

2024

# INFORMED DELIVERY PROMOTION

Invite your customers to engage  
with your mail campaign through  
previewed, interactive digital images.



# PROMOTION OVERVIEW

## Deliver a multi-channel experience through mail.

Informed Delivery® enhances the mail experience nationwide by providing eligible residential and personal PO Box™ consumers with a digital preview of their household’s mail.

With Informed Delivery, business mailers can engage users through an integrated mail and digital marketing campaign that generates additional consumer impressions, interactions, and insights.



**4% DISCOUNT**

**Informed Delivery Promotion**

**0.5% INCENTIVE**

**eDoc Postage Statement Submitter**

Informed Delivery Promotion eDoc submitters will receive the incentive on a designated permit once the Postage Statement has finalized.

You can find more details on the incentive participation and permit enrollment

## Mark Your Calendar

Registration Period

Promotion Period

DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
						JUN 15		AUG 1				DEC 31

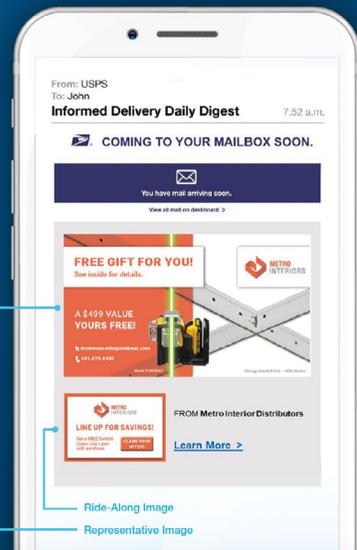
# PROMOTION FEATURES:



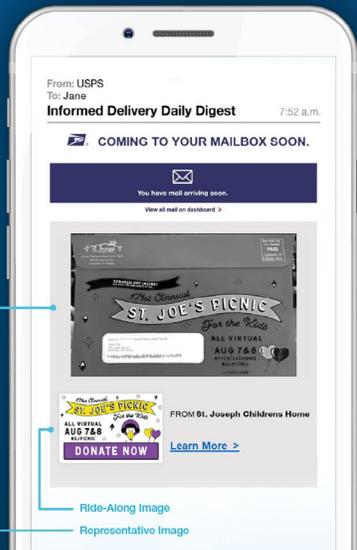
## Integrate Physical Mailboxes with Digital Inboxes

Take customer engagement to the next level through images that invite user interactions.

This campaign leveraged Informed Delivery to raise brand awareness, generating over 30,000 impressions and many calls and inquiries.



A non-profit used Informed Delivery to create an omnichannel experience that enhanced a highly targeted, personalized direct mail campaign.



# QUICK START

## 1 Select an Eligible Mail Option

### Eligible Mail Options

- First-Class Mail™ automation letters, postcards, and flats
- USPS Marketing Mail™ automation letters and flats
- USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats\*
- Nonprofit USPS Marketing Mail™ automation letters and flats
- Nonprofit USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats\*

\*Only eligible when saturation campaigns are created through Mail.dat eDoc, with nested 99M barcodes, ZIP11s are provided within the eDoc, and when all other requirements are met for saturation campaigns. See detailed requirements on [PostalPro](#).

### Ineligible Mailpieces

- Non-automation mail
- Saturation mail flats that are not DDU-entered
- Destination Delivery Unit (DDU) flats that are not Saturation
- Every Door Direct Mail® (EDDM)
- Detached Address Label / Detached Marketing Label flats

**!** "Mail diversion" messages included on the mailpiece will make the mailing ineligible for the promotion discount, regardless of whether or not the mailing includes qualifying treatment, technique, or technology for the promotion.

## 2 Promotion Process at a Glance

- 1** Submit pre-approval via Mailing Promotions Portal on the Business Customer Gateway with a Ride-Along, URL, and digital sample of Mailpiece or Representative Image.



- 2** Register for Informed Delivery Promotion on the Business Customer Gateway via Incentive Programs.



- 3** Upload your interactive campaign on the Mailing Campaign Portal. The Mailer Campaign Portal is available to all business mailers via the Business Customer Gateway (BCG) under the **Additional Services** tab.



- 4** Once approved, prepare and submit postage statements electronically and send your mailing.



# PROMOTION DETAILS

## 1A Program Information

 Registration Period
  Promotion Period



## Discount Amounts

**4% DISCOUNT**

Informed Delivery

The discount is calculated in PostalOne!® and applied to the postage statement at the time of mailing. The 4% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123): apply to the mailing and the discount is applied to those prices.

**0.5% INCENTIVE**

eDoc Submitter

The 0.5% incentive is offered for Informed Delivery Promotion eDoc submitters. Enrollment is required via the Manage Permit section of BCG, where the eDoc submitters provide their permit numbers to receive the incentive once the submitted Postage Statement is successfully processed. You can find more details on the incentive participation and permit enrollment

## 1B Promotion Process

### 01 Design your **mailpiece**.

- Create content for your mailpiece and Ride-Along Image that coincides with your URL that engages users in an omni-channel marketing campaign.
- Follow the guidance in the **requirements document** to ensure eligibility. [Ensure eligibility by following promotion requirements.](#)
- Create an **electronic sample** to send to USPS® for pre-approval.

### 02 Submit your **electronic sample** to USPS to get **pre-approval**.

- Request access to the **Mailing Promotions Portal** if you have not previously signed up. For instructions, visit: <https://postalpro.usps.com/promotions/portal>.
- Log in to the Portal and select **Submit Mailpiece Pre-approval**. Complete all fields and upload required contents.
- Wait for **USPS to review and pre-approve**. We'll respond within four business days, and we may have a few revisions to ensure that you qualify for the discount.
- **Receive pre-approval notification through the Mailing Promotions Portal**. Pre-approval is mandatory for this promotion.

### 03 If you haven't already registered, sign up for the **Informed Delivery Promotion** on the **Business Customer Gateway**. Make sure to do this at least two hours before sending your mail.

[Visit the Business Customer Gateway for more details.](#)

# PROMOTION DETAILS

**04** **Submit your approved campaign elements** in the Mailer Campaign Portal (MCP) and create your Informed Delivery campaign. For instructions on how to submit a campaign to the MCP, please visit <https://www.usps.com/business/informed-delivery.htm>.

**Tip:** About 80% of Postage Statement submission errors occur because:

- Informed Delivery campaigns are not in Submitted or Active status when the postage statement is submitted via eDoc.
- Postage Statement mailing dates fall outside the Informed Delivery campaign timeline.

**05** **Prepare your postage statements and submit them electronically.** Remember to claim your discount when you file your mailing using the correct two-letter characteristic code:

**PI** Informed Delivery (4% discount)

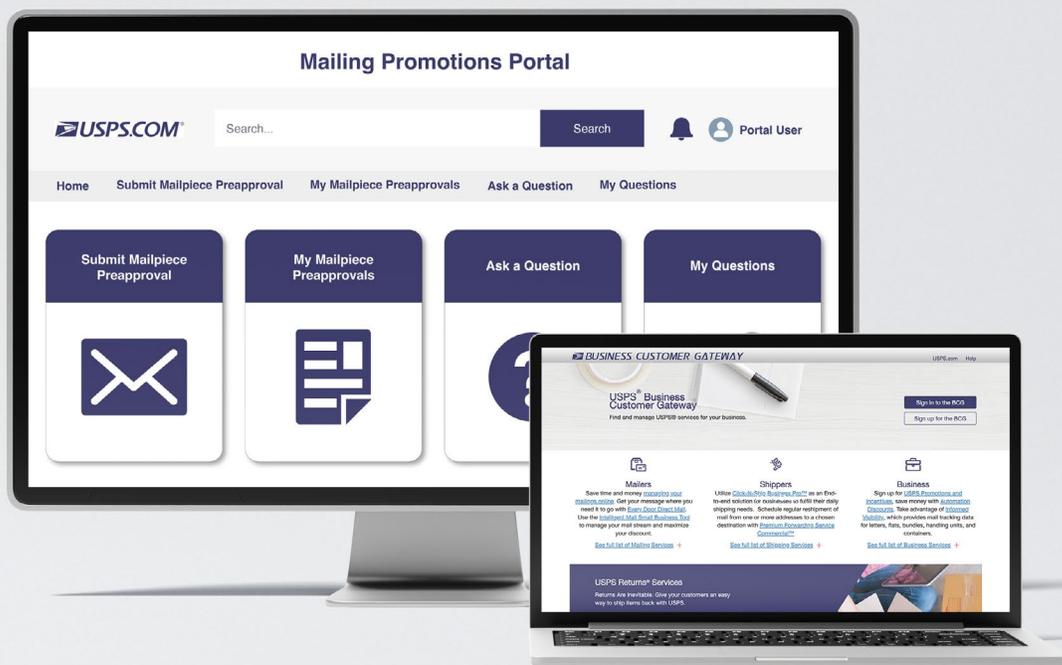
**06** **Send your mailing** and remember to keep a hard copy for your records.

**07** **Watch your customer engagement rise** through your marketing campaign with direct mail.

As the Mailing Promotions Portal continues to evolve, please note that USPS reserves the right to adjust the approval process.

## Contact the Promotions Office

Please direct questions about promotion requirements to the Mailing Promotions Portal. For questions about Portal functionality, please contact [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov).



# PROMOTION DETAILS

## 2A Campaign Elements Requirements

The campaign elements uploaded to the Mailing Promotions Portal are evaluated for promotional eligibility only.

All Informed Delivery pre-approvals must include a Ride-Along Image, URL, and Representative Image or digital sample of mailpiece. Follow the guidelines below to ensure your campaign elements meet the requirements to claim your promotion discount. For instructions on how to upload your Informed Delivery Campaign to the Mailing Campaign Portal (MCP), please visit <https://www.usps.com/business/informed-delivery.htm>.



### Ride-Along Image with Call-to-Action

Ride-Along Images are full color, interactive images that appear in the Informed Delivery users' daily digest. They redirect users to a target URL via a clickable interaction, bolstering the customer Call-to-Action (CTA) and reinforcing the business objective of the mailpiece.

#### General Requirements

- Ride-Along Image must directly relate to the promotion or offer in the mailpiece
- Must be saved as a **JPEG (.jpg)** file
- Image must be **color**

#### Call-to-Action Requirements

- Call-to-action must be clear and compelling
- Call-to-action must have enough color contrast to stand out in the Ride-Along Image

#### Non-Eligible

- Ride-Along Image and Call-to-action cannot encourage mail diversion.

#### Example

Examples of a good call-to-action include:

- Manage / view account
- Claim your free gift
- Download the app here
- Apply now
- Click here for additional details



# PROMOTION DETAILS



## Representative Image or Digital Sample Mailpiece

Either a digital sample of the mailpiece or the Representative Image will appear in the user's daily digest email or on their USPS® dashboard in place of the scanned mailpiece.

### General Requirements

- Image must be a static representation that closely resembles the corresponding physical mailpiece or a PDF of the physical mailpiece sent to the Informed Delivery user
- Image must be submitted in **JPEG** or **PDF** format
- Image must be **color**

### Non-Eligible

- Images that are not branded or directly related to the mailpiece and its contents will not qualify for the Informed Delivery promotion discount.
- Any content that encourages mail diversion.

### Examples

Image is in color

Look and feel match the Ride-along Image

ON ALL FULL-PRICED ITEMS. SOME EXCLUSIONS MAY APPLY.

Use promo code **TAKE30** at checkout

Color image of the mailpiece

Look and feel match the Ride-along Image

30 best fall sales

GET THE LATEST LOOKS

FALL TREND PREVIEW

SEMI ANNUAL SALE

50 fashion secrets to wear now!

# PROMOTION DETAILS



## URL

Because the Ride-Along Images invite users to click on a target URL, it is important that the URL is live and functioning, directing users to the appropriate webpage.

### General Requirements

- Ride-Along landing page must be live
- Landing page URL and link submitted must start with HTTPS
- URL and link must directly lead to a landing page associated with the physical mailpiece
- Landing page should avoid pop-up windows or at least include a cancel/close option
- URL and link must be free of any malware or virus that could impact USPS or the customer

### Non-Eligible

- URLs for pages that are not yet posted live
- Providing an abridged version of the URL (e.g., usps.com instead of <https://www.usps.com/>)
- URLs and links branded in a manner that emulates USPS.com or creates confusion

## 2B Submitting Campaign Elements for Review

Submit the campaign elements in the Mailing Promotions Portal (MPP) for promotional content approval only.

Submit the following to ensure timely review and approval:

- Ride-Along image
- Representative Image or Digital Sample Mailpiece
- Live URL

## 2C Campaign Submission

Create your Informed Delivery campaign in the Mailer Campaign Portal. For instructions on MCP access, visit <https://www.usps.com/business/informed-delivery.htm>. After that, final steps are to submit your postage statement and induct your mail.

About 80% of Postage Statement submission errors occur because:

- Informed Delivery campaigns are not in Submitted or Active status when the postage statement is submitted via eDoc
- Postage Statement mailing dates fall outside the Informed Delivery campaign timeline

To successfully obtain your promotion discount, avoid these common errors.



In addition to getting campaign elements approved via the Mailing Promotions Portal and creating your campaign with the approved elements in the Mailer Campaign Portal, you must ensure that the validations that occur when you submit your postage statement via eDoc succeed. To ensure your promotion discount is applied at the time of mailing, review the postage statement **checklist document** **before you submit your postage statement on** [PostalPro Checklist](#).

# PROMOTION DETAILS

## 2D Saturation Mail

### Eligible Saturation Mail for 2024

- USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats
- Nonprofit USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats

\*Saturation Mail only eligible if a saturation campaign is created through eDoc and mail is entered at DDU (detailed requirements found on [PostalPro](#)).

## 2E ID Promotion – eDoc Submitter Enrollment

### eDoc Submitter Incentive Enrollment

- For the 2024 Informed Delivery Promotion, USPS is offering eDoc Postage Statement Submitters 0.5% incentive for Postage Statements that are successfully processed.
- A Postage Statement is considered successfully processed if the 4% promotion discount is applied at the time of mailing.
- The incentive only applies to pieces that successfully received the Informed Delivery Promotion discount.

### Requirements

In order to participate in the 0.5% incentive, the eDoc Submitter:

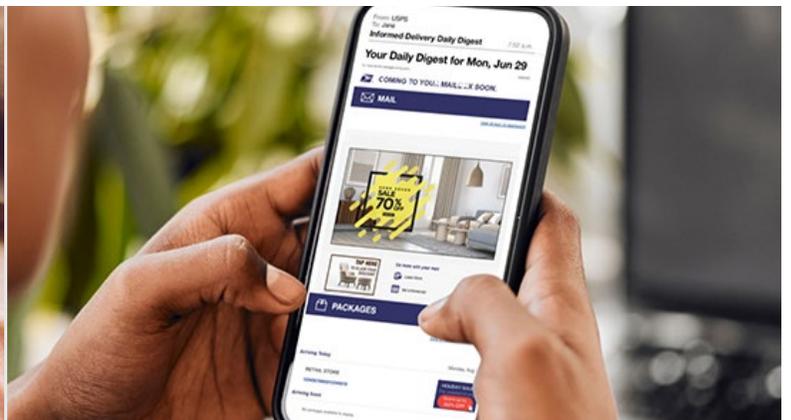
- Must have a permit linked to an EPS account (with EPS Admin or EPS Payment Manager privilege).
- Must select a permit that is linked to the eDoc Submitter Customer Registration ID (CRID).
- Must register the permit that will receive the 0.5% incentive via the Business Customer Gateway (BCG), Manage Permit section for **Informed Delivery Incentive Permit**.



A step-by-step guide (with BCG screen shots) for registering your permit is available on the [PostalPro 2024 ID Promotion page](#). To access the guide, please click the button above.

### eDoc Submitter Enrollment Overview

- 1 Log into BCG
- 2 Manage Permits
- 3 Select Business Location
- 4 Select Informed Delivery Incentive Permit
- 5 Select Desired Permit by Checking Box
- 6 Permit is Registered for eDoc Submitter Incentive



# MAILING SUBMISSION AND ACCEPTANCE

The discount must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.

\*Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.

## A Documentation/Postage Statement

Mailing Statements Must Be Submitted Electronically via Mail.dat®, Mail.XML®, or Postal Wizard.

The Electronic Documentation (eDoc) must include the MIDs for MID Level campaigns or the MIDs and IMb® Serial Numbers for Serial-Range Level campaigns for the Informed Delivery mailpieces claiming the Promotion. The eDoc must identify the mail owner and mail preparer in the “By/For” fields by CRID, MID, or Permit number.

Mail.dat/Mail.XML submissions can only include a mix of pieces claiming on both MID Level and Serial-Range Level Informed Delivery campaigns on the same Postage Statement if they are claiming on two different MIDs. MID and Serial-Range Level campaigns cannot be claimed on the same Postage Statement for the same MID.

Mail.dat and Mail.XML users may use either the Informed Delivery Mailer Campaign Portal (MCP) to create campaigns or submit Informed Delivery campaign data elements embedded within the Mail.dat or Mail.XML files to create the campaign at the time the mailing is submitted to [PostalOne!](#)

To claim the discount for mailings submitted via Mail.dat or Mail.XML, the Component Characteristics Record (CCR) file must be populated with the **two-letter characteristic code** or **from the Postal Wizard dropdown**:

PI Informed Delivery (4% discount)

NOTE: MID and Serial-Range campaigns are not supported via Postal Wizard. Separate Postage Statements are required for all MID Level and Serial-Range Level Informed Delivery campaigns submitted via Postal Wizard. Mailers who use Postal Wizard must create their Informed Delivery campaigns through the MCP or through a Mail.dat Referenceable Mail Barcode (RMB) submission. Participants are required to affirmatively claim this Promotion in the “Incentive Claimed” section on electronic Postage Statement submissions certifying each mailpiece and Informed Delivery campaign meets all eligibility requirements.

## B MID Level Campaign Restrictions

MID Level campaign creation via eDoc cannot claim full-service discount. Participants intending to submit MID Level Informed Delivery campaign data embedded within their Mail.dat eDoc Postage Statement will not be able to also claim a Full Service discount at the same time. The only way to claim both a Full Service and Informed Delivery Promotion discount is to submit your MID Level campaign via the MCP no later than 2 PM EST the day before the mailing is submitted to PostalOne. At this time, Mail.XML does not support the submission of MID level campaign data through eDoc. This does not affect the claiming of the Full Service discount when submitting Serial-Range Level Informed Deliver campaign data embedded within the Mail.Dat eDoc.

## C Combined and Commingled Mailings

The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Only one promotional discount will be applied per mailpiece version (identified by Mail Piece Unit (MPU) and MPU Segment ID). In a commingled mailing, which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the CSM Postage Group ID or the .mpa Customer Reference ID in order to create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

Further technical information can be found in the USPS® Mail.dat Technical Specifications:

[https://postalpro.usps.com/resources-list/technical\\_specifications](https://postalpro.usps.com/resources-list/technical_specifications)

# MAILING SUBMISSION AND ACCEPTANCE

## D Verification

For the Informed Delivery Promotion discount to be successfully verified\*, every “MID on piece” claiming the Promotion must have a corresponding Active or Submitted Informed Delivery campaign (and corresponding IMb® Serial Number range, if applicable) associated with it when the ‘Ready to Pay’ (RTP) file is submitted and when the mailing file is finalized. Campaigns created in the MCP or via RMB submission, must be submitted and in Active or Submitted status no later than 2 PM EST the day before the mailing is submitted to [PostalOne!](#)

To accommodate processing issues that may occur during commingling, there is a 20% leniency threshold for the Mail.dat or Mail.XML mail piece versions in the Postage Statement:

- A maximum of 20% of the Mail.dat or Mail.XML mailpiece volume claiming the Promotion may not be associated with an Informed Delivery campaign and still succeed during the verification process.
- If more than 20% of the mailpiece volume fails verification, the promotion discount will be removed from the entire mailpiece volume and the promotion discount will not be applied.

### PostalOne! Validation

[PostalOne!](#) validates each eDoc submission when it is submitted as Ready-to-Pay (RTP) and at finalization, and checks the following items:

- Do the mailpieces (MIDs and IMb Serial Ranges) claiming the discount have a related (submitted or active) and valid Informed Delivery campaign associated with them?
- Does the date range between the campaign Start and End date(s) include the postage statement mail date defined in your eDoc? The Postage Statement Mailing Date and finalization must be included within the date range of the Start and End dates of each campaign claiming the discount. This happens whether a campaign is submitted via the MCP or eDoc.

For campaigns submitted via the MCP or Mail.dat RMB submission, the related Informed Delivery campaign(s) must be in Submitted or Active status no later than 2 PM EST the day before the RTP submission and finalization, and RTP submission and finalization must not be any earlier than 6 AM EST the following day\*. For campaigns embedded with Mail.dat/Mail.XML submissions, this validation will occur at the same time of the submission.

For campaigns submitted prior to 2 PM EST via the MCP or Mail.dat RMB, the eDoc can be submitted the next day but must be submitted after 6 AM EST. For campaigns submitted after 2 PM EST via the MCP or Mail.dat RMB, the eDoc cannot be submitted until 2 days later and must be after 6 AM EST. For example, if the campaign is submitted in the MCP at 6 PM EST on September 1st, then the job must not be submitted until after 6 AM EST on September 3rd.

**NOTE:** USPS® recommends that Mail.dat RMB campaigns be submitted well in advance of eDoc submissions to avoid processing delays due to the potential high volume of RMB submissions by mailers. For verification, the minimum submission lead time for a Mail.dat RMB campaign submission is the same as a MCP campaign submission.

## E Mailing Date

Mail must be tendered for acceptance during the promotion period. Promotion eligible mailings must be finalized in [PostalOne!](#) no earlier than 12:00:00 AM Central Time the day the promotion starts and no later than 11:59:59 PM Central Time on the last day of the promotion.

Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities 15 calendar days after the promotion end date. (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to the first day of the promotion. Any qualifying mailing that is accepted and paid for prior to start of a promotion is not eligible for the promotion discount.

# MAILING SUBMISSION AND ACCEPTANCE

## **F** Postage Payment Method

The eligible postage payments are:

- Permit Imprint
- Precanceled Stamp Permit
- Meter Permit
- OMAS and “Official Government Mail”

## **G** Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for an VAR/CVAR for Meter Mail: All options are available (Lowest, Correct, and Neither)
- NonVAR/CVAR Meter Mail: Only “Neither” is an option
- Precanceled: Only “Neither” is an option

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

# MAILING SUBMISSION AND ACCEPTANCE

## REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

..... MAILER MUST **RETAIN** .....

**A HARD COPY SAMPLE MAILPIECE**

**FOR 90 DAYS**

POST-THE END OF THE PROMOTION PERIOD

### **A Using the Self Service Terminal (SST)**

Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) will see the message below on the screen and must certify the agreement on the screen and postage statement to the BMEU clerk.



*This mailing has been identified as participating in an incentive program.  
By clicking OK, I certify that I am tendering a production mailpiece sample and  
postage statement to the acceptance employee for verification.*



### **B Post Mailing Requirements**

All mailers who receive the discount must retain all hard copy mailpieces for 90 calendar days after the promotion end date and if requested by the Postal Service, must forward the sample to the Promotion Program Office.

Mailers will be required to keep a sample of the hard copy mailpiece used in their campaign for 90 days after the end of the 2024 promotional period. The promotion office will conduct random audits. The mailer must provide sample along with approved Service Request within 15 business days of notification. If mailer is unable to furnish proof, USPS has the right to reverse any discounts provided.

# SUPPORT

**Further questions can be directed to the Promotions Office.**



## MAILING PROMOTIONS PORTAL

Participants must upload all mailpiece samples to the Mailing Promotions Portal for pre-approval. Please do not email samples.

For instructions on accessing the Mailing Promotions Portal, visit: <https://postalpro.usps.com/promotions/portal>.

*Please direct questions about promotion requirements to the Mailing Promotions Portal.*

*For questions about Portal functionality, please contact [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov).*

The Promotions Office responds to all inquiries within 4 business days.

Links to webinars, FAQs and other promotion resources can be found on the PostalPro™ website at: <https://postalpro.usps.com/promotions>.

## PostalOne! Helpdesk

For issues and concerns regarding enrollment or technical issues, please contact the PostalOne! Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: [MSSC@USPS.gov](mailto:MSSC@USPS.gov) or 1-877-672-0007. In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne!) for assistance.

**DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE.**



2024

# INFORMED DELIVERY PROMOTION



## REVISION HISTORY

Date	Section	Reason for Revision	Version