A campaign can be initiated by the mailer or by their designated MSP (advertising agency, printer, freight shipper, presort bureau, etc.). MSP must have been given access to the mailer's MID and CRID.

2. GETTING STARTED

THE MAILER CAMPAIGN PORTAL OVERVIEW

The Informed Delivery Mailer Campaign Portal (MCP) is the USPS self-service application that provides businesses the ability to enter and initiate interactive campaigns, view campaign data and results, create campaign templates, store media, and more, all in one convenient location from the USPS® Business Customer Gateway (BCG). This User Guide explains the MCP's functionalities, as well as how to navigate its various self-service features.

In addition to the MCP, campaigns can be submitted through *PostalOne!®*, eDOC, the Informed Delivery API, and the My Products Portal.

- Refer to the Informed Delivery for Business Mailers and Shippers website for information on *PostalOne!*.
  - Campaigns entered through *PostalOne! (Electronic file submission eDoc)* flow into the Mailer Campaign Portal for the purposes of viewing campaigns, cancelling campaigns, and post-campaign reporting only.
- Visit the Postal Pro website for more information on the My Products Portal (MPP).
- Campaigns entered through My Product Portal, and the Informed Delivery API flow into the Mailer Campaign Portal for the purposes of viewing and editing campaigns, cancelling campaigns, and post-campaign reporting.

LOGGING IN

Any individual with a Business Customer Gateway (BCG) account can access the MCP.

To log in:

- Sign in to the **Business Customer Gateway (BCG)** with your username and password.
  - If you do not have an account, create one. To link accounts for a single business, see the material provided in the "Help" section on the main BCG page. See **Appendix A** and **Appendix B** for more information on address validation or access management.
- From the BCG homepage, select **Additional Services.**
- Locate **Informed Delivery® Mailer Campaign Portal.**
- If you are a first-time user, select **Get Access.**
- If you already have access, select **Go to Service.**

Note: Access is granted by the Business Service Administrator (BSA). New BSA rights may require additional approval and can take 2–3 business days. Please see questions 51 and 52 in the Informed Delivery FAQs for more information on access.

Note: You can access the Mailer Campaign Portal for one CRID at a time. You must select "Location" to change CRID and re-enter the MCP by selecting "Go to Service" to submit campaigns for a secondary CRID.

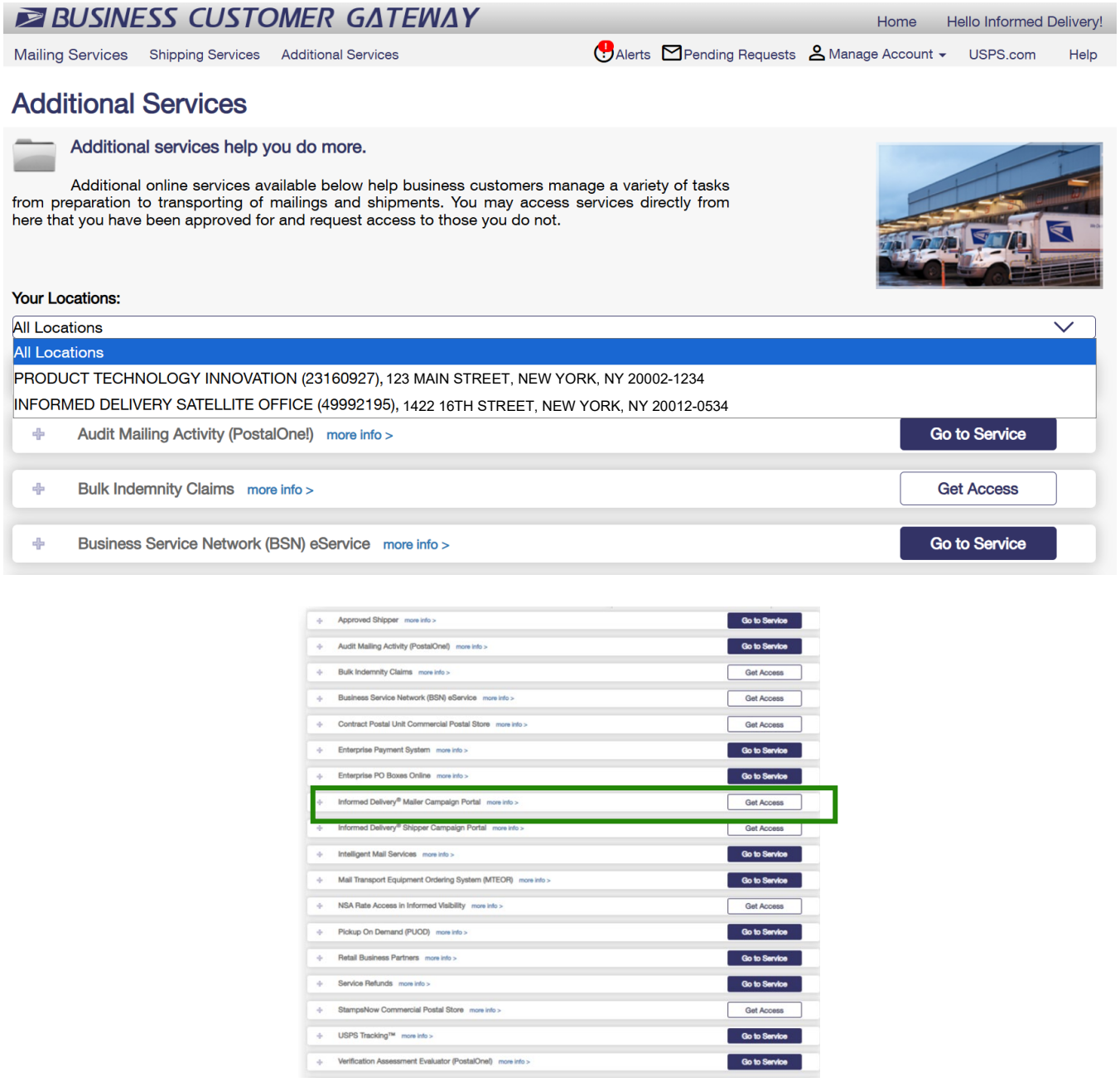


Figure 6. Mailer Campaign Portal Access from Business Customer Gateway

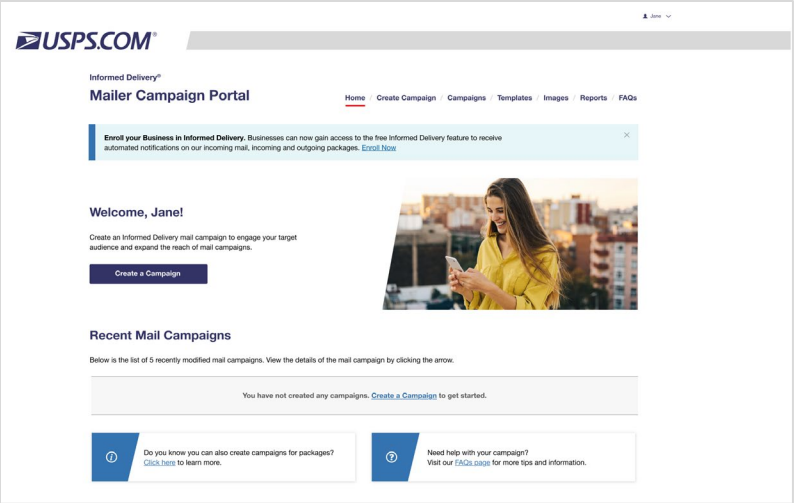


Figure 7. Mailer Campaign Portal Landing Page

CAMPAIGN STATUSES

Within the MCP, there are five categories that reflect the status of a campaign throughout its lifecycle:

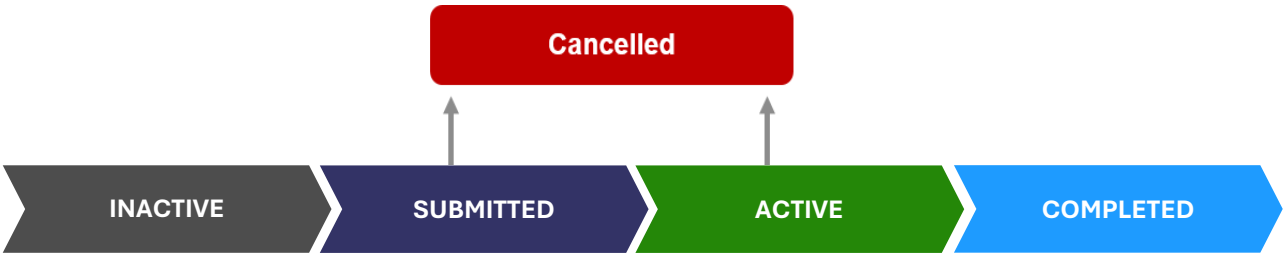


Figure 8. MCP Campaign Statuses

- **Inactive:** A campaign saved but not submitted.
  - Required fields and assets do not need to be complete.
  - Drafts can be edited later.
  - Drafts are the only campaigns that can be deleted.
  - Draft campaigns are subject to deletion after one month.
- **Submitted:** A complete campaign that is pending activation on a future date.
  - Required fields and digital assets must be completed.
  - Submitted campaigns can be edited.
  - Status changes to **Active** on the start date.
  - Ensure that campaign elements (images, target URL, serial number) are all correct.
- **Active:** A campaign running between its start and end dates.
  - Users can view or download interim post-campaign results.

    - Active campaigns cannot be edited. To make a change, a campaign must be cancelled and re-submitted.
- **Completed:** A campaign that has reached its end date.
    - Final post-campaign results can be viewed or downloaded.
- **Cancelled**
    - A campaign that was submitted or active and later cancelled.
    - Results may still be available if the campaign was active for at least one delivery day.

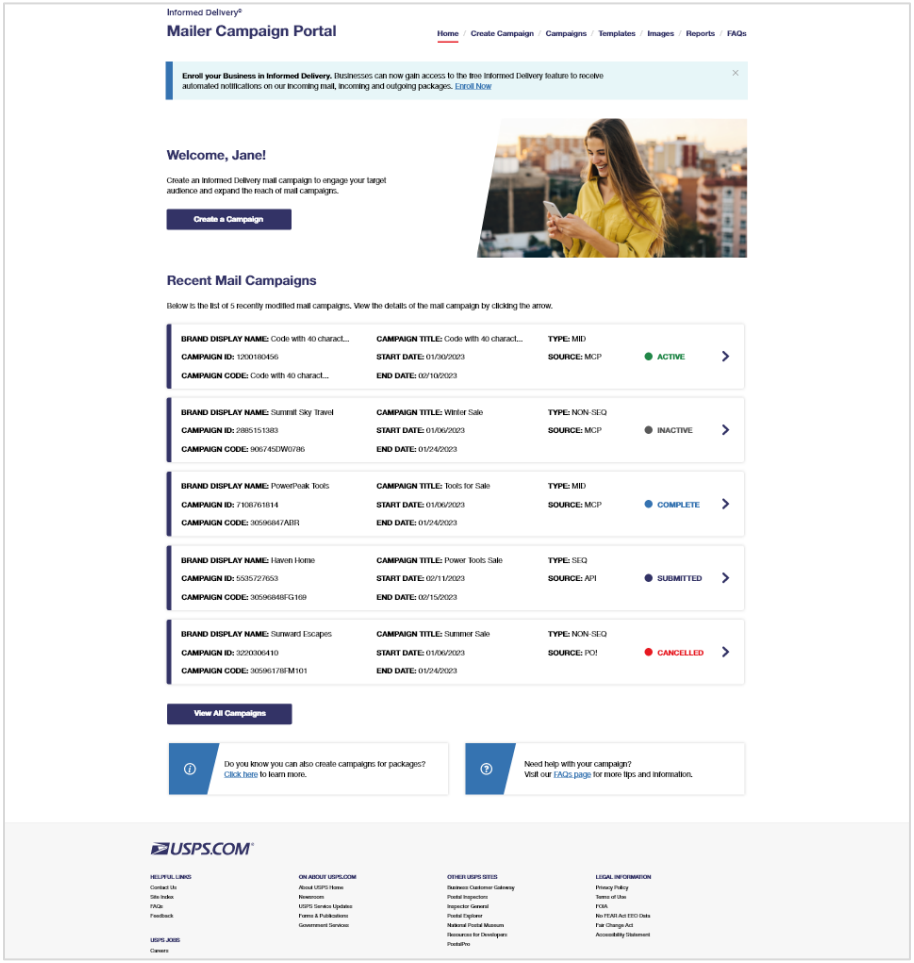


Figure 9. MCP Landing Page with Campaign Statuses

3. CREATING A CAMPAIGN

From the welcome page or navigation, select **Create a Campaign**. You may then choose to:

- **Create a New Campaign**
- **Create Campaign from a Template** if templates are available

When you select **Create a New Campaign**, the MCP will automatically create an **Inactive** campaign that can be viewed on the Campaigns page.

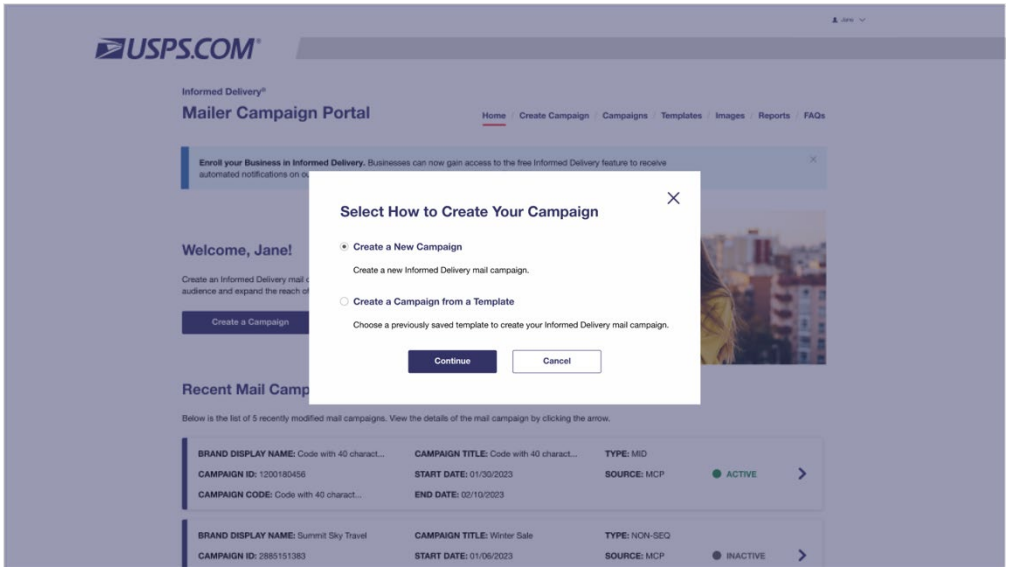


Figure 10. Create a Campaign

To create a new campaign, you will be directed through the following steps.

1. **Describe**: Enter the core campaign details, including the required description fields and campaign setup information needed to begin the campaign record.
2. **Build**: Add campaign parameters and creative assets, such as representative or Ride-along Images, target URL, campaign parameters, and social sharing selections.
3. **Review**: Confirm that all campaign information is accurate, review images and description details, and address any missing required fields before proceeding.
4. **Submit**: Agree to the required terms and conditions and submit the completed campaign so it can move forward for activation and confirmation.

*For an outlined campaign checklist please see **Appendix D**.*

STEP 1 - DESCRIBE

Enter the campaign data elements on the first campaign entry screen (**Figure 11** and **Table 1**).

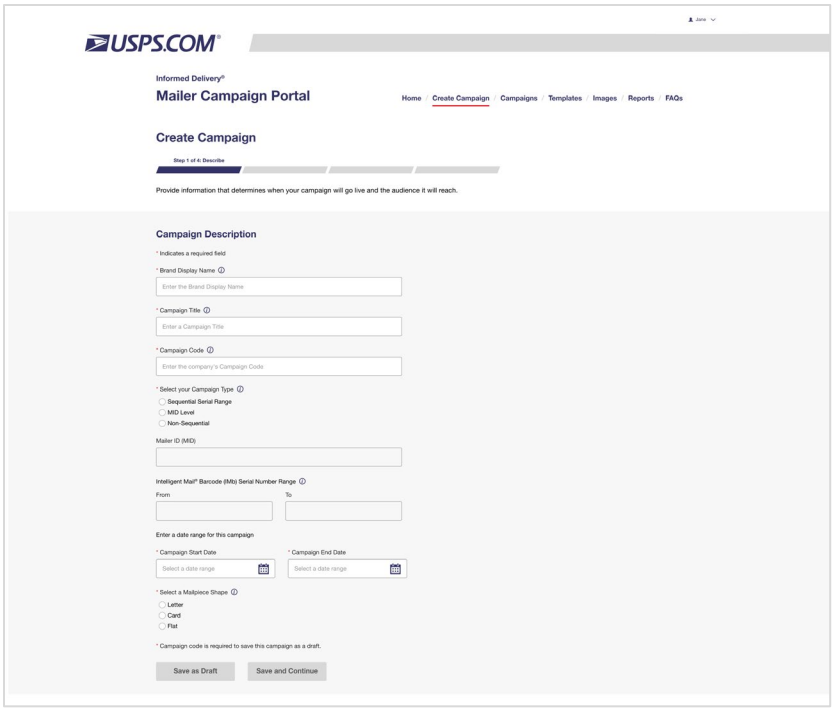


Figure 11. Describe Campaign Elements

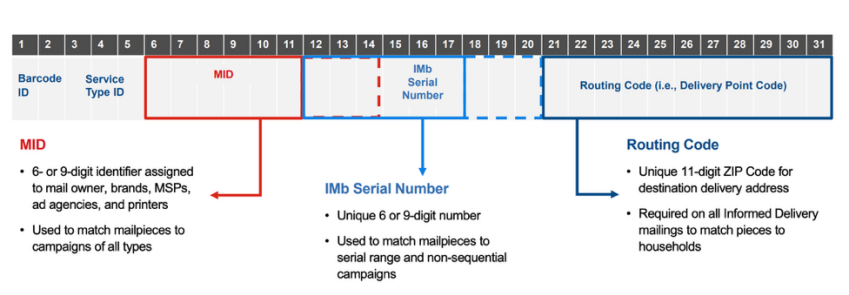
The table below provides a description for each required field:

Table 1. Campaign Data Elements

Elements	Description
Brand Display 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 40 characters including spaces.
Campaign Title	• This field is for internal use only. For example, "Any Brand Letter Mailing." The same Campaign Title can be used for multiple campaigns. • This field is used for reporting and can be used to group multiple campaigns together with the same title. • This field can have a maximum of 40 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 is used for reporting and can be used to determine results of unique campaign performance. • This field can have a maximum of 40 characters including spaces.

Campaign Type	• This field indicates how a campaign will be applied to mailpieces.
	• Campaign submitters must select one of three campaign types:
	  • **Serial Range Sequential:** Campaign will apply to all mailpieces with a MID matching the campaign MID and serial number which falls within the campaign start and end serial numbers.
	  • **RECOMMENDED**: Serial campaign type allows you to personalize your campaigns for different users.
	  • **MID Level:** Campaign will apply to all mailpieces with the campaign MID no matter the serial number. Use this to apply the same campaign to all customers.
	  • **Non-Sequential**: Campaign will apply to all individual barcodes submitted via Application Programming Interface (API). Individual mail pieces are targeted for inclusion in the digital preview without relying on a specific sequence or range of serial numbers on the mail barcode.
	
	Figure 12. Illustration of MID and IMb Serialized Campaigns

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 an MSP. The company that addresses and prints the IMbs on the mailpieces will know this number. • The user of the MID must get approval from the MID owner prior to using a MID to conduct a campaign.
IMb Serial Number Range	• 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 IMbs on the mailpieces** will need to derive and provide this range.

	 *Figure 13. Illustration Depicting How to Determine IMb*
Campaign Start & 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). • Campaigns will only apply to mailpieces that are delivered during the window between the campaign start and end date. • The campaign Start Date cannot occur in the past or start more than 60 days in the future. • Campaign duration cannot exceed 45 days for sequential/non-sequential campaigns. • Campaign duration cannot exceed 62 days for MID level campaigns.

Important Notes:

- **Campaign Deadlines**: Campaigns must be submitted **prior to midnight local time the day** before the campaign Start Date. Once the campaign is active, campaigns cannot be edited. Campaigns in the Submitted status can be edited prior to the Start Date.
- **Campaign Activation**: Campaigns become active at **12:00:01 (just past midnight) of the start date.** Campaigns end at 11:59:59 (just before midnight) of the end date.
- **Campaign Codes:** The same campaign code can be used for mail campaigns once the original campaign is Cancelled or Deleted. A campaign code cannot be reused only if it is associated with a campaign in Active, Submitted, or Complete status.
- **Non-Sequential Campaigns**: Mailers can create, edit, and cancel non-sequential campaigns using the Mailer Campaign Portal. At this time, barcodes for non-sequential campaigns can only be added via the Application Programming Interface (API). For additional support on creating non-sequential campaigns, please reach out to the Informed Delivery API Team (USPSInformedDeliveryAPI@usps.gov).

STEP 2 – BUILD

Add required campaign images, digital content, and campaign preferences. At any time during the campaign creation process, you can select “Save as Draft” or “Save and Continue” to keep working on the campaign.

Ensure that the images meet the criteria as stated in the Campaign Image Requirements document on the Informed Delivery for Business Mailers & Shippers website.

The following is required to complete the build step.

- **Upload a Representative Image:** The Representative Image must be clearly branded and must be directly related to the hardcopy mailpiece. A Representative Image is **optional** for letters / postcards; however, it is **required for flat campaigns.** As a reminder, flat-size mail has fewer scan events and less visibility than letters / postcards due to differences in processing.
    - Select "Upload" and select your desired image.
    - Select "Replace" to add a different image.
    - Select the trash icon in the upper right corner to remove a selected image.
    - Note:
        - Only RGB color types are acceptable for digital images (CMYK version is generally used for printed material). If the image is not the proper color type, then the image upload will fail; however, an error message is not provided.
        - Maximum dimensions for a Representative Image are 780px width or 500px height.
        - JPEG is the only allowed image format.
        - Each image must be 200KB or smaller.
    - Note: You may save up to 10 representative campaign images in the Images section of the MCP to re-use when creating a campaign.

- **Upload or create a Ride-along Image**: Ride-along Images must directly relate to the promotion or offer contained in the mailpiece.
    - Select "Upload" to select a pre-created Ride-along image.
    - Select "Create" under the Informed Images header to visit Informed Images and quickly download a ready-to-use Ride-along Image and upload the image to your MCP image library.
        - Note: You must create an account for Informed Images, which is separate from your BCG account. You must sign into Informed Images to create and download Ride-along Images.
        - (See **Table 2** for more information on creating a Ride-along Image with Informed Images.)
    - Note:
        - Maximum dimensions for a Ride-along Image are 300px width or 200px height.
        - JPEG is the only allowed image format.
        - Each image must be 200KB or smaller.
    - Note: You may save up to 10 ride-along campaign images in the Images section of the MCP to re-use when creating a campaign.

- **Enter Target URL**: Enter the URL of the website customers will see when they click the campaign images.
    - Enter your desired link (*target URL must begin with https:// and is limited to 255 characters*).
    - Select "Test Link" to verify that your link works as expected.

- **Optional: Select Campaign parameters preferences**: Informed Delivery can send campaign Mailer ID (MID) and Serial Number as URL parameters when consumers click interactive campaign Target URLs. This allows mailers to capture more data, better measure Informed Delivery referrals, and create dynamic landing pages based on MID and Serial Number.
    - Campaign parameters allow mailers to personalize campaign landing pages for individual mailpieces. **Informed Delivery appends the MID and Serial from each mail piece to the URL** supplied by the mailer, making the URL unique to each household. When recipients click the Informed Delivery URL, they are all directed to the same website. The destination website reads the MID and Serial from the URL and can **customize the experience or offer for a specific customer**. The work of providing personalization is done by the target website.
        - Select "Yes" to opt-in to additional campaign parameters.
        - Select "No" to opt-out.

- **Note**: Please note that these parameters may not work with all Target URLs, and redirects may fail when parameters are passed. If your campaign URL uses a redirect, enter the final destination URL as the Target URL instead.
- See the Campaign Parameters PDF on the Informed Delivery for Business Mailers & Shippers website for more details on the URL opt-in/opt-out feature and to find out how to use it.
- It's recommended that URLs are tested in the MCP prior to campaigns being submitted (Figure 14).

- **Optional: Select Social Sharing preferences:** Enables you to share campaign links via email, text, or social media from the Daily Digest email, the Informed Delivery Mobile app, and the Informed Delivery Online Dashboard. Icons appear alongside campaigns that have been opted-in for social sharing.
  - Select "Yes" to opt-in to the social sharing capability.
  - Select "No" to opt-out of social sharing.

- **Preview Campaign**
  - Campaign preview is an optional view that is not available until all required fields are provided.
  - *This step is highly recommended to ensure campaign elements look and function as expected.*
  - Once all required fields are provided you can select "Preview Campaign" to view a digital preview of a campaign mockup on a user's digest or dashboard or to send an email preview.

Figure 14. Build Campaign

Table 2. Creating an Image with Informed Images
If you select to create an image with Informed Images you will be directed through the following steps. 1. Redirected to Informed Images.

a. Review the information provided on the USPS Informed Images homepage.
b. Select “Get Started” to continue.

2. Provide your log-in credentials or create an account.
   a. **Note:** this account is specific to Informed Images and will not be the same login information used to sign into the BCG or MCP.
3. Search Ride-along Images to find a customizable template.
4. Select an image to see a daily digest email preview.
5. Select “Download Ride-along Image” to save the image to your device or select “Customize this Image” to edit before saving.
6. Once saved to your device, navigate back to the MCP and upload the ride-along image to the campaign build page.

STEP 3 - REVIEW

Review campaign details before submission. Before submitting, **confirm:**

- Campaign Description is completed and correct.
  - To edit Description, select “Edit.”
- Images are correct.
  - To edit Campaign Images, select “Edit.”
- Links and content are final.
  - Verify Target URL.
  - Confirm Campaign Parameters and social sharing preferences.
- Test campaign on Daily Digest and Dashboard preview is accurate.
  - Send a test campaign and review all campaign elements.

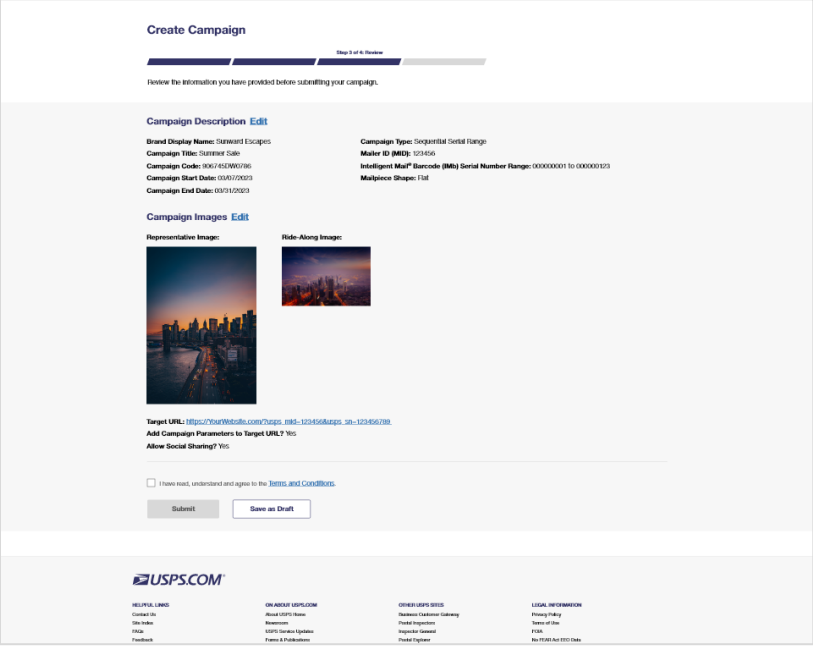


Figure 15. Review Campaign

STEP 4 - SUBMIT

After review, select **Submit** to send the campaign for activation. Once submitted, the campaign remains in **Submitted** status until the scheduled start date, when it becomes **Active**.

Best practice: Save as draft if approvals, legal review, or image updates are still pending.

If campaign elements are still missing or incorrect at this stage return to the “Describe” or “Build” pages, as applicable, to finalize the campaign entries. Selecting “Save As Draft” saves the campaign information so it can be edited later.

Note: You can chose to save your campaign as a template, to easily re-create campaigns later with the same or similar elements (images, URL, and campaign information).

For step-by-step guidance on submitting a campaign, please visit **Appendix D. Interactive Campaign Checklist****.**

Important Note: You can edit a Submitted campaign until **midnight local time** the day before the campaign Start Date.

4. MANAGING CAMPAIGNS

You can view the 10 most recent campaigns on the Mailer Campaign Portal homepage or navigate to the “Campaigns” tab in the top navigation bar to view all campaigns.

The “Campaigns” page includes search, filter, and sort functionalities to help you navigate your campaigns.

- **Search** by keyword up to 40 characters (*ex. brand display name, campaign title, campaign code).*
- **Sort** by brand display name, campaign title, start date, end date.
- **Filter** by campaign status.

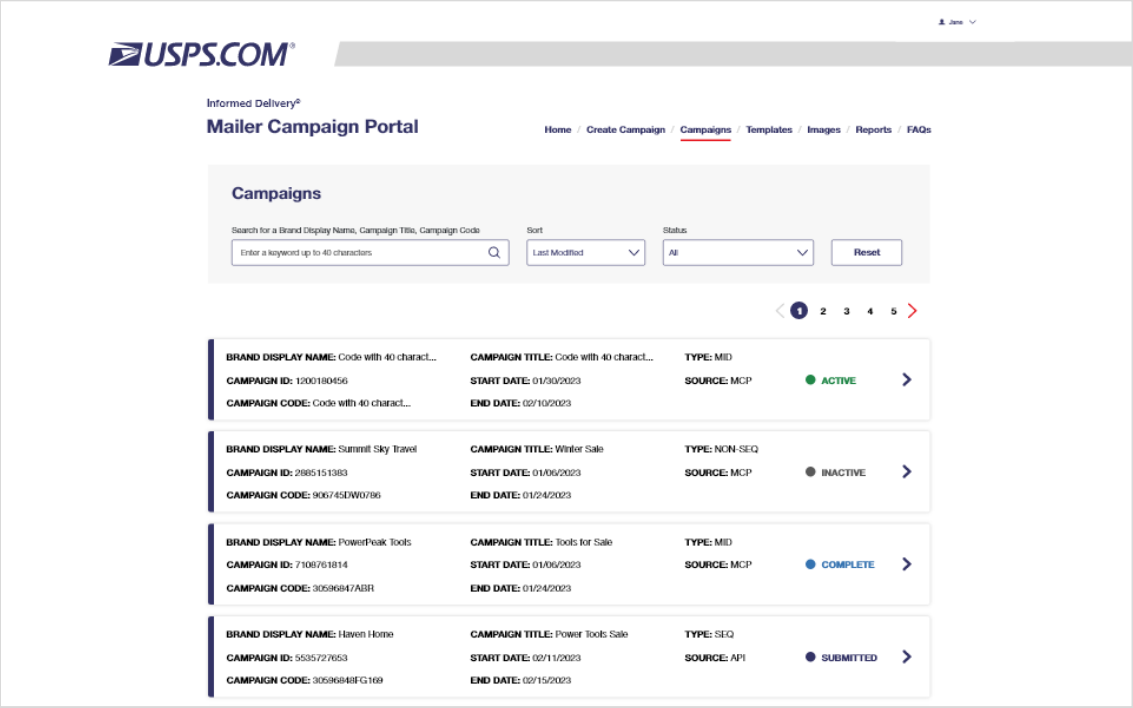


Figure 16. MCP Campaign Management

CAMPAIGN DETAILS

Selecting a campaign opens the individual campaign page. The status of the campaign will dictate what information is available.

- **For all campaigns**, the following information is provided:
  - High-level campaign details.
  - Full campaign description details.
  - Campaign images.
  - Preview campaign.
- For **Active** Campaigns:
  - You can Cancel your Active campaign by selecting “Cancel Campaign.”
- For **Submitted** Campaigns:
  - You can Cancel your Submitted campaign by selecting “Cancel Campaign.”
  - You can Edit the campaign elements by selecting “Edit Campaign.”
- For **Draft / Inactive** campaigns:
  - You can select “Delete Campaign” to remove the campaign from your Campaigns page.
- For **Completed or Cancelled** Campaigns:
  - There are no additional available actions.

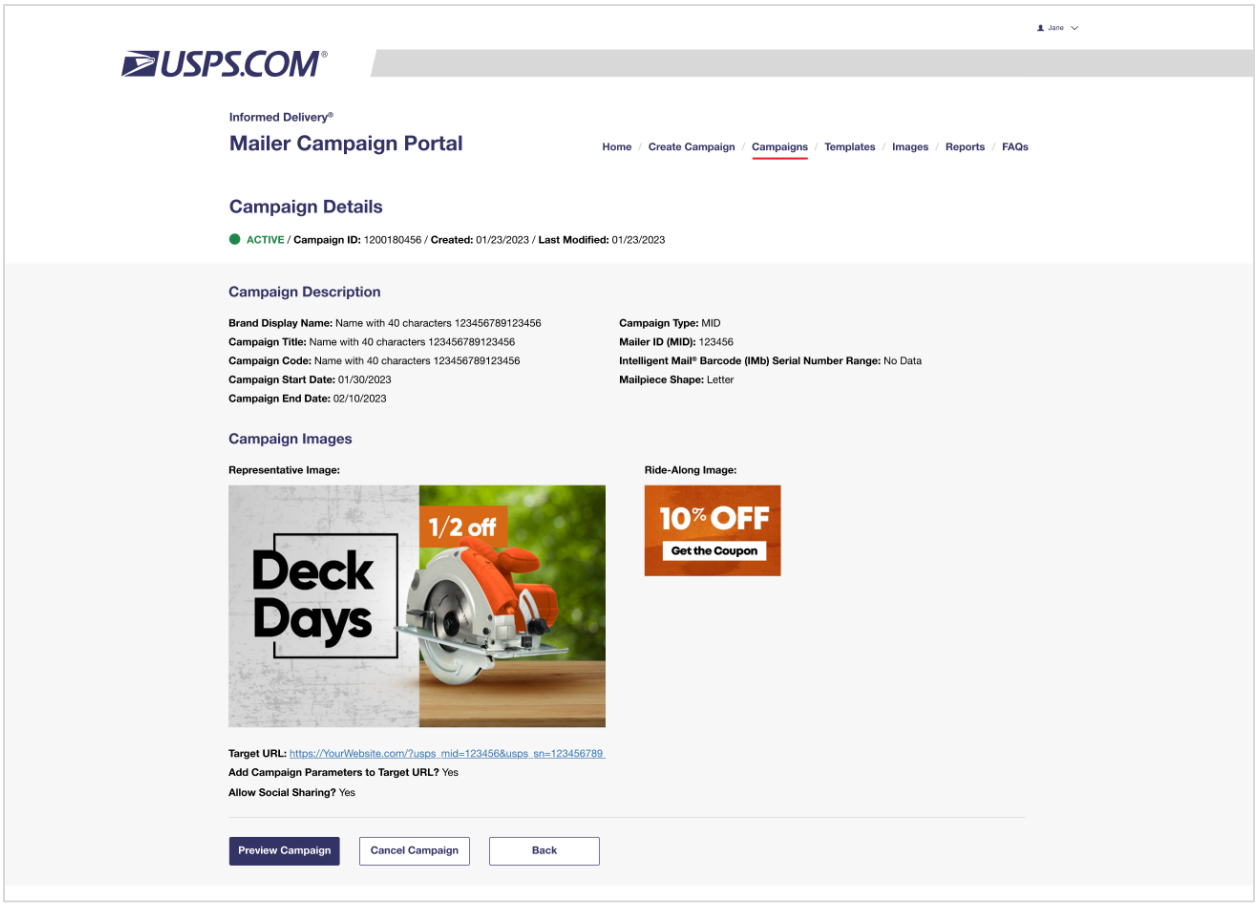


Figure 17. Campaign Details

5. CAMPAIGN TEMPLATES

You can create and manage campaign templates by visiting the “Templates” tab in the top navigation bar. With Templates you can:

- **Manage Templates**
  - View all stored templates.
  - Select templates to view or edit.
  - Select templates to be deleted.
    - Note: Up to 20 templates can be stored at a time.

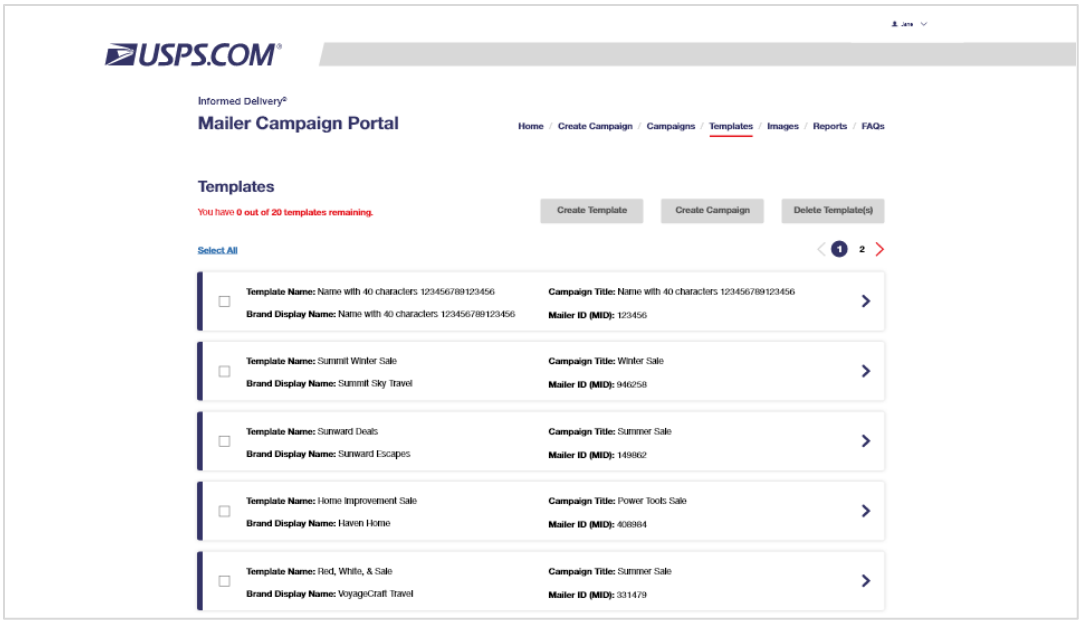


Figure 18. MCP Templates

- **Create a template**
  - Select “Create template” to create a new campaign template.
  - You will be required to complete a modified Step 1 – Describe and Step 2 – Build for the template.
  - Campaign Templates cannot be saved as a draft.
  - Campaign Templates cannot be completed until all required information is provided.
  - Campaign Templates can be used to easily re-build campaigns with the same images, campaign information, and target URLs instead of re-creating each time from scratch.

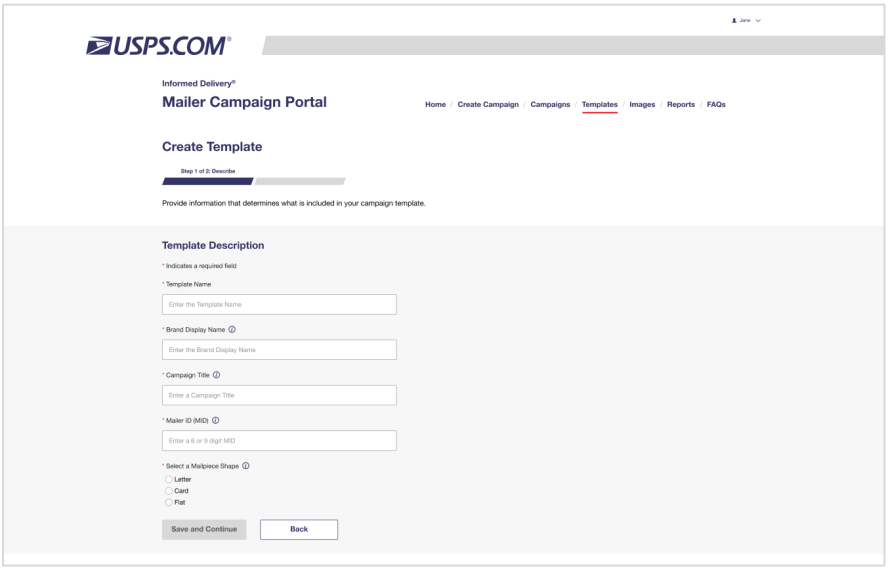


Figure 19. Create a Template

- **Create a Campaign from a template**

- To create a campaign from a template, first select the template you want to utilize and then select “Create Campaign.”
- You will be asked to provide additional description information specific to the campaign including Campaign code, IMb, and Campaign Date range.
- You will then be taken to Step 3 – Review after providing campaign description information.

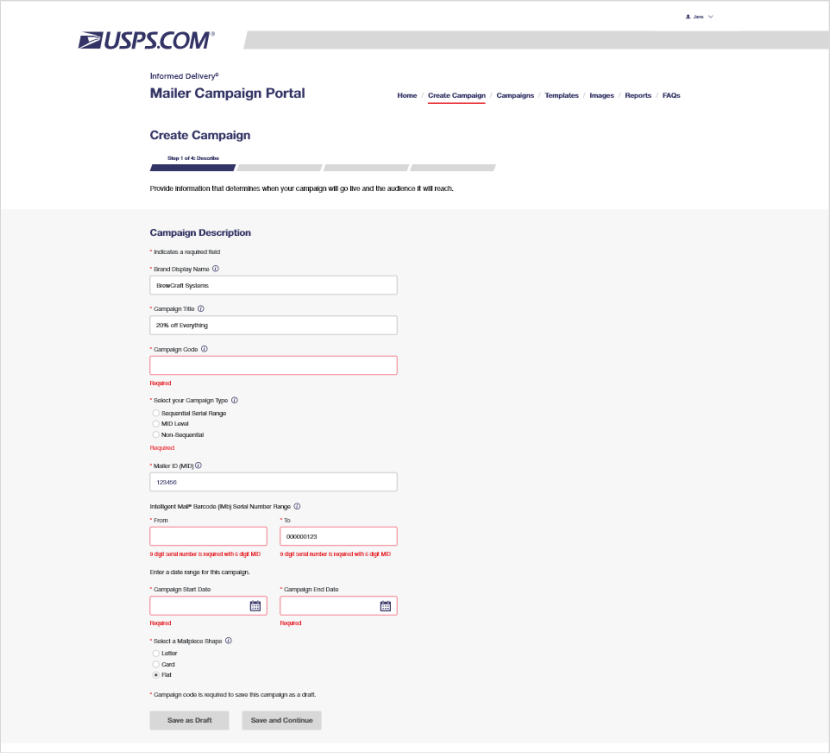


Figure 20. Create Campaign from Template

6. IMAGES

Representative and Ride-along Images can be uploaded and stored in an image library found by selecting “Images” in the top navigation bar.

- Image Management
  - **Upload**: Select “Upload Image” to upload Representative or Ride-along Images to your library.
  - **Download**: To download an image from your library, select “Download” and then select the image you want to download.
  - **Delete**: To delete an image from your library, select “Delete” and then select the image you want to be deleted.
- Notes
  - You can have a total of 10 Representative Images and 10 Ride-along Images stored in your library.
  - Only JPEG Files are accepted.
  - Limit image size to 200KB.

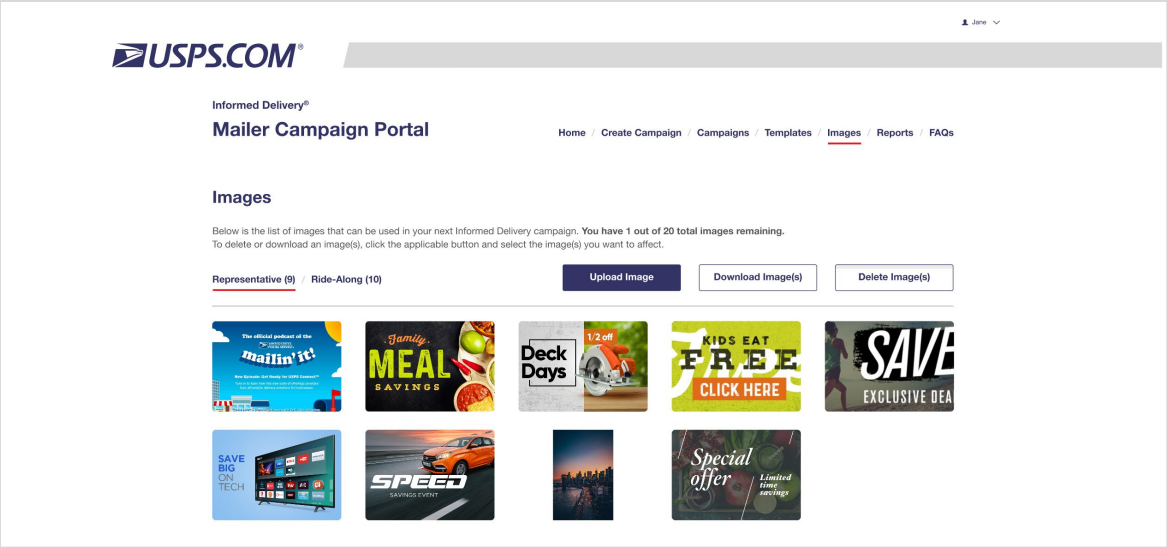


Figure 21. MCP Image Library

7. CAMPAIGN STATES AND REPORTING

CAMPAIGN STATES

There are three basic stages in the campaign process: Pre-Campaign, Active Campaign, and Post-Campaign.

Figure 22. Campaign States

- **Pre-campaign**: The process of gathering the required campaign elements and determining the submission method as described.
- **Active Campaign**: Campaigns are activated based on the requirements provided by the mailer/MSP, which are dictated by the campaign data elements.
    - The start date of the campaign, duration of the campaign, and campaign images that are provided result in the campaign being applied to each mailpiece, based on the information in the IMb.
    - Brand/Campaign Display Name and supplemental content are the only campaign elements presented to the Informed Delivery user. All other campaign elements are used to apply the appropriate campaign for the defined time period.
- **Post-Campaign**: USPS understands that data analysis is important to measuring success and determining where to direct marketing funds and resources.

REPORTING

- **Pre-Campaign Analysis Report:** The optional Pre-campaign Analysis Report allows users to evaluate their campaign reach within a specific mailing list. Users can initiate this report from the “Reports” tab. It provides an aggregate output of how many Informed Delivery consumers you will be reaching with your campaign. Available in the Mailer Campaign Portal (MCP).

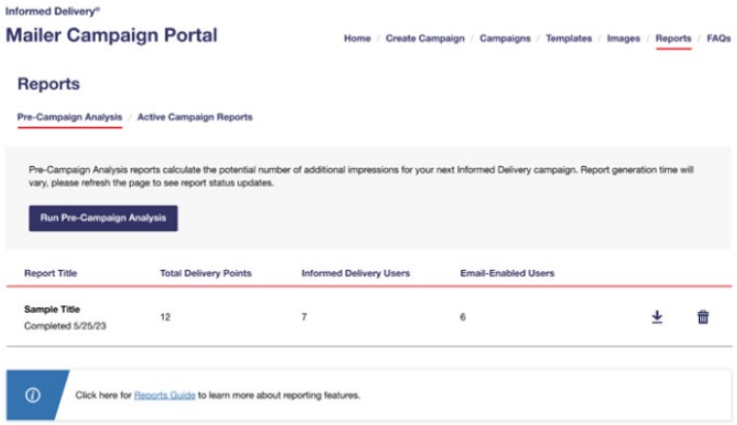


Figure 23. Pre-Campaign Analysis Home Page

- **Active/ Completed Campaign Reports:** The Active Campaign Summary and Detailed reports provide a wealth of information related to an individual campaign by providing the results of individual campaigns. You can download Summary and Detailed reports on the MCP. Each time you download the report, it will include data from the start date of the campaign to the current date and is available for 60 days after the campaign has been completed.

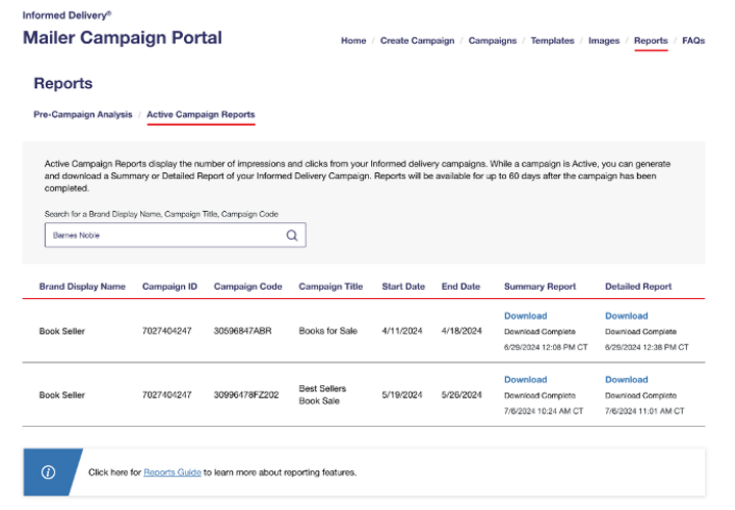


Figure 24. Active campaign Reports Home Page

Campaign Summary Report KPIs		
Title	Definition	How to Calculate
Impressions	The total volume of physical mail pieces that successfully triggered an Informed Delivery notification. This is the number of times that your campaign could have been seen by an Informed Delivery user.	*Use "Mailpieces" field in the Campaign Summary Report*
Email Open Rate	The percentage of recipients who opened the Informed Delivery Daily Digest email.	*Use "Email Open Rate" field in the Campaign Summary Report*
Click Through Rate (CTR)	The percentage of users who clicked on the campaign out of the total number mailpieces delivered.	*Use "Click Through Rate" field in the Campaign Summary Report for overall CTR for all three platforms (ID Mobile app, Daily Digest Email, and ID Dashboard)*
Click Through Rate by Channel	**Daily Digest**- The percentage of users who clicked on the campaign in the Daily Digest Email out of the total number mailpieces delivered.	*Use "Daily Digest Click Through Rate" field in the Campaign Summary Report*
	ID Mobile app- The percentage of users who clicked on the campaign in the ID Mobile app out of the total number mailpieces delivered.	*Calculate by taking "ID Mobile App Click Through" field divided by "Mailpieces" field in the Campaign Summary Report*
	ID Dashboard - The percentage of users who clicked on the campaign out of the total number mailpieces delivered.	*Calculate by taking "Dashboard Click Through" field divided by "Mailpieces" field in the Campaign Summary Report.*
Click-to-Open Rate (CTOR)	The percentage of users who clicked on the campaign, out of those who opened the Daily Digest email.	*Calculate by taking the count of Click Throughs divided by the count of Emails Opened in Campaign Summary Report.*
Conversion Rate	The percentage of users who clicked into a campaign who completed a desired action on the mailer's website.	*This can be tracked on the mailer's side with analytics and is not available through Informed Delivery reporting.*

- **Campaign Detailed Report KPIs:** Tracks each unique interaction with a campaign including email open, campaign click through, etc., including a timestamp. Measure campaign performance based on location in Daily Digest email (first, second, third, etc., campaign shown to user).
- You can access additional Campaign reporting through Informed Visibility (IV-MTR) for up to 120 days after a campaign has completed.
    1. **INFORMED VISIBILITY® – MAIL TRACKING & REPORTING (IV®-MTR)** Provides near real-time data with two options for receiving data: one-time queries and data feeds. Data access delegation is available at the MID or Customer Registration Identification (CRID) level.
    2. For more information: Please reference the Informed Visibility-Informed Delivery Data Dictionary XLS (31.6 KB) and Post-Campaign Sample Data Set XLS (13.1 KB) for information on data attributes available. Review Informed Visibility PostalPro™ for additional information and resources.

Please Note: Additional information on campaign reporting details can be found by accessing the following user guide: Mailer Campaign Portal Reporting User Guide.

8. FAQS AND RESOURCES

The MCP now offers a self-service support through FAQs and embedded guides. For support navigate to "FAQs" found on the top navigation bar or by selecting "FAQs Page" from the home screen below campaigns.

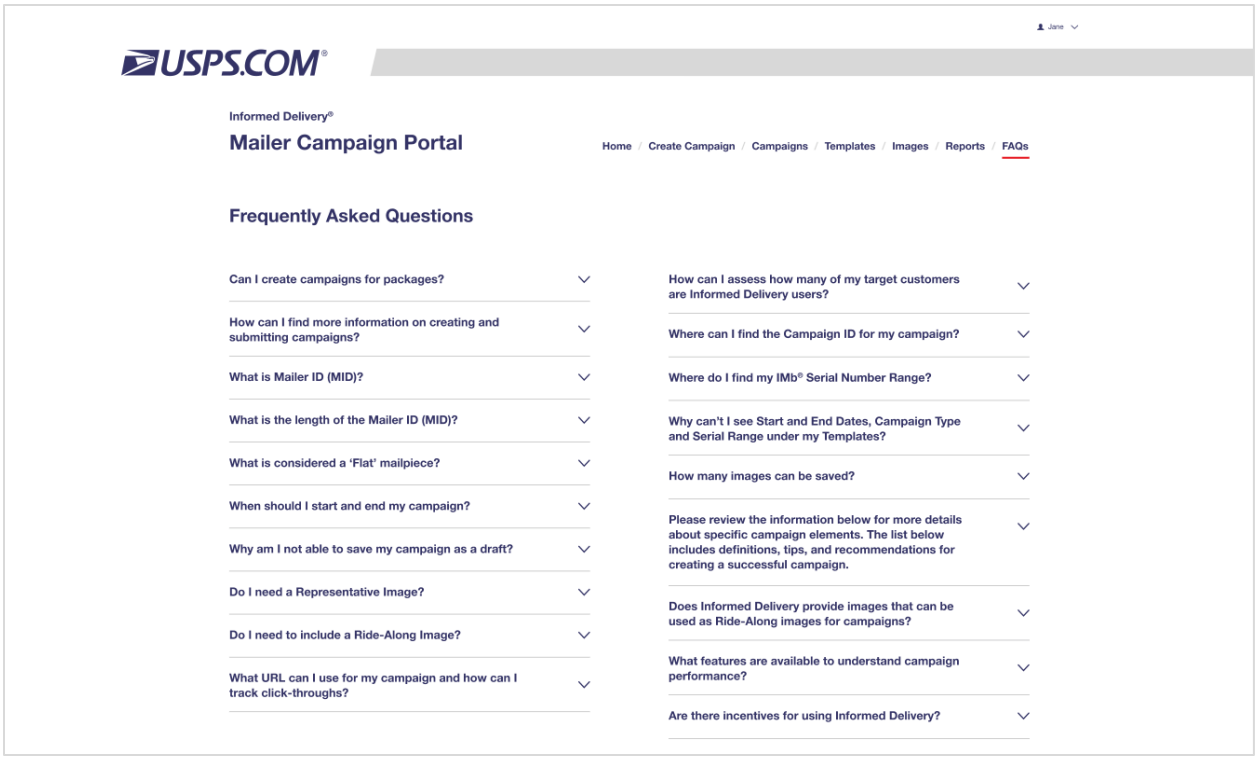


Figure 25. MCP FAQs

The FAQ page also features **Additional Resources** below the FAQ list, with links to:

- MCP Reporting user guide
- Campaign best practices
- MCP user guide (this document)
- Informed Images

In addition, the Informed Delivery for Business Mailers & Shippers website offers a variety of resources regarding Informed Delivery and interactive campaigns.

- **Learn about Informed Delivery**
  - *Informed Delivery Homepage*: Information, resources, and sign-in / sign up opportunities can be found on the Informed Delivery homepage.
  - *Informed Delivery – The Basics*: Detailed background on the Informed Delivery feature found on the USPS FAQ site.
  - *Informed Delivery Interactive Campaign FAQs:* Frequently asked questions for Informed Delivery Interactive campaigns.

- **Learn to Personalize your Campaigns**
  - *Informed Delivery Campaign Parameters:* Learn more about the function of the campaign URL opt-in/opt-out feature.
  - *Campaign Image Requirements*: Campaign design best practices and specifications (e.g., image sizes, content, and file types).

- **Learn to Analyze your Campaigns**
  - *Mailer Campaign Portal Reporting User Guide:* User guide detailing all aspects of campaign analyzing through reporting.

- **Learn about Package Campaigns**
  - *Informed Delivery Package Campaigns Playbook:* Step-by-step instructions for Informed Delivery interactive campaign for packages.

9. TROUBLESHOOTING

I CAN'T ACCESS MCP

- Confirm you have a valid BCG account.
- Confirm your BSA has granted MCP access.
- Allow 2–3 business days for certain new approvals.

See Appendix A and Appendix B for more information on address validation and access management.

I CAN'T UPLOAD AN IMAGE

- Confirm image type and size requirements.
- Make sure you are utilizing RGB color scheme for all digital images.
- Check whether the image library has reached its limit.
- Verify you are uploading into the correct image library tab.

I CAN'T EDIT MY CAMPAIGN

- Active and Cancelled campaigns can't be edited.

I CAN'T DOWNLOAD MY REPORTS

- Email Informed Delivery Campaign Help Desk- USPSInformedDeliveryCampaigns@USPS.gov for assistance in accessing your campaign reports.

I NEED MORE SUPPORT WITH MY CAMPAIGN

- Email us (USPSInformedDeliveryCampaigns@USPS.gov) or call us (1-877-329-7206). Hours of operation are Monday–Friday from 7 AM–5 PM CT with the exception of federal holidays observed by USPS.

10. APPENDIX

APPENDIX A. RESOLVING ADDRESS VERIFICATION ISSUES

When a first-time user clicks on the "Request Access" or "Go To Service" link, the BCG informs the user it will redirect him/her to the landing page (Figure 24). The MCP requires an Address Validation prior to accessing the MCP. The Postal Service is currently working to resolve this defect.

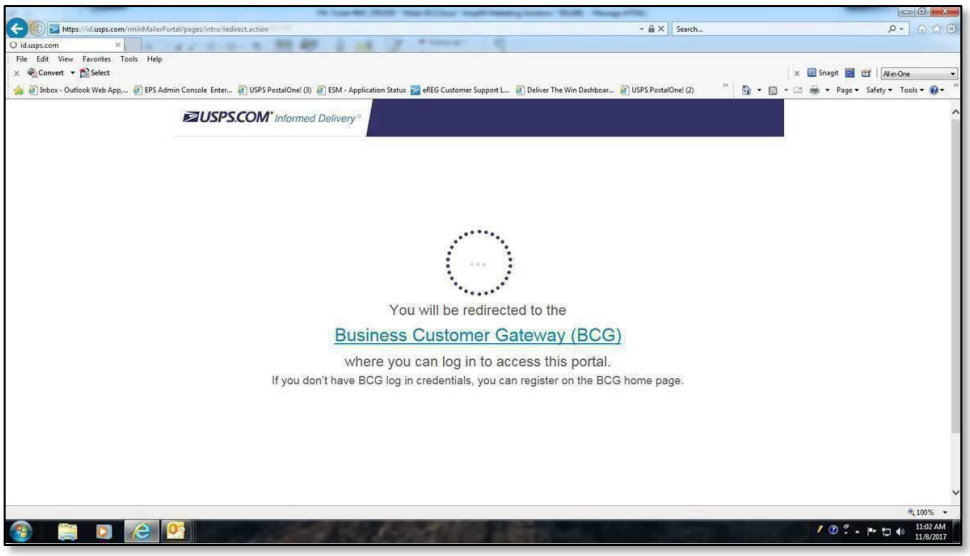


Figure 26. BCG- Portal Access Defect Due to Address Validation Check

Until USPS resolves this defect, you can attempt to address this issue with any of the solutions below:

1. Follow the steps outlined below to ensure the account contains a valid USPS approved mailing address. For instance, users oftentimes fail to include a Suite or Unit number or place that information in the wrong location. Access to the MCP will be granted once the address is recognized and verified.
    - Go to usps.com and select ZIP Code Lookup under Quick Tools.
    - Enter just the Address and City/State from your BCG account and conduct the search—do not enter your ZIP Code.
        - Be sure to enter the address just like it is shown in your account (on Address Line 1, Address Line 2, etc.). The response provided will indicate if the address is valid or if there are multiple addresses available (first red highlighted box in Figure 25).
        - The most common issue is that a Suite or Unit number is missing, as shown in the example below (second red highlighted box in the image below).
        - Alternately, the Suite or Unit number may be on the wrong Address line.
    - Update your address in your BCG account to include the full, valid address.
        - Click on Edit Profile, choose My Company is Moving, make the change to your address, click on Continue and Confirm. Then log out of BCG. You should see the change when you log back in.
2. Conduct programming to submit campaigns via *PostalOne!* (reference the *Interactive Campaign Guide* on the Informed Delivery for Business Mailers & Shippers website for more information).

3. Wait until the observation is fixed to conduct a campaign in the MCP.

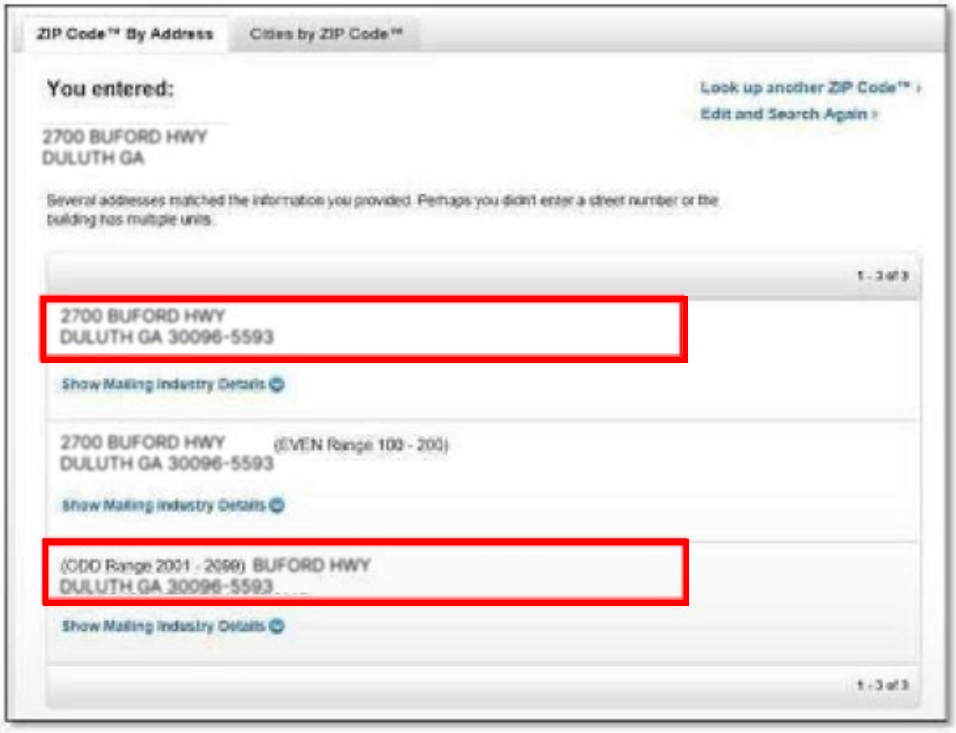


Figure 27. Zip Code by Address

APPENDIX B. BUSINESS CUSTOMER GATEWAY (BCG) ACCESS MANAGEMENT

For multiple individuals to share access to campaign information in the MCP, two requirements must be met:

3. The BCG must associate users with the same company through the same CRID.
4. New users must be approved by the Business Service Administrator (BSA). The first person to create an account with a CRID becomes the organization's BSA.

USPS recommends following the three steps below to ensure that multiple individuals can view relevant campaign information.

1. **Search for an organization by CRID**: If a user creates an account and selects a name or address for a company that does not perfectly match an already existing account, a new CRID is created. USPS recommends avoiding this pitfall by searching for a company by its CRID—not the Name/Address option.
2. **Ensure the BSA approves each user:** The BSA receives a notification when a new user requests access and must approve that individual. USPS recommends that new users contact their organization's BSA to confirm their access request will be approved.
3. **Check the "Home Location"**: The "Home Location" reflects the individual's first CRID used in BCG. The CRID must perfectly match the BSA's CRID. At this time, individuals cannot change their "Home Location." If the CRID is incorrect, USPS recommends creating a new account with the correct CRID.

Use the BCG "Help" link for more information on how to assign rights within BCG.

APPENDIX C. MAILER ID (MID) AND INTELLIGENT MAIL® BARCODE (IMB®) INFORMATION

The IMb on the mailpiece, and the contents within it, are the key to getting mailpiece images to users and activating Informed Delivery interactive campaigns.

- The IMb is comprised of five fields: Barcode ID (BI), Service Type ID (STID), MID, Serial Number, and Delivery Point ZIP Code. These fields provide intelligence such as mail class, service requested, mailer identification, and unique Serial Number tracking.
    - For the purposes of Informed Delivery, we only use the last 3 fields of the IMb (not the BI or the STID).
- Grayscale scanned images are linked to Informed Delivery users based on the Delivery Point Code (DPC) field within the IMb. This is the nine-digit ZIP Code plus a two-digit Delivery Point Code value.
- Only consumers/mail recipients that reside in dwellings that have a unique 11-digit Delivery Point Code can participate in Informed Delivery; this also applies to multi-unit dwellings.
- Campaign images and URLs (supplemental content) are linked to each individual mailpiece processed based on the MID in the Intelligent Mail Barcode (IMb) on the actual mailpiece.
    - A MID provided in electronic postage statement documentation (PostalOne! eDoc) has no impact on the Informed Delivery campaign.

Illustration of IMb contents on individual mailpieces

Type	Field	Field Length (Digit)	Comments
Tracking Code	Barcode Identifier (BI)	2	Identifies source as Postal or Mailer as well as applicable presort level
	Service Type Identifier (STID)	3	Identifies services requested on mailpiece
	Mailer ID (MID)	6 or 9	Assigned by the Postal Service to identify business entity or customer
	Serial Number	9 or 6	9 (when used with a 6 digit Mailer ID) 6 (when used with a 9 digit Mailer ID)
Routing Code	Delivery Point ZIP Code	none, 5, 9, or 11	Used to route the mail to its final delivery point
Total Data Payload		31 maximum	

APPENDIX D. INTERACTIVE CAMPAIGN CHECKLIST

Follow these steps to create an Informed Delivery interactive campaign:

☐ **1. Choose your campaign submission method:**
- Mailer Campaign Portal – Available via Business Customer Gateway (BCG) under "Additional Services" tab.
- PostalOne!® – Contact the *PostalOne!* team at USPSInformedDeliveryeDoc@usps.gov to get started.
- Informed Delivery API- Contact the Informed Delivery API Team USPSInformedDeliveryAPI@usps.gov to get started.
- My Products Portal- Available in Business Customer Gateway under "Mailing Services" tab. Specifically used to submit campaigns for Annual Promotions ad-on discount.

☐ **2. Determine campaign level and mailing list breakdown:**
- MID campaign type- Apply a single Informed Delivery campaign to all mailpieces/customers.
- Serial number sequential Campaign Tupe- Apply different campaign treatments to different customers in the same or different mailings.
- At this time, also assign a Campaign Title and Campaign Code to the interactive campaign and define the mailpiece shape: letter, card, or flat.

☐ **3. Determine MID on Piece and, if relevant, the IMb® Serial Number Range:**
- MID can belong to the mail owner, ad agency, printer, or other Mail Service Provider (MSP).
  - Existing MIDs can be used; full service IMb is required.
  - MID must be printed in the IMb on the mailpieces.
- Gather Start and End IMb Serial Number Ranges – if doing IMb Serialized campaigns, a unique and sequential range is required for each campaign or treatment.

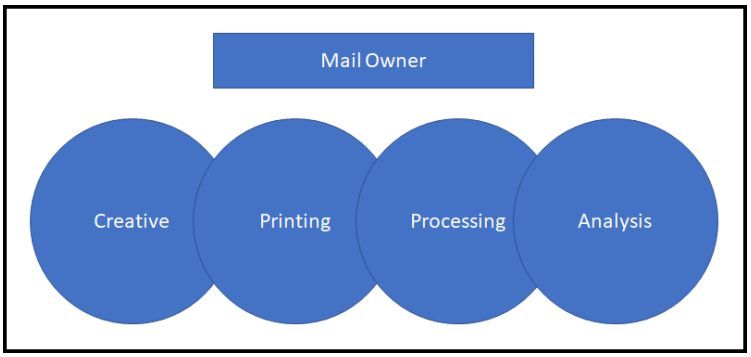
☐ **4. Develop supplemental content:**
- Design creative for your Ride-along Image (required).
- Determine your target URL (required).
- Decide if you want to keep the grayscale mail processing image or use a color Representative Image (optional for letters/postcards).

☐ **5. Determine campaign timeline:**
- USPS suggests a Start Date of 2-3 days prior to your first expected in-home date.
- USPS suggests an End Date 2-3 days after your last expected in-home date.

☐	**6. Submit campaign:** • *Mailer Campaign Portal* – Enter your campaign details and supplemental content. • *PostalOne!* – Submit campaign(s) using Mail.dat or Mail.xml. • Informed Delivery API- Submit campaign(s) using USPS Apigee APIs • My Products Portal- Enter your campaign details and supplemental content.
☐	**7. Analyze results:** • Download Active Campaign Analyses directly in the Portal. ○ Summary Report – Download information regarding the number of physical mailpieces, number/percentage of emails opened, and number/percentage of click-throughs. ○ Detailed Report – Download detailed information, such as the time stamp of when a user opened an email or clicked into a campaign. ○ Retrieve mail tracking data as a one-time query or recurring data feed using Informed Visibility® Mail Tracking and Reporting (IV®-MTR).

APPENDIX E. MAILING LIFECYCLE

There are generally many different people involved in the daily mailing operations of sending invoices and insurance documents, staying in touch with customers, or creating and conducting a Direct Mail campaign. Input on decisions related to campaigns can come from key stakeholders throughout the company, such as Finance, IT, Marketing, Data Analytics, Legal, Accounting, etc.



Additionally, there are many companies that provide support for day-to-day mailing operations or Direct Mail marketing campaigns. Mail Service Providers (MSPs) support mail owners with mail printing, addressing, barcoding, sorting, distribution, and/or commingling. Ad Agencies support mail owners with media decisions, campaign creative, mailpiece design, and more.

Organizations should involve key stakeholders and support teams in the development cycle of an Informed Delivery interactive campaign too.

Since the MID or, more commonly, the MID + IMb Serial Number on the mailpiece is key to activating a campaign, the person responsible for this data element is critical to campaign success. Properly segregating your mailing list prior to assigning the IMb or placing it on the mailpieces is key.

Example: A company is sending a direct mail campaign to 15,000 customers. This company uses a single six-digit MID. The company wants to determine, between three different mailpieces, which mailpiece receives the best response rate. The company creates unique vanity URLs for each of the three mailpieces to track visits and determine which mailpiece drove the most engagement.

To apply a different Informed Delivery campaign to each mailpiece type (or groups of customers), the company needs to ensure that their mailing list is broken out into three separate/unique lists (IMb Serial Numbers). By doing so, the company can apply three unique Informed Delivery campaigns, each with its own supplemental content (Ride-along and/or Representative Image, and URL). The company should check to ensure that the Serial Number printed on the mailpiece corresponds to the appropriate Informed Delivery campaign.

Mailpiece Treatment	Number of Customers	URLs	IMb Serial Start	IMb Serial End
1	5000	http://abcco/blue	000000001	000005000
2	5000	http://abcco/green	000005001	000010000
3	5000	http://abcco/red	000010001	000015000

Illustration of mailing list breakdown for Informed Delivery campaign use

11. LEGAL TERMS

INFORMED DELIVERY® INTERACTIVE CAMPAIGNS: MAILER/SUBMITTER TERMS AND CONDITIONS OF USE AGREEMENT (August 2021)

This Terms of Use Agreement (this "Agreement") is a legal agreement between You and the United States Postal Service, an Independent Establishment of the Executive Branch of the United States Government ("USPS" or "Postal Service"). Informed Delivery interactive campaigns (used herein as “Campaigns”) are at this time a free enhancement available to Mailers to the Informed Delivery notifications USPS provides to participating consumers for no additional postage fees. “Mailer(s),” “You” and “Your”, as used herein, include the Mail Owner/Brand, and any Mail Service Provider and any Advertising Agency acting on behalf of a Mail Owner/Brand in connection with the creation and submission of Content for an Informed Delivery Campaign.

Mailers agreeing to these Terms and Conditions, and complying with other requirements and specifications as may be published by USPS in PostalOne!, the Mailer Campaign Portal, the Shipper Campaign Portal in the Informed Delivery Interactive Campaign Guide available at https://www.usps.com/business/informed-delivery.htm, or elsewhere on that site, may submit supplemental content (“Content”) to accompany or in some cases replace the grayscale scanned image that would otherwise be generated by USPS mail imaging processes (or, in the case of flats, replace the “image not available” notification) and provided to participating consumers as Informed Delivery notifications. In addition, Content may be submitted for display as a Campaign for packages being sent and tracked within the Informed Delivery interface. In addition, some end users of Informed Delivery may set reminders to review Your Campaign up to ten days following the first opportunity to view Your Content.

“Content” as used herein includes Ride-along Images, Representative Images, interactive links (URLs), and a Brand Display Name as text, or any other content that you provide to USPS by any means whatsoever (including but not limited to email, upload through PostalOne!, the Mailer Campaign Portal, the Shipper Campaign Portal through an API or otherwise).

By submitting Content to USPS in connection with any Informed Delivery Campaign, You agree to the terms and conditions specified below and to faithfully comply with all other rules, regulations, technical specifications and requirements for Informed Delivery Campaigns. The Postal Service reserves the right at any time to change or amend the Agreement, i.e., these terms, conditions, and notices under which this feature is offered. You may review the most current terms and conditions of use at https://www.usps.com/business/informed-delivery.htm. If You do not agree to, or cannot comply with, the Agreement as amended, You must stop using the feature. You will be deemed to have accepted the Agreement as amended if You continue to use the feature for Campaigns. You acknowledge and agree that Your use of the feature, in each instance, is subject to any such changes and that Your use of the feature constitutes acceptance of such changed terms. You agree to review this Agreement from time to time to ensure compliance with these terms and conditions.

In addition, USPS is beta testing a new Informed Delivery feature in select markets that allows Mailers to provide digital offers and/or anonymized mail to customers You have not mailed to directly. For eligibility and requirements, see the Beta Test for USPS Informed Offers Powered by Informed Address below.

Eligibility

Informed Delivery Campaigns must be submitted to accompany a letter-size mailpiece, flatsize mailpiece, or package that meets all mailability requirements of the Domestic Mail Manual. USPS reserves the right to refuse an Informed Delivery Campaign from a Mailer competing with a Postal Service product, service, or feature, although grayscale images of such mailpieces will be provided to consumers as part of the ordinary Informed Delivery notifications.

Representative Images

Representative images are full color images submitted by the Mailer that can be displayed in lieu of the grayscale scanned image of a letter-sized mailpiece or in lieu of the “image not available” notification that would accompany a flat-size mailpiece (e.g., catalogs, magazines) in the USPS Informed Delivery daily digest email notifications, dashboard, or app. Representative Images must comply with the following requirements: (1) the Representative Image must be: (a) a reproduction of the address side of the mailpiece without an address showing, or (b) the non-address (obverse) side of the mailpiece; and (2) for flat-sized mailpieces required to be or that are mailed under covers or wrappers, the Representative Image must be an image of the Mailer’s corporate logo. Representative Images must also comply with all technical requirements (e.g., format, file size, pixel width and height, etc.) and other specifications as disseminated by USPS.

Ride-along Images and Interactive Links

Ride-along Images are required for all Informed Delivery Campaigns. Ride-along Images are full color images that accompany either the Representative Image selected by the Mailer in accordance with the requirements above, or the grayscale image of the scanned mailpiece (or in the case of a package, the notification that the package will be arriving soon) in the USPS Informed Delivery email notifications or dashboard. Ride-along images must comply with the following requirements: (1) the Ride-along Image must directly relate to the promotion or offer contained in the mailpiece or what was shipped in the case of a package; (2) the Ride-along Image must be sized to the full space allowed or be reduced in size based on the ratio compared to the Representative Image; and (3) regardless of Mailer identity, the Ride-along Image language may not facilitate diversion from Postal Service products, services, or features (including “pay online” and similar CTAs).

URLs and interactive links submitted as part of the Content with Ride-along Images must comply with the following requirements: (1) all URLs and links submitted as Content for an Informed Delivery Campaign must be submitted as HTTPS; (2) all URLs and links submitted as part of an Informed Delivery Campaign must lead directly to a landing page directly associated with the physical mailpiece or package utilized in the Campaign, or Your website’s homepage; (3) all URLs and links must be free of any malware, viruses, errors, or other aspects that could negatively impact the Informed Delivery feature and/or consumer experience with the feature; (4)

You must monitor the Campaign and any threats, vulnerabilities, malware and malformed links must be addressed and reported to USPS within twenty-four (24) hours of discovery; and (5) any web site being linked to from an Informed Delivery campaign and/or USPS.com shall be branded in a manner or have a look and feel ("trade dress") that will not emulate USPS.com or create a likelihood of confusion with USPS trade dress or otherwise lead consumers to believe or confuse consumers that they are on a USPS site. To comport with USPS policies related to exit pages, and with the goal of not having an exit page, You acknowledge, understand and agree that the standard for no exit page as set forth by Postal Service Management is that the site being linked to needs to be substantially different from USPS sites (i.e., the site's appearance must be one that a person is unlikely to confuse with USPS sites or properties, or to think is a part of the USPS websites or properties, and possesses a distinct look and feel from those of USPS sites or properties, and the site must have a distinct URL separate and apart from the URLs of USPS.com and not use any USPS marks).

When a user clicks on Informed Delivery campaign content, Informed Delivery will pass click-through data to the mailer in the form of URL parameters.

Informed Delivery will append the campaign Mailer ID (MID) and Serial Number to the end of the mailer-provided campaign Target URL as parameters for all interactive campaigns.

If the campaign URL is a redirect, the end destination URL must be entered as the Target URL for the interactive campaign.

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