

2023

# 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

By pairing a digital Ride-Along Image and a Representative Image with your mail campaign through Informed Delivery, you give your audience additional ways to interact with your offer, whether they’re at the mailbox or in their inbox.

### 0.5% INCENTIVE

### eDoc Postage Statement Submitter NEW



#### eDoc Postage Statement Submitter

Incentive for eDoc submitters.

Informed Delivery Promotion eDoc submitters must first enroll via the Manage Permit section of BCG. There, they will provide their permit numbers to receive the incentive once the submitted Postage Statement has successfully processed.

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

## Mark Your Calendar

Registration Period Promotion Period

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

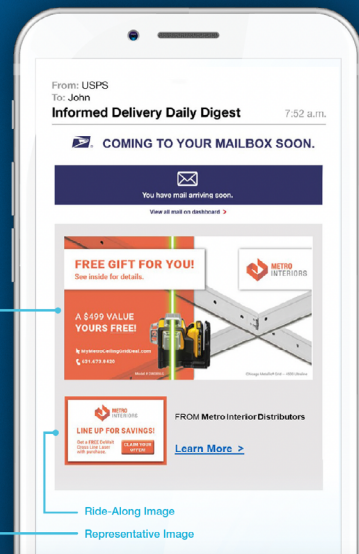
# PROMOTION FEATURES:



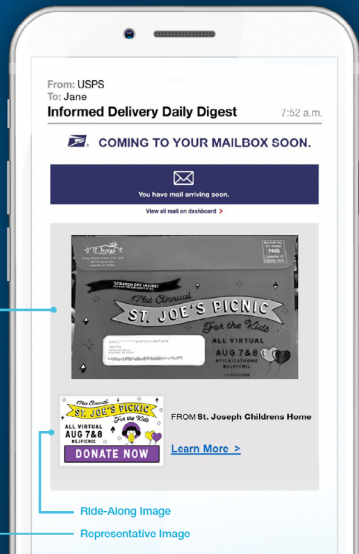
## Integrate Physical Mailboxes with Digital Inboxes

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 if a saturation campaign is created through eDoc and mail is entered at DDU. Detailed requirements found 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
- Business-to-Business or Business-to-Institution/ Campus mailings
- Package campaigns
- NON-SEQ campaigns

**!** “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** Familiarize yourself with the



**2** Register for the Informed Delivery Promotion on the Business Customer Gateway (BCG).



**3** Create your Informed Delivery campaign elements and submit them for review/approval via the Mailing Promotions Portal (MPP).



**4** Coordinate the submission of the campaign in the Mailer Campaign Portal (MCP) and Postage Statement via eDoc to ensure you meet all validations.



**5** Submit the campaign elements in the MCP and then submit the postage statement via eDoc, ensuring at least 24 hours between the MCP and eDoc submissions.



**6** Launch your campaign and retain a hard copy sample of your mailpiece.



# 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 permit associated in the postage statement at the time of mailing. The 4% discount is deducted from the total postage due amounts 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

### Eligible Mail Options

#### 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 if a saturation campaign is created through eDoc and mail is entered at DDU. Detailed requirements found 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
- Business-to-Business or Business-to-Institution/Campus mailings
- Package campaigns
- NON-SEQ campaigns



“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.

# PROMOTION DETAILS

## 1B Promotion Process

- If you are new to the Informed Delivery Promotion, familiarize yourself with the
- Sign up for the **Informed Delivery Promotion** on the **Business Customer Gateway**.  
[Visit the Business Customer Gateway for more details.](#)
- Design** your Informed Delivery campaign elements.
  - Ride-Along Images with a strong call-to-action (CTA) are required for all Informed Delivery interactive campaigns.
  - Include a functioning URL that goes to the Ride-Along Image landing page.
  - Representative Images are required for Informed Delivery interactive campaigns conducted on flat-sized mailpieces; however, they are optional for letters.
  - [Ensure eligibility by following Promotion Details.](#)
- Submit** your **campaign elementals** (Ride-Along Image with CTA, Representative Image, and URL) for review/approval via the **Mailing Promotions Portal (MPP)**.
  - If you have not already enrolled in the MPP, visit: <https://postalpro.usps.com/promotions/portal> for enrollment instructions.
  - Log in to the MPP and submit your campaign elements (Ride-Along Image with CTA, Representative Image, and URL) for review and approval. The images need to be clearly identified and submitted as JPEG, PDF, or draft MCP campaign.
  - You will be notified of the approval of your campaign elements or the need for additional information via MPP in four business days or less.

- Coordinate** the submission of your campaign and postage statement to ensure you receive the promotional discount. Review [the campaign submission checklist](#).

- Submit your approved campaign elements** in the Mailer Campaign Portal (MCP) and create your Informed Delivery campaign.

**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.

**NEW** You now can upload your draft campaign from MCP to MPP in a PDF format for your MPP campaign elements review/approval.

- Submit your postage statement via eDoc.** Be sure to include the MIDs for MID Level campaigns or the MIDs and IMb® Serial Numbers for Serial-Range campaigns. The eDoc must identify the mail owner and mail preparer in the “By/For” fields by CRID, MID, or Permit number.

### Informed Delivery CCR Discount Code

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

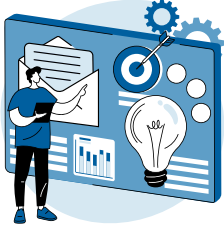



- Retain a sample of the hard copy mailpiece(s) for 60 days after the end of the campaign.



# PROMOTION DETAILS

## 2A Guidance for New Participants

If you have not previously participated in the Informed Delivery Promotion, familiarize yourself with the promotion by:

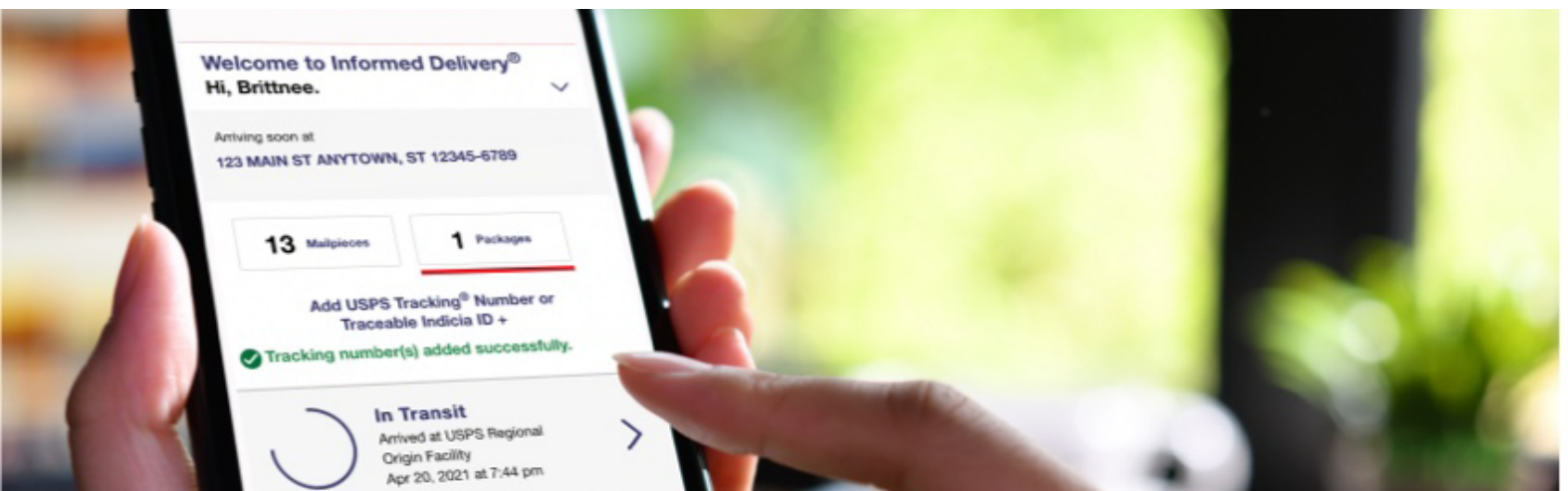
 <p>Reviewing the requirements, guidance, and tips in this Guidebook.</p>	 <p>Completing the interactive <a href="#">Informed Delivery Mail Campaign Portal (MCP) tutorial</a>.</p>	 <p>Reviewing the <a href="#">Informed Delivery Promotion FAQ</a>.</p>	 <p>Submitting questions about the promotion through the <a href="#">Mailing Promotions Portal</a>.</p>
--	--	--	--

To learn more about the Informed Delivery program and creating Informed Delivery campaigns, visit [Informed Delivery for Business Mailers](#).

### Recommended Step: Test Informed Delivery Campaign Submissions

Prior to participating in the Promotion, USPS® strongly recommends that mailers complete several Informed Delivery campaigns using the submission method they plan to use for their Promotion participation.

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

## 2B Campaign Elements Requirements

The campaign elements (Ride-Along Images, Representative Images, and a URL) are used to create an Informed Delivery campaign in the MCP. The campaign elements will appear in mail recipients' Informed Delivery Daily Digest email. All Informed Delivery campaigns must include a Ride-Along Image and URL. Representative Images are required for flat-sized mailpieces, but optional for letters. Follow the guidelines below to ensure your campaign elements meet the requirements to claim your promotion discount.

### 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 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 sized to at least one maximum dimension: 300px width or 200px height
- Must be saved as a **JPEG (.jpg)** file
- Cannot exceed **200KB** in size
- Image color code must be **RGB** (not CMYK)

#### CTA Requirements

- CTA area must be at least 20% of the Ride-Along Image area
- CTA must have enough color contrast to stand out in the Ride-Along Image

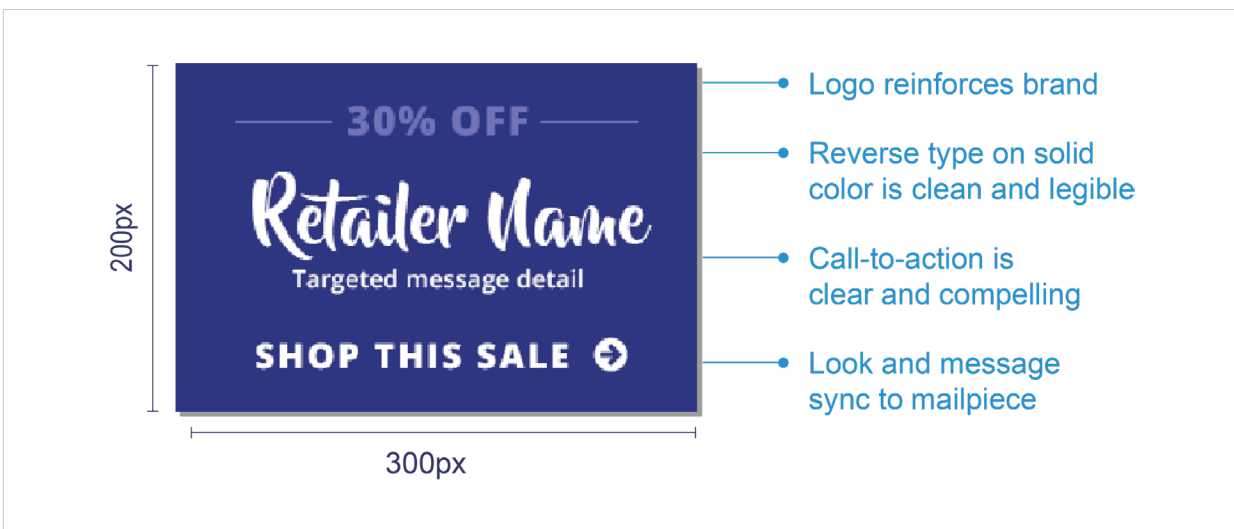
#### Non-Eligible

- Ride-Along Image and CTA cannot encourage online bill payment or the elimination of mail

#### Example

Examples of good CTAs include:

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





# 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

## Representative Image

Representative Images appear in the user's daily digest email or on their USPS® dashboard in place of the scanned mailpiece, providing a colorful, high-quality preview of what's coming in the mail.

### Do You Need a Representative Image?



**Flat-Sized Mailpieces**  
Required



**Letters & Other Mailpieces**  
Optional

### General Requirements

- Image must be a static representation that closely resembles the corresponding physical mailpiece sent to the Informed Delivery user
- Image must be submitted in JPEG or PDF format
- Image cannot exceed 200KB in size
- Image color code must be RGB (not CMYK)
- Must be sized to at least one maximum dimension: 780px width or 500px height
- Images with a light-colored background must have an image border added

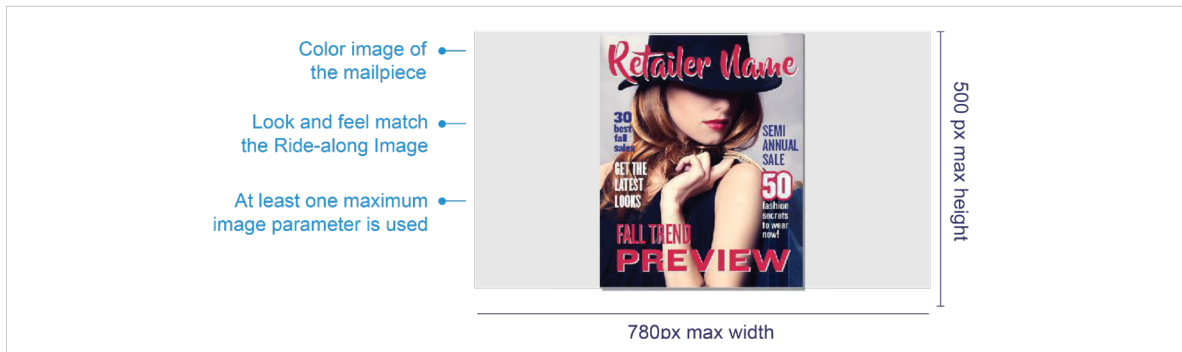
### Non-Eligible

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

### Examples



# PROMOTION DETAILS



## 2C Submitting Campaign Elements for Review

Submit a JPEG or PDF of the campaign elements to the Promotions Office for approval using the Mailing Promotions Portal (MPP). Make sure you include the campaign brand display name, as well as the campaign code(s). You must also include a live/active URL for the landing page that your Ride-along Image will link to.

Submit the following in JPEG or PDF format to ensure timely review and approval:

- Ride-Along image (required for all Informed Delivery campaigns)
- Representative image (required for flat-sized mailpieces; optional for letters)

Campaign elements must receive approval from the Promotions Office prior to submitting the campaign in the Mailer Campaign Portal (MCP) and mailing. Campaign elements submitted in the MPP are approved in four business days or less, as long as they meet the requirements.

You can now upload your draft campaign from MCP in a PDF format to MPP for your campaign elements review and approval. MCP allows you to mail your draft campaign which can be saved as a PDF. This process will enable you to upload your campaign elements only once and expedite your MPP approval process.

Approval will be emailed to the email address listed in the MPP. Any corrections or clarifications needed will likewise be requested via email.

## 2D Campaign Submission

Once your campaign elements are approved in the Mailing Promotions Portal, the next step is to create your Informed Delivery campaign in the Mailer Campaign Portal. 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](#)**.



### Note:

If PostalOne! issues arise during the Promotion period which prevents the timely finalization of Postage Statements within the PostalOne! system, please follow the instructions in the PostalOne! External Contingency Plan posted on PostalPro.

# PROMOTION DETAILS

## 2E Saturation Mail Added for 2023 Informed Delivery Promotion

### Eligible Saturation Mail for 2023

- 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](#)).

## 2F ID Promotion – eDoc Submitter Enrollment

### eDoc Submitter Incentive Enrollment

- For the 2023 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:

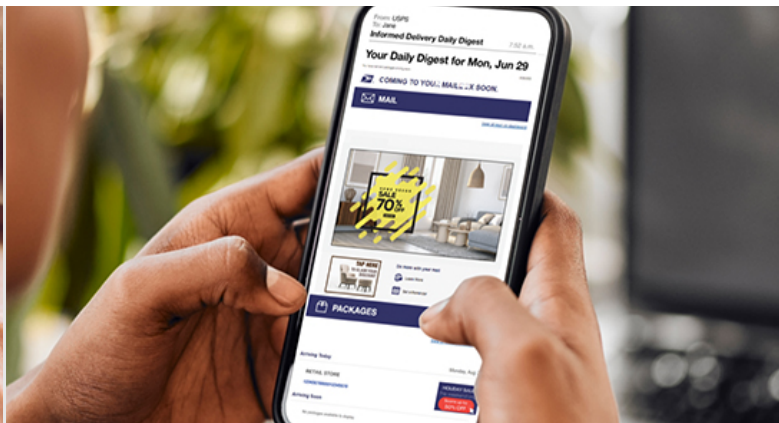
- Must have a permit linked to an EPS account (with EPS Admin or EPS Payment Manager privilege).
- Must select a permit that is linked to the eDoc Submitter Customer Registration ID (CRID).
- Must register the permit that will receive the 0.5% incentive via the Business Customer Gateway (BCG), Manage 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 2023 ID Promotion page](#). To access the guide, please click the button above.

### eDoc Submitter Enrollment Overview

- |   |  |
|---|--|
| <ol style="list-style-type: none"> <li><b>1</b> Log into BCG</li> <li><b>2</b> Manage Permits</li> <li><b>3</b> Select Business Location</li> </ol> | <ol style="list-style-type: none"> <li><b>4</b> Select Informed Delivery Incentive Permit</li> <li><b>5</b> Select Desired Permit by Checking Box</li> <li><b>6</b> Permit is Registered for eDoc Submitter Incentive</li> </ol> |
|---|--|



# 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 Campaign Start and End Dates

### Start Date

Must be set to the earliest mail date of the mailing job. For example, if there are several mail dates (Postage Statement Mailing Dates in the CSM file), make sure that the campaign Start Date is set to the earliest date so that the Postage Statement Mailing Date always falls within the Start and End Dates of the campaign it is claiming.

### End Date

Must be no less than five days (for First-Class Mail) or nine days (for Marketing Mail) following your final USPS mail finalization date. Failure to do so may result in the campaign not being correctly applied to the mailing and, thus, forfeiture of the Promotion.

**NOTE:** If any Informed Delivery campaign included in the Postage Statement fails verification, the promotion discount will not be applied to that entire Postage Statement version.

# MAILING SUBMISSION AND ACCEPTANCE

## F 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.

### Inducting Mail

After submitting the postage statement, the final step for the Informed Delivery Promotion is to induct the mail. If you have questions about inducting your mail and mailing requirements, please contact the Mailing & Shipping Solutions Center at:



1-877-672-0007 (7 AM to 7 PM Central Time)



[MSSC@usps.gov](mailto:MSSC@usps.gov)

## G Postage Payment Method

The eligible postage payments are:

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

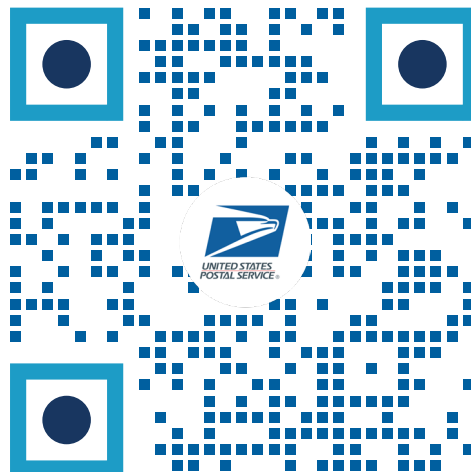
## E Meter Mail/Precanceled Payment Option

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.

Scan the QR Code or click the link below to access the meter mail price chart. Please note that the processing categories listed in the chart only apply to the eligible mail classes listed in this promotion guidebook.



<https://postalpro.usps.com/promotions/Promotion-and-Incentives-Pricing-Chart>

All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to [http://pe.usps.gov/text/dmm300/dmm300\\_landing.htm](http://pe.usps.gov/text/dmm300/dmm300_landing.htm) for more information.

# MAILING SUBMISSION AND ACCEPTANCE

## I Ensuring Promotion Discount Success

To successfully claim your Informed Delivery Promotion discount, make sure your eDoc and MCP submissions are accurate. Below, you will find the validations that USPS conducts prior to applying the promotion discount at the time of mailing.

### For Campaigns Created via Mailer Campaign Portal (MCP)

- Make sure your Informed Delivery campaign is in SUBMITTED or ACTIVE status in the MCP no later than 2 PM EST the day before the job is submitted to [PostalOne!](#). If your Informed Delivery campaign is created after 2 PM EST the day before, cancel the PostalOne! job and resubmit it the next day after 6 AM EST.
- Make sure the Serial Numbers in the piece Intelligent Mail barcodes (IMbs) related to the Mail Piece Unit (MPU) claiming the discount are within the start and end serials of the Informed Delivery campaign in the MCP.
- Make sure the MID in the piece IMbs related to the MPU claiming the discount is the same as the MID of the Informed Delivery campaign in the MCP.
- Make sure at least 80% of all the pieces under the MPU(s) claiming the discount can be associated/matched to an Informed Delivery Campaign in the portal based on the MID and Serial Numbers in the IMbs.
- Make sure the Postage Statement Mailing Date falls WITHIN the start and end dates of the Informed Delivery campaign in the MCP. We suggest making the Start Date of the campaign the earliest postage statement mailing date of the job.
- Make sure the CCR code for claiming the Informed Delivery promotion (Characteristic Type of "I" and Characteristic of "PI") is populated within the eDoc for each MPU claiming the discount on the postage statement.

### For Campaigns Created via eDoc\*

- Make sure MPUs claiming the discount have a valid campaign data associated with them in the form of RMR/RMS for Mail.dat or the Informed Delivery campaign data block for Mail.XML.
- Make sure the postage statement mailing date falls WITHIN the campaign start and end dates provided in the campaign data. We suggest making the Start Date of the campaign the earliest postage statement mailing date of the job.
- Make sure the proper CCR code for claiming the Informed Delivery promotion (Characteristic Type of "I" and Characteristic of "PI") is populated within the eDoc for each MPU claiming the discount on the postage statement.

\* If you are using eDoc, the campaign is created at the time the mailing is submitted to [PostalOne!](#).

## J Key Dates

### Mail Submitted Via PostalOne!

All Promotion-eligible mailings must be finalized no earlier than **August 1, 2023**, and no later than 11:59:59 PM CST on **December 31, 2023**.

Note: If PostalOne! issues arise during the promotion period which prevents the timely finalization of postage statements within the PostalOne! system, please follow the instructions in the [PostalOne! External Contingency Plan](#) posted on PostalPro.

# MAILING SUBMISSION AND ACCEPTANCE

## MCP Created Campaigns and RMB Submissions

For a valid Informed Delivery campaign to be associated with an Informed Delivery promotion mailing, the Informed Delivery campaign must be submitted in the MCP or via Mail.dat RMB no later than 1:59:59 PM EST on **December 30, 2023**.

## Plant-Verified Drop Shipment (PVDS) Mailings

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 through **January 15, 2024** (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to **August 1, 2023**; any qualifying mailing that is accepted and paid for prior to this date is not eligible for the promotion discount.

## K Sample Submission

The Promotions Office has updated its policy on the submission of hard copy mailpiece(s) for the Informed Delivery promotion. Mailers are no longer required to submit a hard copy mailpiece(s) to the BMEU.

## L Post Mailing Requirement

Mailers are required to keep a sample of the hard copy mailpiece(s) used in their campaign for 90 days after the end of the 2023 promotion period (until 4/30/24), in case there is a need to audit.

## M Promotion Audits

Informed Delivery campaigns that are sent as part of the Promotion but which do not appear in any consumers' Informed Delivery notifications will be reviewed and might be audited. The audit process is conducted during and after the promotion period has ended. During an audit, if USPS® uncovers that a campaign was not authorized to claim the promotion discount, a campaign was mailed prior to receiving authorization to claim the promotion discount, or the approved campaign elements were changed, edited, or altered, then USPS reserves the right to pull any discount claimed and remove the mailer and/or MSP from participating in any USPS Mailing Promotions.

If campaigns are deemed unsuccessful due to an erroneous/invalid Informed Delivery campaign submission, the Postal Service® reserves the right to pursue a revenue deficiency action.





# MAILING SUBMISSION AND ACCEPTANCE

## N Initiating an Investigation

The Informed Delivery promotion requires that the discount must be claimed at the time of mailing. If you are not able to successfully claim the discount at that time of mailing, you must immediately contact the [PostalOne!/MSSC](#) help desk and open a case to investigate why the Informed Delivery promotion discount did not apply.

The case needs to be opened within three business days from the date of mailing. If the investigation reveals that the discount was not applied due to USPS® error, the discount will be reapplied to your statement.

After reviewing [the checklist above](#), if you are still unsure why your discount did not apply, contact the [PostalOne!/Mailing & Shipping Solutions Center \(MSSC\) Helpdesk](#) at [MSSC@USPS.gov](mailto:MSSC@USPS.gov) or call (877) 672-0007.

To support our investigation, when you send an email to Helpdesk, please follow the instructions below:

- Include “Issue Claiming Informed Delivery promotion discount” in the subject line of your email.
- Attach screenshots, PDFs, and/or campaign files associated with the job you submitted.
- Populate the form below, with as much of the information you have, and include it in your email.

Help Desk Ticket Number (if applicable)	
Name	
Mailer Name or MSP (who is submitting the mailing to PO!)	
MID used on Piece	
Submitter CRID	
Postage Statement ID	
Postage Statement Mailing Date in CSM	
File/Container Info Data	
Date Job was Submitted to PostalOne!	
Job ID for eDoc Submission (if applicable)	
<b>Campaign Information</b>	
Campaign Creation Method (eDoc / MCP)	
If MCP, what date/time was it submitted?	
Campaign Code	
Campaign MID	
Starting Serial	
Ending Serial	
Campaign Start Date	
Campaign End Date	

# SUPPORT



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



## MAILING PROMOTIONS PORTAL

Use the Mailing Promotions Portal to submit your campaign elements (e.g., Ride-Along Image, Representative Image, and URL) for review and approval. Please do not email samples.

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

If you have questions about campaign elements approval or the Informed Delivery Promotion, submit your questions using 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.

2023

# INFORMED DELIVERY PROMOTION



## REVISION HISTORY

Date	Section	Reason for Revision	Version
2/23/23	Promotion Details, 2E	Added guide for eDoc Submitter Enrollment	v1
3/27/23	Quick Start, Promotion Details	Added statement about mail diversion ineligibility	v2
6/13/23	Quick Start, Promotion Details	Updated eligible mail options and ineligible mailpieces Added a description for Saturation Mail in a new section	v3