Informed Delivery
PostalOne! Submission FAQs

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1   What are the different types of campaign configurations available?

- MID Level – based only on the MID on Piece in the IMb. All mailpieces containing that MID in the IMb will receive the Informed Delivery campaign.
    - Supported in the Mailer Campaign Portal (MCP) or via Mail.dat eDoc submission (not supported in Mail.XML).
- Serial-Range Level – based on Serials and MID on Piece in the IMb (serials can be grouped using the Component file or linked directly to pieces in the PDR/PBC file).

For more information on campaign creation in the MCP, contact the Campaigns Program Office at USPSInformedDeliveryCampaigns@USPS.gov.

For more information on campaign creation via *PostalOne!* eDoc, contact the *PostalOne!* eDoc Support Team at USPSInformedDeliveryeDoc@USPS.gov.

2   Can I have a campaign that just contains a Representative Image?

No, every campaign is required to have a Ride-along Image and a Target URL. The Representative Image is optional for Letters but required for Flats.

3   How does Informed Delivery create the serial range (Start and End Serial) for a set of pieces using the serial number and MID on Piece in the IMb?

Informed Delivery uses 7 key elements to identify a unique campaign, then it applies the min and max serials from the mailpieces to create the serial range of the campaign.

1. MID on Piece from IMb

2. Start Date of Campaign

3. End Date of Campaign

4. Ride-along Image URL (Type A)

5. Ride-along Target URL (Type B)

6. Representative Image URL (Type C)

7. Campaign Code

7

Informed Delivery uses the combination of these seven data elements to group and identify an IMb serial range that belongs within a campaign
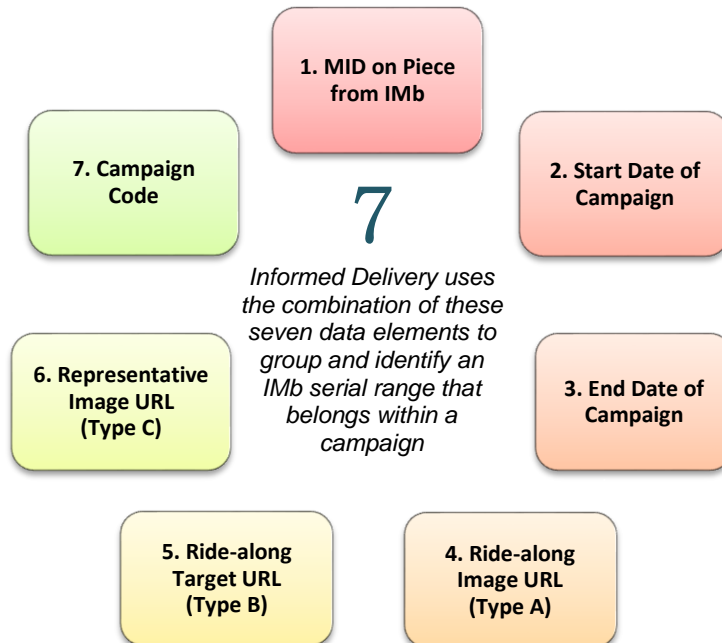
4   What are the dimensional requirements for the Ride-along Image?

A Ride-along Image should be a color image of the mailer's choice. It will be clickable/interactive for the user with a hyperlink to the Target URL. The Ride-along Image must be no more 300 pixels in width and 200 pixels in height. The image file size cannot exceed 200 kilobytes and must be in the JPEG (.jpg) format with a color mode of RGB.

5   What are the dimensional requirements for the Representative Image?

A Representative Image is a color image of the mailer's choice that will replace the grayscale scanned image of the mailpiece. Since flat-sized mailpieces are not always scanned, a Representative Image is required for Flat campaigns). This image is not clickable/interactive. The Representative Image must be no more than 780 pixels in width and 500 pixels in height. The image file size cannot exceed 200 kilobytes and must be in the JPEG (.jpg) format with a color mode of RGB.

6   How do I manage a campaign when IMb the serial numbers restart within the job?

When Serial Numbers are restarted within a job and the data is sent over to Informed Delivery, the job must contain two campaigns and two Components. See below for example scenario:

Scenario:
- Job ID = TESTJOB
- MID = 123456789
- Total pieces in the job = 100,000
- Next available serial number = 956123
  - Total serial capacity reached at = 999999
  - Serial will restart at = 000001
- End serial for job = 056124
- With only one campaign in the job, Informed Delivery (based on the 7 element rule) would create one Campaign using the minimum and maximum serial numbers in the IMbs used within the job, essentially creating a campaign of 100,000 serials:
  - Start Serial = 000001
  - End Serial = 999999

	Start Serial	End Serial	Total Pieces
Next available serial	956123	999999	43,876
Serial restart	000001	056124	56,124
			100,000

Current Solution:
- To get around this, create two campaigns within the job, each associated with its own Component (two RMS records and two CPT records – one for each campaign). Create two campaigns with two unique Campaign Codes (ex: add a suffix of 'A' and 'B' to the end to make them unique).
  - PROMO-A – one for serials 956123 – 999999
  - PROMO-B – one for serials 000001 – 056321

Campaign Code	Component	Start Serial	End Serial	Total Pieces
PROMO-A	Component A	956123	999999	43,876
No Campaign		*056125*	*956122*	
PROMO-B	Component B	000001	056124	56,124
				100,000

7 How can I remove a subset of the pieces in a job from getting the campaign treatment that is applied to the job?

This would be similar to a serial restart scenario. Create two separate campaigns within the job and associate them to two separate components/MPUs. This will create two campaigns, leaving a gap between the serial ranges. Use all the same elements except change the Campaign Code to make it unique.

Job ID	Campaign Code	Component	Start Serial	End Serial	Total Pieces
Job A	PROMO-A	Component A	100001	100100	43,876
	GAP		*100101*	*100600*	
Job A	PROMO-B	Component B	100601	100800	56,124

8 What is the minimum number of pieces to create a serial range?
There needs to be at least 2 serials in a campaign serial range.

9 How many RMR and RMS records should there be when combining two or more jobs for the same campaign?
If, in post processing, two or more Mail.dat jobs are merged and these jobs contain the same campaign data in the RMS record (each with a single RMS record containing the same Campaign Code and related campaign elements), the related RMR/RMS records would need to be combined into one RMS/RMR record that is linked back to one Component/MPU. A single job could not contain 2 RMS records with the same Campaign Code in both. Technically, two RMS records could be maintained as long as the Campaign Code was unique for each, the serials did not overlap between the two ranges, and each was associated with their own CPT/MPU.

10 What are the RMS ID uniqueness requirements??
For the RMS ID in the RMR file, it relates to only within the job itself.   So, if two or more jobs are merged into one job, the resulting merged job would have an RMS ID starting at 1 and sequencing up for each RMS record or campaign within that job file. Therefore, the RMS ID can be renumbered in the resulting job.

11 How does the RMS Campaign Serial Grouping field work?
The Campaign Serial Grouping field in the RMS file must be populated with a "C" for Continuous. There are other values listed in the Mail.dat Technical Specifications, however,

they are not currently supported by *PostalOne!* Therefore, only campaigns with continuous serial ranges are allowed when doing a serialized campaign. Personalized campaigns are not currently supported.

12 What are the RMS to RMR linkage requirements?

Each RMS record represents one set of campaign details (one campaign) and can be linked with many RMR records through the Component record (CPT) or the piece detail record (PBC/PDR). If the RMR records are linked via the Component (RMR ID = Component ID), then there will be a set of records in the RMR file for each Component. If the RMR records are linked via the piece detail (PDR/PBC), then there will be a set of records in the RMR file for each mailpiece ID in the PBC/PDR. The number of records for each Component or mailpiece will also depend on whether there are Content Types A, B, and C in the RMR file.

Below is an example of a RMR record with one campaign (or one RMS record) linked via the Component record (RMR ID Type = C for Component) with Content Types A and B. The RMR ID points back to the Component ID of the Component that the campaign is associated with. There should be the same amount of records in the RMR as there are Components times the number of Content Types set up for the campaign.

RMR - RMR ID Type = C (identifies that the RMR is linked with a component version)					
Job ID	RMR ID	RMR ID Type	RMR Content Type	RMR Value	RMS ID
C1234567	A11111112	C	A	http://www.SummerSale.com/123vb.jpg	A1234567
C1234567	A11111112	C	B	http://www.SummerSale.com	A1234567

Below is an example of an RMR record that has one campaign (or one RMS record) linked via the PDR record (RMR ID Type = P for PDR) with Content Types A and B. The RMR ID contains the Piece ID and points back to the individual mailpiece in the PDR record. There should be the same amount of records in the RMR as there are individual mailpiece records in the PDR times the number of Content Types set up for the campaign.

RMR - RMR ID Type P (Identifies that RMR is a child of PDR record)						
Job ID	RMR ID	RMR ID Type	RMR Content Type	RMR Value	RMS ID	CQT Databa
C1234567	P00001	P	A	http://www.AceCardactiation.com	A1234567	10000001
C1234567	P00001	P	B	http://www.AcCardactition.com/134.jpg	A1234567	10000001
C1234567	P00002	P	A	http://www.AceCardactiation.com	A1234567	10000002
C1234567	P00002	P	B	http://www.AcCardactition.com/134.jpg	A1234567	10000002
C1234567	P00003	P	A	http://www.AceCardactiation.com	A1234567	10000003
C1234567	P00003	P	B	http://www.AcCardactition.com/134.jpg	A1234567	10000003

13 Can I apply a different campaign treatment to a piece for each day that the piece is loaded by the consumer?

This is currently not possible since Informed Delivery requires that campaign End Date be *at least one day after* than the Campaign Start Date and a single mailpiece can only be associated with one campaign within a job.

14 Can campaigns be *updated* using Mail.dat RMS-RMR?

This can be done using an Update with RTP (Ready-To-Pay Container) – This features will update the serial range of the campaign only if the new serials in that job fall outside of the current serial range in the existing campaign. This is only allowed on campaigns that are in Submitted status and not yet Active.

15 What happens when only part of the containers in my job are set to RTP and others are set to RTP at a later day?

PostalOne! will send the first set of RTP container-related piece data to Informed Delivery, and Informed Delivery will create the campaign based on those serial numbers (taking the min and max serial numbers from that container to create the serial range for the campaign). Then, when the rest of the containers are set to RTP, *PostalOne!* will send the remaining piece data and campaign information to Informed Delivery, and Informed Delivery will update the serial range of the campaign to encompass all pieces in the job. This can only be processed against campaigns that have not yet been activated. The campaign must still be in Submitted status, and Informed Delivery will update either the Start or End Serial Number of the campaign based on the new min and max serials of the mailpieces in the rest of the containers. If the serials fall outside of the current Start and End Serials of the campaign, then the campaign will be updated.

16 What happens if I submit my job after the mail is inducted, and my campaign start date is now in the past?

If a job is submitted with embedded campaign data that contains a Start Date in the past (before the date of the job submission), then *PostalOne!* will update the Start Date of the campaign to match the job submission date.

17 What happens if my mail is going to the USPS in two or more parts a week apart and all pieces in the job belong to the same campaign?

The best way to handle this is to submit two separate campaigns in each of the jobs, with their own unique Campaign Codes (PROMO-A and PROMO-B). Both campaigns can contain the same data elements except the Campaign Code must be unique and Start and End Date must be altered to accommodate for the later submission dates of the second mailing.