



Informed Delivery®
Interactive Campaign
Frequently Asked Questions

Table of Contents

Overview/General.....	4
1. Where can I learn more about Informed Delivery® interactive campaigns?	4
2. What is a grayscale scanned image?	4
3. Which mailpieces are eligible for Informed Delivery® campaigns?	4
4. Are letter-size and flat-size mailpieces included in Informed Delivery® notifications?	4
5. As a mailer, is there a way to have my mail excluded from Informed Delivery®?	4
6. How many days are the mailpiece images and campaigns available to consumers?	4
7. How many mailpiece images are included in Informed Delivery® notifications? Informed.....	5
8. Where will my interactive campaign be displayed?	5
9. What is the reminders feature?	5
10. What is the Social Sharing Feature?.....	5
11. Is there a fee for Informed Delivery® campaigns or will there be one in the future?.....	5
12. When consumers move, will they still be able to see mailpiece images for mail delivered to their old address?	5
13. Why might I be unable to access my consumer dashboard, even if I am enrolled in Informed Delivery® as a consumer?	5
Users & Households.....	6
14. Where can I find how many users and households are currently signed up for Informed Delivery®?	6
15. What is the difference between a “Registered User” and an “Email-enabled User” for Informed Delivery®?	6
16. How is USPS® acquiring users for Informed Delivery®?	6
17. How will USPS® know which consumers on my mailing list have Informed Delivery®?	6
18. Can I get a listing of Informed Delivery® users from USPS®?	6
Campaign Submission.....	7
19. How do I submit a campaign?.....	7
21. When do campaigns start and end?	7
22. Can I preview my campaign prior to activation?	7
23. Why didn’t my campaign activate?.....	8
24. Can I run campaigns on continuous mailings?	8
25. Can I run multiple campaigns on the same Mailer Identifier (MID)?.....	8
26. Can I block a MID from being used in an interactive campaign?	8
27. Can mailers have their Mail Service Provider (MSP) initiate and analyze Informed Delivery campaigns or do mailer owners have to submit campaigns themselves?	9
28. Where can I view and manage all of my campaigns?.....	9
Campaign Elements	9
29. Can elements of a campaign be created separately or by different team members?	9
30. What is a Mailer Identifier (MID) and why do I need one? How can I apply for a MID?	9

Informed Delivery® Interactive Campaign - Frequently Asked Questions

31. Do mailers have to use a unique Mailer Identifier (MID) for Informed Delivery campaigns? What are my options if I don't have one or want an additional MID? 9

32. If I have a mailing that uses multiple Mailer Identifiers (MIDs) on the mailpieces, but all the Informed Delivery® campaign details are the same, would it be considered one Informed Delivery campaign? 10

33. What is a Customer Registration Identification number (CRID)? When and why do I need one? 10

34. What is a Service Type Identifier (STID)? How does it relate to Informed Delivery®?..... 10

35. Can I conduct multiple interactive campaigns at once? If yes, how? 10

36. Can I run different campaigns on individual mailpieces? 10

37. When should I start and end my campaigns? 10

38. What makes a campaign unique?..... 11

39. What are Ride-along Images and Representative Images? Are both images required for an interactive campaign? 11

40. Are there specific creative requirements for Ride-along Images and Representative Images?..... 11

41. What URL can I use for my campaign and how can I track click-throughs?..... 11

42. What is the URL Parameters feature? 11

Campaign Data..... 12

43. What sort of data will mailers get from USPS®? Do mailers have to share data with USPS? 12

44. What type of Pre-campaign data does the Postal Service® provide participating mailers? 12

45. How long is campaign data available to organizations in the Mailer Campaign Portal? 12

46. What type of Post-campaign data does the Postal Service® provide participating mailers in the Summary Report? 12

47. What type of Post-campaign data does the Postal Service® provide participating mailers in the Detailed Report? 12

48. In my Summary Report, why might the campaign email open rate be irregularly high (e.g., over 100%)? 13

49. In my Summary Report, why might the percentage of physical pieces included in email seem irregularly high (e.g., over 100%)? 13

Mailer Campaign Portal Questions..... 13

50. Is the Mailer Campaign Portal available to all interested organizations? 13

51. How can I access the Mailer Campaign Portal? 13

52. How can I upload files to conduct a Pre-campaign Analysis?..... 13

53. How do I view Post-campaign Analyses in the Mailer Campaign Portal? 14

54. I am using vendor software (e.g., Quadient, BCC, etc.) to submit my Informed Delivery interactive campaigns via *PostalOne!*. Can I access Post-campaign reports in the Mailer Campaign Portal or does the software provider have to provide the reports for me?..... 14

Known Defects and Observations 14

55. What are the known defects and observations?..... 14

Overview/General

1. Where can I learn more about Informed Delivery® interactive campaigns?

Review the *Informed Delivery Overview*, *Interactive Campaign Guide*, and *Campaign Image Requirements* available on the [Informed Delivery for Business Mailers](#) website for detailed information on interactive campaigns.

2. What is a grayscale scanned image?

During the process of sorting the mail, USPS® digitally images the address side of every letter-size mailpiece that runs through automation equipment. (USPS does not capture images of flat-size mail.) USPS uses these images to provide digital notifications to Informed Delivery users in advance of the delivery of physical mail.

3. Which mailpieces are eligible for Informed Delivery® campaigns?

Informed Delivery interactive campaigns can be conducted on all letter-size mailpieces that are scanned on USPS automation equipment, regardless of the class of mail. At this time, not all flat-size mailpieces are scanned through automation equipment and USPS does not provide images of flats to consumers. We do, however, ingest scans from Carrier Route bundles that are present in the Informed Visibility platform. USPS requires mailers conducting a campaign on flat-size pieces to include a Representative Image. If no campaign is conducted on flat-size pieces, consumers will only see a message stating, “A mailpiece for which we don’t currently have an image is included in today’s mail” if a flat scan is detected.

4. Are letter-size and flat-size mailpieces included in Informed Delivery® notifications?

Images are only provided for letter-size mailpieces that are processed through automation equipment. Visibility for campaigns on flat-size mail is limited due to how flats are processed. USPS began ingesting Carrier Route bundle scans for flat-size mail in December 2017, which resulted in increased visibility. There is still room to improve, however, and we are continuing to test ways to improve visibility for flats.

5. As a mailer, is there a way to have my mail excluded from Informed Delivery®?

Although mailers do not have to conduct Informed Delivery campaigns, there is no option for organizations to opt-out of having their mail included in Informed Delivery dashboard or email notifications.

6. How many days are the mailpiece images and campaigns available to consumers?

Mailpiece images will appear on the Informed Delivery online dashboard for a seven-day period. If a user has opted-in to receive email notifications, he or she may access those images as long as they retain those emails. Links to campaigns are active as long as the website URL is active.

7. How many mailpiece images are included in Informed Delivery® notifications? Informed

Delivery users will see up to 10 mailpiece images in the email notification. The remainder of their household's mailpiece images are available on the online dashboard.

8. Where will my interactive campaign be displayed?

On the dashboard, and in the Daily Digest email interactive campaigns will generally be shown at the top of the mailpiece stack, above other grayscale, scanned mailpiece images. Package tracking information will appear below all mail images in the email notification and on a separate page for the dashboard. Interactive campaigns may also be shown in emails scheduled by users with the reminders feature. On the Dashboard, users also have the option to share interactive campaign target URLs to Facebook® with the Social Sharing feature.

9. What is the reminders feature?

The reminders feature enables users to set and receive a reminder by email about specific mailpieces. A user viewing their Daily Digest can select the "Set a Reminder" button beside an eligible mailpiece (any letter with a grayscale or representative image). The user can then select a date to receive a reminder email including the mailpiece image and any associated digital content. At this time, reminders can only be scheduled for the lesser of ten days after the mailpiece has been delivered or the campaign expiration date (if applicable).

10. What is the Social Sharing Feature?

The Social Sharing feature enables users to share interactive campaign target URLs to Facebook. When a consumer shares a campaign from their Informed Delivery® Dashboard, a Facebook post is auto-populated using the target URL's Open Graph tags (if applicable). Users can preview the post, supplement it with a caption, and then post to Facebook. Users are not permitted to share actual mailpieces to Facebook.

11. Is there a fee for Informed Delivery® campaigns or will there be one in the future?

At this time, conducting an Informed Delivery interactive campaign with a Ride-along Image or dual campaign (Ride-along and Representative Image) is provided at no additional cost to mailers. The Postal Service® does, however, reserve the right to monetize new aspects of Informed Delivery in the future.

12. When consumers move, will they still be able to see mailpiece images for mail delivered to their old address?

Refer to the *Informed Delivery* [FAQs](#) for information on this topic.

13. Why might I be unable to access my consumer dashboard, even if I am enrolled in Informed Delivery® as a consumer?

If a mailer accesses his or her business account in the [Business Customer Gateway \(BCG\)](#),

and then attempts to log in to their consumer account afterwards, usps.com® may only recognize the BCG business account credentials. Simply log out, clear the browser's search history and cookies, and log back in to fix this problem.

Users & Households

14. Where can I find how many users and households are currently signed up for Informed Delivery®?

USPS maintains the *Users and Households Data (Excel)* file, broken down by 3- and 5-digit ZIP Codes™, which is available for download on the [Informed Delivery for Business Mailers](#) website. This file is updated weekly.

15. What is the difference between a “Registered User” and an “Email-enabled User” for Informed Delivery®?

All Informed Delivery users have a dashboard that displays Informed Delivery images and package tracking information and is accessible on usps.com or via the USPS Mobile® app. The number of “Registered Users” represents this full number of Informed Delivery subscribers. “Email-enabled Users” represent the number of “Registered Users” that have opted-in to receive Informed Delivery email notifications in addition to their dashboard. The *Users and Households Data (Excel)* file, which is available for download on the [Informed Delivery for Business Mailers](#) website, shows the breakdown of “Registered Users” and “Email-enabled Users.”

16. How is USPS® acquiring users for Informed Delivery®?

USPS promotes Informed Delivery using traditional marketing and acquisition efforts, such as Direct Mail, email, retail signage, etc. Interested consumers can register for a personal account on usps.com and then sign up for Informed Delivery. For more information, go to [consumer-related FAQs](#).

17. How will USPS® know which consumers on my mailing list have Informed Delivery®?

USPS maintains the list of Informed Delivery users and their email addresses. Organizations conduct mailings as usual, and USPS applies an interactive campaign to an Informed Delivery user when a mailpiece is processed on automation equipment, prior to delivery.

18. Can I get a listing of Informed Delivery® users from USPS®?

No. USPS cannot legally provide names or addresses of customers or Informed Delivery users to mailers.

Campaign Submission

19. How do I submit a campaign?

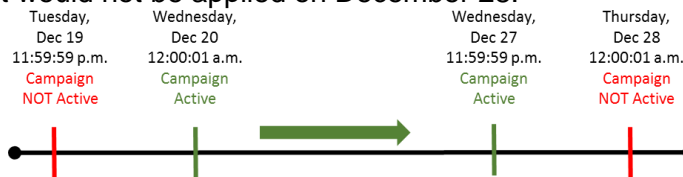
There are two ways to submit an Informed Delivery® interactive campaign: electronically via *PostalOne!*® or manual entry via the Mailer Campaign Portal (MCP). The *PostalOne!* team, which can be reached directly by emailing USPSInformedDeliveryDoc@usps.gov, provides programming requirements and facilitates the required Customer Acceptance Testing (CAT) process. The self-service Mailer Campaign Portal provides mailers 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 through the USPS® [Business Customer Gateway \(BCG\)](#).

20. How many days prior to the campaign start date do I need to submit a campaign?

All campaign information should be submitted by 12:59 PM local time the day before the campaign start date. This is a **requirement** for campaigns entered in the Mailer Campaign Portal and highly recommended for campaigns submitted via *PostalOne!*®.

21. When do campaigns start and end?

Campaigns begin and end at midnight of the campaign start and end dates chosen by the mailer. For example, if a campaign start date is Wednesday, December 20, the campaign would first be applied the morning of December 20 (at 12:00:01 AM) to mail that was processed the evening of December 19 and morning of December 20. If the end date is Wednesday, December 27, the campaign would be applied for the final time the morning of December 27; it would not be applied on December 28.



22. Can I preview my campaign prior to activation?

23. The functionality to preview an email or dashboard view of a campaign is available in the self-service Mailer Campaign Portal. As of Thursday, October 21, 2021, Informed Delivery sends email previews under a new email domain: USPSInformeddelivery@email.informeddelivery.usps.com. We advise that you save the new email domain to your contacts to ensure the email previews go to your inbox and not your spam folders.

As of August 2018, properly prepared *PostalOne!* campaigns flow into the Mailer Campaign Portal for the purposes of viewing, cancelling, and reporting. Draft campaigns are subject to

deletion 30 days after creation. Reference resources on the [Informed Delivery for Business Mailers](#) website to learn more about navigating the Portal.

24. Why didn't my campaign activate?

Typically, when a campaign does not activate, it is due to one of the reasons listed below.

- The mailpiece was delivered before the campaign start date or after the campaign end date, so the campaign would not be applied.
- The Mailer Identifier (MID) entered/submitted for the campaign was not the MID on the actual mailpiece.
- The Intelligent Mail® barcode (IMb®) on the mailpiece fell outside of the IMb Serial Number Range provided. To determine the serial number of the mailpiece, you will need to [decode the mailpiece's IMb](#).
- The IMb on the mailpiece was not legible, it had print issues, or it did not contain an 11-digit Delivery Point Code.
- If the mailpiece was flat-size (e.g., magazine or catalogue), it may not have been processed through USPS® automation equipment. Flat-size mail has less visibility than letters/postcards due to how it is processed. There are occasions where letter-size mail may bypass scanning as well. If you do IMb tracking, you can check those records to see if there was scan activity.
- Lastly, it is possible that you may have encountered a rare defect within the Mailer Campaign Portal related to campaign activation. We recommend checking your campaign status on its start date to validate that it has activated. See the full list of known defects at the bottom of this document.

25. Can I run campaigns on continuous mailings?

Yes. This requires the entry of campaigns on a daily basis, however, as well as close coordination with the presort/processing team or vendor. Campaigns on continuous mailings may best be facilitated through the *PostalOne!* process. As a reminder, every campaign— if not run at the MID level—must have a unique and sequential IMb serial number range. In some cases, the vendor may overwrite a partial IMb printed by the mail owner, so working closely together to gather the proper campaign elements is a must.

26. Can I run multiple campaigns on the same Mailer Identifier (MID)?

Yes. Mailers can conduct multiple campaigns on the same MID if the campaigns run sequentially or if they provide unique and sequential IMb serial ranges for each campaign.

27. Can I block a MID from being used in an interactive campaign?

Yes. A formal written request to block a MID can be made by the MID owner by contacting USPSInformedDeliveryCampaigns@usps.gov. You will need to provide the MID, your CRID, your Company Name, and your BCG role for the Mailer Campaign Portal (Admin, BSA, User, etc).

28. Can mailers have their Mail Service Provider (MSP) initiate and analyze Informed Delivery campaigns or do mailer owners have to submit campaigns themselves?

MSPs can initiate and analyze campaigns on behalf of the mail owner. MSPs are critical to the process of using the MID on the mailpiece and, in most cases, applying the Serial Number range within the IMb. It is important to note that whichever organization inputs the campaign has access to the campaign data, management, and reports.

29. Where can I view and manage all of my campaigns?

Organizations that use the Mailer Campaign Portal to enter campaigns can view all campaigns (Draft, Submitted, Active, Cancelled, and Completed) in the Portal. A *Mailer Campaign Portal User Guide* is available on the [Informed Delivery for Business Mailers](#) website. At this time, mailers submitting campaigns through *PostalOne!*® need to edit and manage their campaigns using *PostalOne!*. However, campaigns entered through *PostalOne!* flow into the Portal for the purposes of viewing campaigns, cancelling campaigns, and Post-Campaign reporting.

Campaign Elements

30. Can elements of a campaign be created separately or by different team members?

Yes. USPS® understands that many people may be involved in the development of an Informed Delivery® campaign, including gathering necessary campaign elements (e.g., the MID, IMb/Serial Number range, start/end dates, images, URL, etc.). However, one person must work in the Mailer Campaign Portal or with the *PostalOne!*® Customer Acceptance Testing (CAT) team to ensure all campaign elements and content are complete. If organizations delegate Informed Delivery campaigns to an MSP, they must work through the MSP's representative to access their campaign information.

31. What is a Mailer Identifier (MID) and why do I need one? How can I apply for a MID?

The MID is a field within the IMb that is used to identify mailers; a MID is required in the IMb. A MID is assigned by USPS® to a mail owner, mailing agent, or other service providers who request one. A MID is either a 9-digit or a 6-digit numeric code and is assigned based on annual mail volume. MID's are assigned through centralized USPS processes, generally through the Mailer ID system on the [Business Customer Gateway \(BCG\)](#). Refer to the *User Access to Electronic Mailing Information and Reports Guide* on PostalPro for step-by-step instructions on using the MID system.

32. Do mailers have to use a unique Mailer Identifier (MID) for Informed Delivery campaigns? What are my options if I don't have one or want an additional MID?

The MID does not have to be unique to a single campaign, however, the MID on the mailpiece does trigger the interactive campaign. An interactive campaign is applied based on the MID only or, more commonly, a combination of the MID and Serial Number range within the IMb on the mailpiece. Over 95% of campaigns conducted use the MID and IMb

Serial Number approach.

33. If I have a mailing that uses multiple Mailer Identifiers (MIDs) on the mailpieces, but all the Informed Delivery® campaign details are the same, would it be considered one Informed Delivery campaign?

No. Informed Delivery campaigns are triggered by the MID in the IMb®, so a separate campaign would need to be created for each MID used. Many of the campaign elements can be the same (e.g., Brand Display Name, Campaign Title, etc.), even if more than one MID is used.

34. What is a Customer Registration Identification number (CRID)? When and why do I need one?

A CRID is a USPS® generated numeric code of up to 15 digits that uniquely identifies a business at a location. Each MID is owned by a single CRID at any given time, and each mailing permit is owned by a single CRID at any given time. There is no association with CRIDs triggering interactive campaigns, however, the CRID is used/considered for seeing *PostalOne!*® campaigns in the Mailer Campaign Portal.

35. What is a Service Type Identifier (STID)? How does it relate to Informed Delivery®?

The STID defines the mailpiece as full-service or basic and is also used to determine the disposition of undeliverable-as-addressed (UAA) mail and the form of address correction that a mailer desires, if any. The STID is not relevant to Informed Delivery. Informed Delivery only uses the MID, IMb® Serial Number range, and the 11-digit Delivery Point Code.

36. Can I conduct multiple interactive campaigns at once? If yes, how?

Yes. As long as the Serial Number ranges within the IMb® do not overlap while the campaigns are active, mailers can run multiple campaigns at once.

37. Can I run different campaigns on individual mailpieces?

Not at this time. USPS® offered the ability to run Personalized (mailpiece-level) campaigns via *PostalOne!*® as a test from April to July 2018. Testing has been halted at this time while findings are addressed. Personalized campaigns will allow mailers and Mail Service Providers to provide a different target URL and/or image to each person in their mailing list. Alternately, it removes the requirement to have a unique and sequential IMb® serial number range for each campaign. The implementation date for personalized campaigns is not known at this time.

38. When should I start and end my campaigns?

USPS® suggests that mailers start their campaign three days before and end three days after the target in-home dates. The in-home dates are based on the class of mail, how the mail is sorted, and where it is entered.

39. What makes a campaign unique?

A unique campaign consists of a unique campaign code, different start and end dates, customized image(s), and a URL that links to online digital content that is clickable by Informed Delivery® users.

40. What are Ride-along Images and Representative Images? Are both images required for an interactive campaign?

A Ride-along Image is a color image provided by the mailer that is clickable/interactive for the user through the provided URL. The Ride-along Image URL is also used in the "Learn More" link in the interactive campaign. The Ride-along Image is placed below the grayscale scanned image or Representative Image in the Informed Delivery email notification and dashboard.

A Representative Image is a color image chosen by the mailer that is used in lieu of a flat-size image or in place of a grayscale letter-size image (grayscale images of flat-size mail are not provided at this time). The Representative Image is not clickable/interactive.

The Ride-along Image is always required. A Representative Image is required for campaigns on flat-size pieces. Regardless of the images used, a single target URL is required to conduct an interactive campaign. For more information, reference the *Campaign Image Requirements* on the [Informed Delivery for Business Mailers](#) website.

41. Are there specific creative requirements for Ride-along Images and Representative Images?

For information about specifications (e.g., file type, file size, dimensions) for supplemental content, reference the *Campaign Image Requirements* on the [Informed Delivery for Business Mailers](#) website.

42. What URL can I use for my campaign and how can I track click-throughs?

USPS® requires a simple URL, such as <https://companyname.com>; however, mailers can send their customers to a unique page within a website if they wish. A unique URL allows mailers to track their click-throughs using any type of analytics tool. USPS® tracks click-throughs by putting a "tag" in front of the URL provided by the mailer. USPS strongly suggests that mailers use a unique URL within the Informed Delivery® campaign—one that is not used elsewhere in marketing materials or printed on the mailpieces—so that mailers can best measure results.

43. What is the URL Parameters feature?

Informed Delivery has released a system update to send campaign Mailer ID (MID) and Serial Number information in the form of URL parameters when consumers click on interactive campaign Target URLs. This update enables additional data to be captured, allowed mailers to better understand Informed Delivery driven referrals. Additionally, this update enables Target URL webpages to be dynamic based on campaign MID and Serial Number.

Informed Delivery now appends the 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.

As of October 29, 2021, mailers can opt out of URL parameters at a campaign level by selecting the option to disable URL parameters for a campaign submitted through the Mailer Campaign Portal (MCP).

Campaign Data

44. What sort of data will mailers get from USPS®? Do mailers have to share data with USPS?

Both Pre- and Post-campaign Analyses are available to mailers for their personal business analysis use. See the *Interactive Campaign Guide* on the [Informed Delivery for Business Mailers](#) website for more information. USPS is interested in receiving feedback from mailers on system functionalities as well as information on any additional lift or return on investment that they see from participating in Informed Delivery® campaigns. Mailers are not required, however, to share data beyond what is needed to initiate a campaign.

45. What type of Pre-campaign data does the Postal Service® provide participating mailers?

Organizations have the opportunity to use the Mailer Campaign Portal (regardless of chosen campaign submission method) to conduct an optional Pre-campaign Analysis that allows them to evaluate their campaign reach. See our *Interactive Campaign Guide* on the [Informed Delivery for Business Mailers](#) website for more information.

46. How long is campaign data available to organizations in the Mailer Campaign Portal?

As of October 2019, Post-Campaign reports in the Post-Campaign Analysis section of the Mailer Campaign Portal are automatically removed from the Portal 30 days after their completion date timestamp. Incomplete reports that are not automatically removed can be manually deleted by the user. Examples of incomplete reports include those labeled as “In-Process” or “An error occurred while processing the report. Please try again later.”

47. What type of Post-campaign data does the Postal Service® provide participating mailers in the Summary Report?

For specific information about information provided in Post-campaign Analyses, reference the *Interactive Campaign Guide* on the [Informed Delivery for Business Mailers](#) website.

48. What type of Post-campaign data does the Postal Service® provide participating mailers in the Detailed Report?

See the *Interactive Campaign Guide* on the [Informed Delivery for Business Mailers](#) website

for more information regarding Post-campaign Analyses.

49. In my Summary Report, why might the campaign email open rate be irregularly high (e.g., over 100%)?

A campaign's email open rate may seem irregularly high if open rates are looked at on a daily or weekly basis, as opposed to holistically over the entire campaign.

50. In my Summary Report, why might the percentage of physical pieces included in email seem irregularly high (e.g., over 100%)?

The percentage of physical pieces included in email is calculated by dividing the number of emails by the number of physical pieces. A single mailpiece can be sent to a Delivery Point (address) with two or more email-enabled Informed Delivery users. In this case, multiple email notifications are sent containing the same mailpiece image and campaign.

Mailer Campaign Portal Questions

51. Is the Mailer Campaign Portal available to all interested organizations?

Yes. All mailers, Mail Service Providers (MSPs), and organizations can access the Mailer Campaign Portal via the [Business Customer Gateway \(BCG\)](#) to begin conducting Informed Delivery® campaigns. Reference the *Mailer Campaign Portal User Guide* on the [Informed Delivery for Business Mailers](#) website for information about how to navigate the Portal.

52. How can I access the Mailer Campaign Portal?

All mailers with a [Business Customer Gateway \(BCG\)](#) account can navigate to the Mailer Campaign Portal. To access the Portal, organizations must log in to the BCG by entering a valid username and password in the corresponding fields; the Portal can be found under the "Other Services" tab. Users requesting a Business Service Administrator (BSA) role in BCG will require an initial approval from the USPS. For support with BCG functionality, contact the *PostalOne!*® Help Desk at 1-800-522-9085 or by email at Postalone@usps.gov. For Mailer Campaign Portal support, contact USPSInformedDeliveryCampaigns@usps.gov. At this time, use of the Portal indicates acceptance of its known defects (see Q52).

53. How can I upload files to conduct a Pre-campaign Analysis?

Mailers can initiate this optional report on the "Welcome Page" of the Portal or under the "Campaigns" tab. This report provides mailers with the opportunity to evaluate their campaign reach and see how many Informed Delivery users there are within a particular mailing list at a given point in time. The file is comprised of 11-Digit Delivery Point ZIP Codes™ from the IMb. For a listing of specific criteria for creating this file, reference the *Interactive Campaign Guide* on the [Informed Delivery for Business Mailers](#) website. If an invalid file is uploaded in the Mailer Campaign Portal, the mailer will receive an error message explaining the file issue(s) that prevented a successful upload.

54. How do I view Post-campaign Analyses in the Mailer Campaign Portal?

The Summary Report and Detailed Report are available via daily batch reporting on the Post-campaign Analysis tab. More information on navigating to Post-campaign Analyses is available in the *Mailer Campaign Portal User Guide* on the [Informed Delivery for Business Mailers](#) website.

55. I am using vendor software (e.g., Quadient, BCC, etc.) to submit my Informed Delivery interactive campaigns via *PostalOne!*. Can I access Post-campaign reports in the Mailer Campaign Portal or does the software provider have to provide the reports for me?

Post-Campaign reports are only available via the Mailer Campaign Portal. Campaigns submitted via *PostalOne!*, including those entered using vendor software, will appear in the *submitter's* Mailer Campaign Portal dashboard for the purposes of viewing, cancelling, or reporting - if the proper fields in the *PostalOne!* campaign files are completed. For example, the mailer or Mail Service Provider (MSP) who submits the campaign must:

- Use their own mail preparer MID, mail preparer CustomerRegistration Identification number (CRID), and submitter CRID.
- Fill in the mail owner MID and mail owner CRID.
- Use their own MID/CRID to log into the Mailer Campaign Portal to view, cancel, and report on campaigns.

Please note: If a MSP submitted a campaign on a mail owner's behalf, the MSP will have to provide the reports to the mail owner.

Known Defects and Observations

56. What are the known defects and observations?

The Postal Service® has identified several defects and observations related to the Mailer Campaign Portal and reports that it is working to resolve and improve. **None of these defects or observations affect an organization's ability to conduct a campaign**, however, they can impact other parts of the Informed Delivery® campaign entry experience, including reporting. All of these defects are scheduled to be fixed in future releases. These defects and observations include:

- Reports:
 - i. Pre-campaign Reports are considered "timed-out" if they have not completed processing in 24 hours. Delete these queries and ensure each file is ≤102,400 KB (or 100MB). Users may need to size these reports to 30MB or less to complete processing.
 - ii. Post-campaign Summary Report:
 1. In some cases, the number of emails that are populating is greater than the number of physical pieces. The general determination is that this happens most regularly with smaller volume campaigns. We also see this with mailing lists that include customers that have recently moved. As a result, if a user

- has multiple accounts (similar ZIP11, email address combination) this can result in the user receiving multiple emails for the same mailpiece.
2. In some instances, campaign reports show very high email open rates (over 100%). The general determination is that this happens most regularly with smaller volume campaigns.
- iii. Post-campaign Detailed Report:
 1. MID_Serial (Column J) is presented in scientific notation instead of a number. With newer versions of Excel, you can just change the Format of this column to a number. If that does not work, save the file as CSV and then import it into Microsoft Excel. Instructions on how to complete this type of task are included in the Appendices of the *Interactive Campaign Guide*. Leading zeroes are not included in either the MID or Serial Number fields, which are combined for this column.
 2. Mailpiece ID (Column L) is presented in scientific notation instead of a number. To resolve, select the column, right click, and reformat as a Number or follow the instructions as noted above.
 3. Email ID (Column N) is also showing as a scientific notation, however, resizing the column can resolve this issue. If not, follow the instructions as noted above.
 4. Record Type (Column T) is inaccurate for >10 pcs records. Please disregard this record type until this Record Type is removed.
 5. For any fields/columns showing #####, simply resize the column.
 - General:
 - i. Access:
 - ii. If the Business Customer Gateway (BCG) redirects a first-time user to the landing page when he or she attempts to login, it may be because the Portal is conducting an address validation check prior to entry. See Appendix A of our Mailer Campaign Portal User Guide on how to address this issue. Navigation:
 1. When creating a campaign, the text “Campaigns” appears as a breadcrumb in the upper left-hand corner and appears to redirect the user elsewhere—the hyperlink is not functional.
 - iii. Campaign Creation:
 1. In the Mailer Campaign Portal (MCP), the campaign Type inaccurately shows MID (or NON-SEQ) level when the campaign is actually SEQ (IMb® level). This is merely a display issue in the MCP; it does not impact the campaign itself or how it is running in production.
 - a. To avoid this defect, when you create a draft campaign that is expected to be SEQ (IMb level), include start and end IMb serial numbers in the draft campaign. If you do not have your serial number ranges when creating the draft campaign, it is recommended that you use a generic 000000-000001 or 000000000-000000001 serial number range as a placeholder (or some other type of generic series).
 - b. When a Draft campaign is created but the IMb Serial Number Range is not populated initially, the campaign “Type” (which can be MID or SEQ) may still show as MID—even if the campaign is subsequently updated and submitted with a Serial Number Range.
 - iv. Campaign URL:
 1. The Representative image section in the MCP allows for URL—this URL is

ignored if entered. Only a single URL is allowed per campaign.

v. Campaign Submission:

1. If you submit a campaign near the submission deadline (12:59 PM local time the day before the campaign start date), the Mailer Campaign Portal may generate an error incorrectly stating that campaigns must be submitted prior to noon ET to start the following day. Mailers can ignore this error. Campaigns may be successfully submitted until 12:59 PM local time the day before the start date.
2. Some mailers have reported issues when submitting a campaign near the submission deadline (12:59 PM local the day before the campaign start date). USPS suggests uploading a campaign at least half an hour prior to this deadline as a precautionary measure.
3. After a user has uploaded a valid Ride-Along Image and has progressed to the next screen, if the user clicks on “Edit Description” and then “Save as Draft”, the Ride-Along Image is not retained. It is recommended that you avoid editing images and campaign description information when you are building the campaign. If you notice that images have not been retained, re-upload and insert them into the campaign. Then immediately Save as Draft or Save and Continue without clicking “Edit Description” first.
4. If your campaign didn’t activate, it’s likely that you encountered a rare defect within the Mailer Campaign Portal related to campaign activation. The campaign stays in Submitted status and does not change to Active status. We recommend checking your campaign status on its start date to validate that it has activated.
5. Sometimes when a campaign is submitted, the user will suddenly see one or more duplicates of that campaign in their MCP dashboard. We are currently researching this anomaly.
6. Campaign users cannot use the registered trademark symbol (®), copyright symbol (©), or trademark symbol (™) in the “Brand Display Name” when creating a campaign. If a registered trademark or copyright symbol is included in the Brand Display Name, the user will not be able to advance by clicking “Save and Continue”. If a trademark symbol is included in the Brand Display Name, the user will be able to advance, but the symbol will be converted to a question mark (?).

vi. Templates:

1. Users are unable to delete a template by selecting “Delete” from the Action drop-down on the right of each template. Users can delete a template by clicking into the template and selecting “Delete” from the Action drop-down at the top of this screen. This temporary solution works in the Chrome and Internet Explorer web browsers, however, it may not work in all browsers (for example, Firefox).

vii. Production Notifications:

1. In addition to decreased overall visibility, even if a flat-size mailpiece receives a scan event, due to a sortation issue, consumers may not receive the campaign or associated message via email (it would only be posted to their dashboard).

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