



Growth Driven

Fueling Your Mailing and Shipping Success

INDIANAPOLIS | 2019

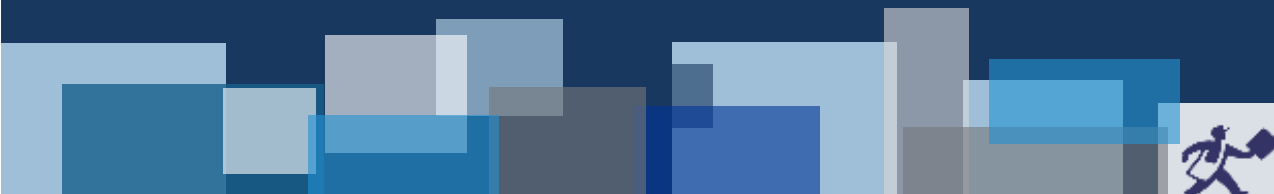
Informed Delivery[®]: Advanced Campaign Creation via PostalOne![®]

Carrie Bornitz, Informed Delivery Program Manager, U.S. Postal Service[®]
Tariq Mirza, Executive VP of Postal Consulting, Assurety Consulting
May 7, 2019

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What is Informed Delivery?



It's a **consumer-facing** feature that provides users the opportunity to **digitally preview** their household mail and manage packages arriving soon.*



Business mailers can integrate colorful and **interactive campaign** elements to enhance and extend the mail moment!

*Exterior images are only provided for letter-size mailpieces that are processed through USPS' automated equipment. Package tracking information on Priority Mail®, Priority Mail Express®, and other trackable parcels is also provided.



Key Elements of Informed Delivery

No Interactive Campaign

Interactive Campaign Applied

Well-designed physical mailpiece

Mailing details



Representative Image

Ride-along Image and Target URL

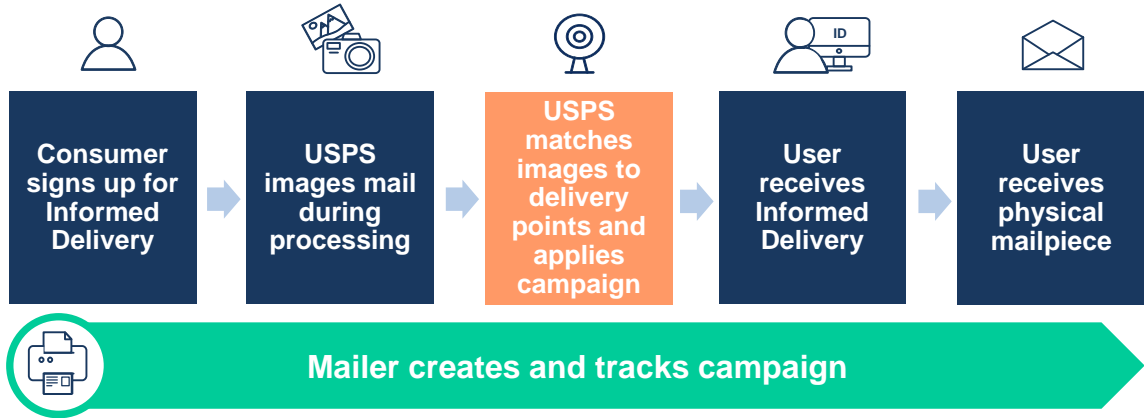


The Informed Delivery for Business Mailers website is the one-stop-shop for information on interactive campaigns.



How Does Informed Delivery Work?

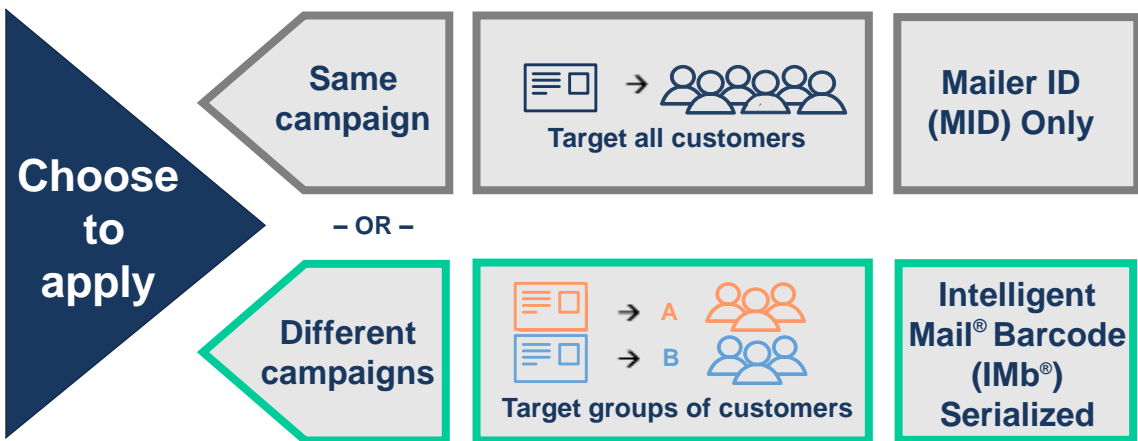
U.S. Postal Service® leverages **existing mail imaging processes** to provide digital previews of household mail to Informed Delivery users.



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Choose Campaign Breakdown

The campaign breakdown will also determine the **level of the campaign**.



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Campaign Submission Methods

There are **two self-serve campaign submission methods** available via the Business Customer Gateway (BCG):

Mailer Campaign Portal MANUAL ENTRY



PostalOne!® ELECTRONIC SUBMISSION



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When to Use *PostalOne!*

PostalOne! is a **self-service option** where mailers can create and initiate interactive campaigns via eDocumentation (eDoc) submission.

Ideal for:



Higher Campaign
Volume



More Complex
Campaigns

Recommended:



Mail.dat™ / Mail.XML™
Experience



Presort
Experience



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How to Get Started with *PostalOne!*

Mailers are required to work with the Customer Acceptance Testing (CAT) office and complete the following:

- 1 Visit the USPS Business Customer Gateway CAT Environment
- 2 Create a unique CAT Business Customer Gateway Account
- 3 Email the Informed Delivery eDoc Team with your Account Information



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PostalOne! Submission Types

There are two self-serve eDoc submission types via *PostalOne!*:

Mail.dat

A comprehensive database for a mailing that **contains information on sorting, service type, and more.**

Mail.XML

An XML dataset for a mailing that **only contains information the mailer chooses to include.**

Both submission types **include data sets used to create and initiate Informed Delivery interactive campaigns.**



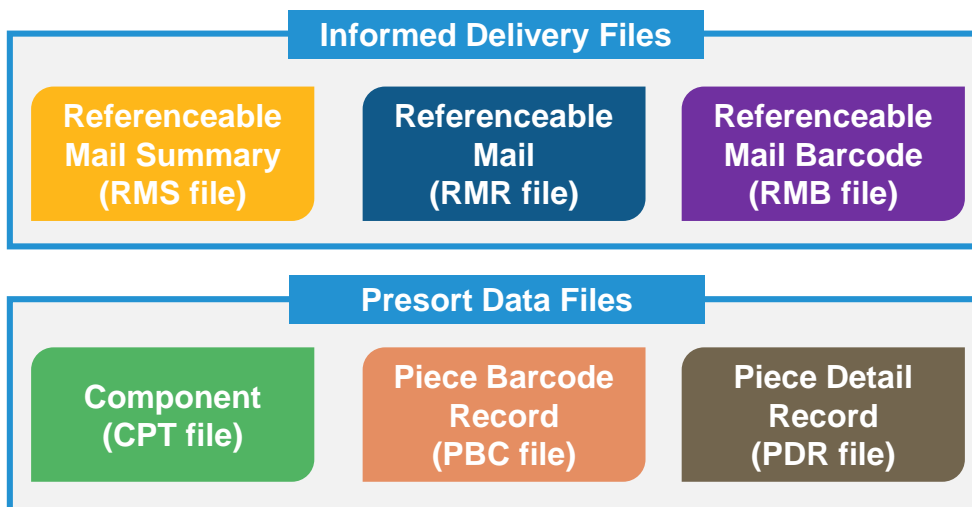
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Overview of Mail.dat Files

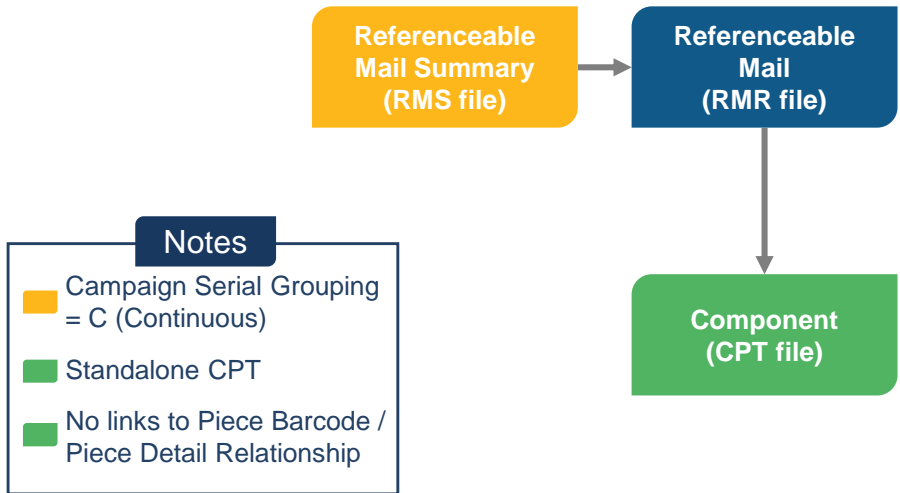
Mail.dat files **link together** based on the campaign option chosen by the mailer.



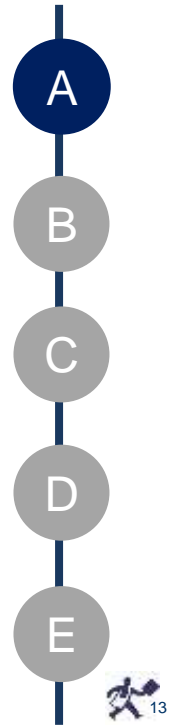
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Option A: MID Level Campaign

Option A is best suited when the same campaign applies to all mailpieces.

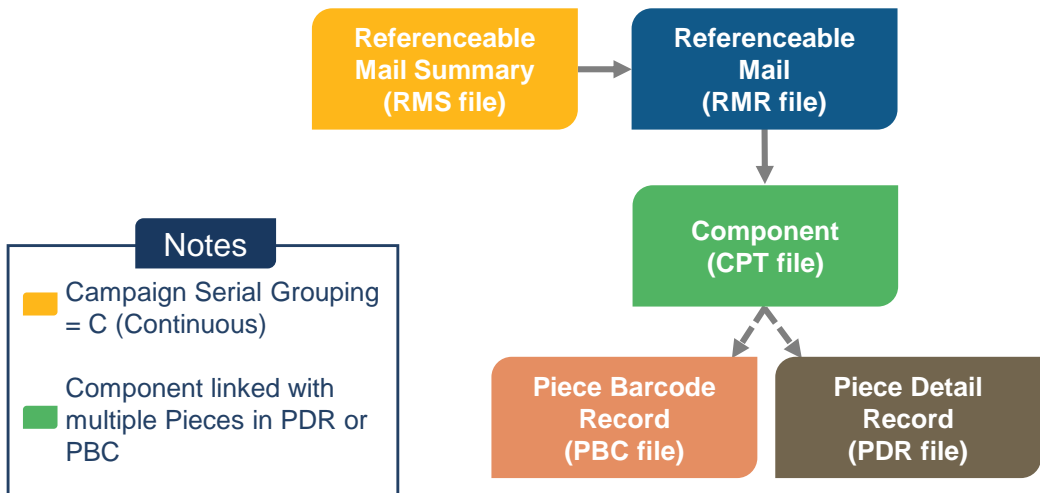


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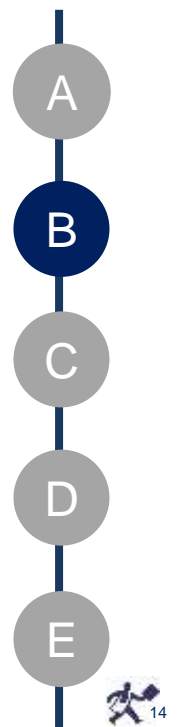


Option B: IMb Serialized Campaign

Option B is best suited for A / B testing on mailpieces with the same MID.

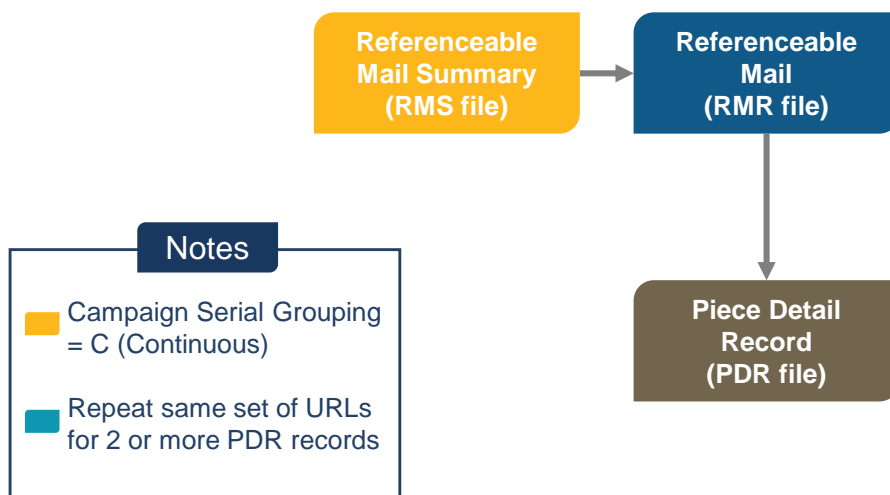


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Option C: IMb Serialized Campaign

Option C is best suited when a campaign applies only to a subset of mailpieces.

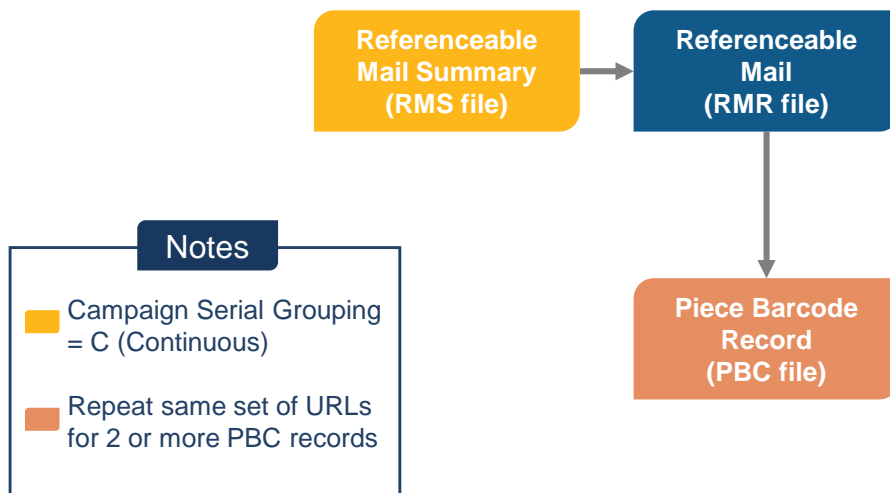


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Option D: IMb Serialized Campaign

Option D is best suited when a campaign applies only to a subset of mailpieces.

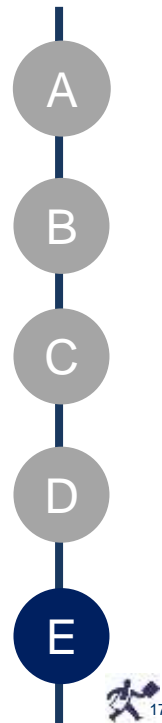


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Option E: IMb Serialized Campaign

Option E is best suited for campaigns created outside of the mailing process.



Notes

- Campaign Serial Grouping = C (Continuous)
- Repeat same set of URLs for 2 or more IMb barcodes

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Mapping Mail.dat to Consumer View



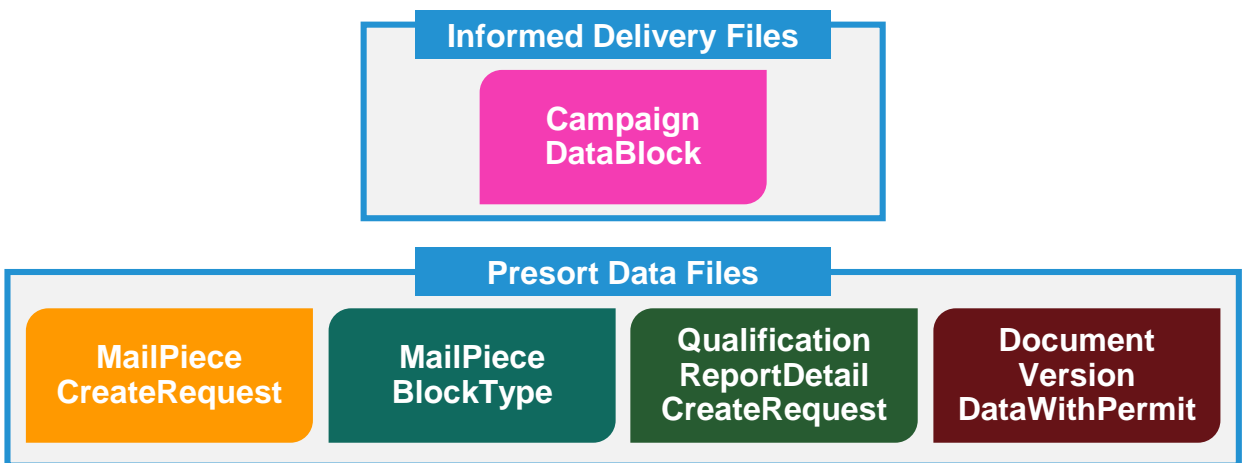
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Overview of Mail.XML Files

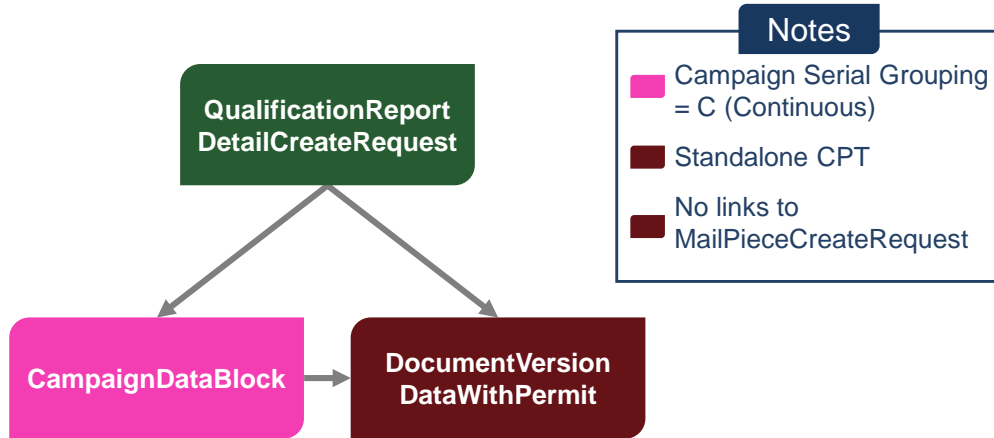
Similar to Mail.dat, Mail.XML files **link together** based on the campaign option chosen by the mailer.



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Option A: MID Level Campaign

Option A is best suited when the same campaign applies to all mailpieces.

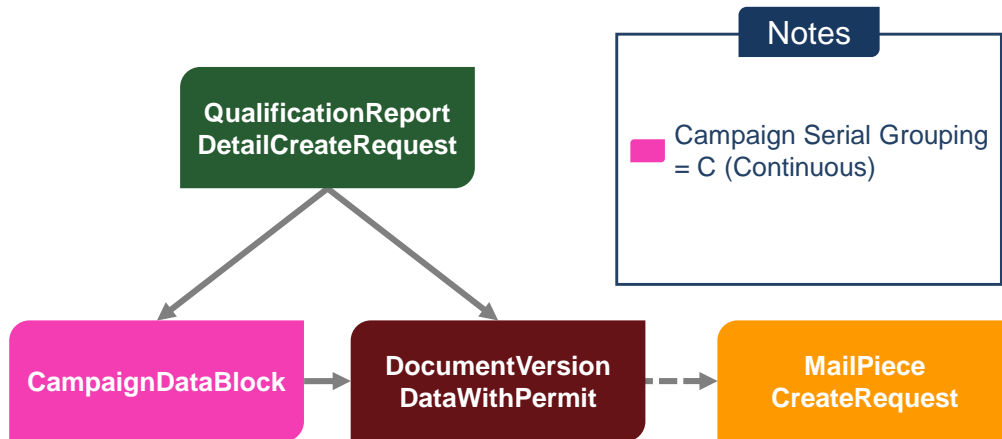


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Option B: IMb Serialized Campaign

Option B is best suited for A / B testing on mailpieces with the same MID.

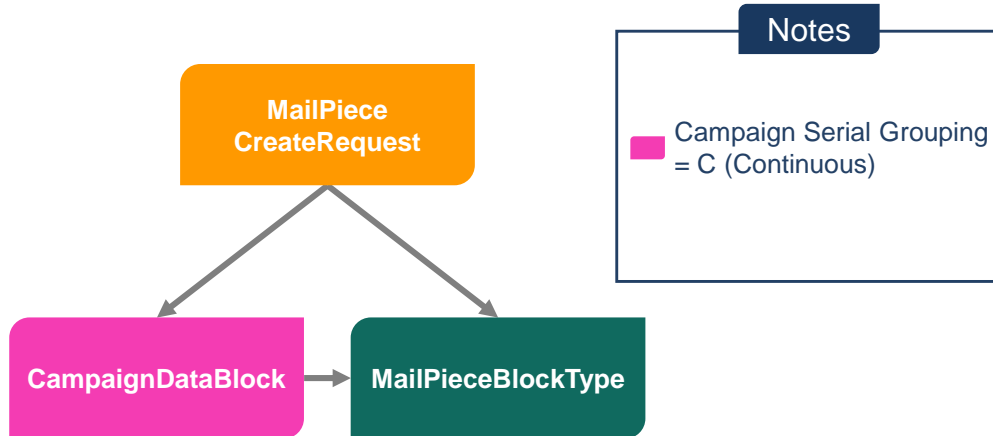


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Option C: IMb Serialized Campaign

Option C is best suited when a campaign applies only to a subset of mailpieces.



A

B

C



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Mapping Mail.XML to Consumer View



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584
Failed
Submissions

Successful
Submissions

192

History of *PostalOne!* Submissions

Total number of Mail.dat and Mail.XML submissions as of April 12, 2019

25

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Top Tips for *PostalOne!* Submissions

Mailers should follow this guidance **to have successful *PostalOne!* submissions:**

Serialization	<ul style="list-style-type: none"> Do not overlap IMb Serial ranges with other ranges.
Images	<ul style="list-style-type: none"> Set image file type to JPG. Set image colors to CMYK. Start image storage link with http:// or https://.
Campaign Serial Grouping	<ul style="list-style-type: none"> Set "Campaign Serial Grouping" to C (Continuous) for both Mail.dat and Mail.XML.
Start and End Dates	<ul style="list-style-type: none"> Set the campaign Start Date in the future (not day of submission). Set the campaign End Date after the Start Date.
Number of Mailpieces	<ul style="list-style-type: none"> For testing, do not conduct a campaign with more than 10,000 mailpieces in the CAT environment.



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INFORMED DELIVERY

at the National Postal Forum

Visit the **USPS®**
Booth

Explore the
**Informed Delivery
Solutions Studio**

Exhibit Hall
Room 839

Attend
**Informed Delivery
Workshop Sessions**

Solutions Studio Schedule

Monday

- **10:00 AM – 11:00 AM:** Informed Delivery: Advanced Campaign Creation via *PostalOne!*®
- **1:30 PM – 2:30 PM:** The Informed Platform: Elevating the Customer Experience

Tuesday

- **9:30 AM – 10:30 AM:** Informed Delivery: Using and Understanding Data
- **11:00 AM – 12:00 PM:** 2019 Promotion for Informed Delivery
- **1:30 PM – 2:00 PM:** Data Delegation for Interactive Campaigns

Wednesday

- **9:30 AM – 10:00 AM:** Personalized Interactive Campaigns
- **10:00 AM – 11:00 AM:** Informed Delivery Works for Marketers
- **11:00 AM – 12:00 PM:** 2019 Promotion for Informed Delivery

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INFORMED DELIVERY

Additional Resources

Sign up
as a consumer

informeddelivery.usps.com

Visit the **Informed Delivery
for Business Mailers
website**

usps.com/informeddeliverycampaigns

Join **MTAC User
Group #12**

Email mtac@usps.gov

Read four *PostalOne!*
Technical Guides on
PostalPro

postalpro.usps.com/mailing/techspecs

Contact
USPSInformedDelivery
eDoc@usps.gov
to get started!

Review the latest
**interactive
campaign
documentation
and guidelines**

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