



## SATURATION CAMPAIGN MAILER GUIDE

### Business Requirements for Saturation Campaigns

For 2023 Informed Delivery Promotion, Saturation Carrier Route Flats that are DDU entered have been added as an eligible line for USPS Marketing Mail and Nonprofit USPS Marketing Mail.

This document provides a summary of the technical requirements that must be followed when mailers participate in Saturation Campaigns during the 2023 Informed Delivery Promotion. The 2023 Informed Delivery Promotion requirements can be found on PostalPro under [Promotions](#).

Below are the main business requirements for participating in Saturation campaigns:

- Only Saturation Non-Simplified Carrier Route Flats that are DDU entered qualify for Saturation Campaign creation –this does **not** include Simplified or EDDM.
- Mailings must be entered through *PostalOne!* eDoc – **Mail.dat** only (no Mail.XML, BMEU paper statements, or PostalWizard submissions).
- eInduction is required.
- Only **DDU-entered** Saturation pieces (F13 and F35) on pallets will be used to determine if the mailing **qualifies** for the Saturation incentive and campaign creation.
- Containers must be palletized and eDoc must contain properly nested containers and bundles.
- Containers must have unique 99M barcodes within the eDoc and on the physical pallets.
- Saturation campaigns can only be submitted while the Informed Delivery Promotion is open and all other promotion requirements must be followed – please see the current guidebook for the ID Promotion on [PostalPro](#).
- Any Mailers/MSPs interested in submitting Saturation Campaigns through eDoc to claim the ID incentive on Saturation pieces will be required to onboard with the PostalOne! ID eDoc Support Team and test in CAT prior to submitting jobs in Production. Contact [USPSInformedDeliveryeDoc@usps.gov](mailto:USPSInformedDeliveryeDoc@usps.gov) for more information on the onboarding process.

### How are Saturation Campaigns Submitted?

Saturation Campaigns can only be submitted and created via *PostalOne!* eDocumentation (eDoc submission) using **Mail.dat** and only while the Informed Delivery (ID) Promotion is active. Campaign information is submitted as part of the Mail.dat eDoc job.

The campaign information is embedded by including the Informed Delivery data files (RMS/RMR) in the job – these files are usually populated by presort software at the time the mailing job is set up. Post-presort software can also be used to add campaign data to Mail.dat files.

### What are the Validation Requirements for Saturation Campaign eDoc Submissions?

- Only Saturation pieces going to a DDU on a **pallet** with Destination Entry field set as “**D**” and Rate Category field set as “**A**” in the CQT will **qualify** an MPU in a mailing for Saturation and include those MPU pieces in the campaign. Pieces that are not presented as part of a **pallet** will not count towards **qualifying** the MPU for Saturation.
- Every MPU in the job that is claiming the discount and creating a Saturation campaign must pass the 80% threshold validation (as stated above) for the job to **qualify** for Saturation. If one or more MPUs fail the 80% saturation threshold, then the entire job will error out.
- Mailings can have a mix of various rates (Saturation, High Density Plus, High Density and Basic as well as automation) within an MPU, but each MPU claiming the discount must contain at least 80% Saturation with a *destination entry of DDU* (as defined above) to **qualify** the mailing for Saturation.



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- Once the mailing **qualifies** for Saturation as stated above, **all pieces that fall on eligible lines** for the Informed Delivery Promotion discount (including eligible automation lines and all Saturation DDU pieces, including those not on pallets) will receive the ID Discount.
- The existing 80% threshold validation rule for automation pieces will be applied when a job claims the ID Discount with campaign data embedded for the creation of a SEQ campaign or when a job claims the incentive on campaigns created in the Mailer Campaign Portal (MCP). All other validation rules still apply for automation eligible pieces.

### What are the Mail.dat Job Set Up Requirements?

- The Mail Owner ID (MID) must be identified in the By/For (CPT or MPA).
- The PDR file must be included in the eDoc and the Piece Barcode field populated with a ZIP11 for all mailpieces.
- Campaign Data must be embedded within the job to create campaign at time the mailing is uploaded to *PostalOne!* (RMR/RMS files must be included in the job and populated with valid campaign data). The Campaign Serial Grouping field must be populated with “S” (RMS file) to indicate a Saturation campaign, and there cannot be a mix of campaign types in the RMS record (“S” and “C”) of a given job – cannot create SEQ and Saturation campaigns in the same job.
- Campaign data must be linked at the Component (CPT) level within the eDoc (RMR ID Type of “C”). Cannot be piece driven (“P” or “B”).
- Both a Ride-along Image and a Representative Image are required for Saturation campaigns.
- The Informed Delivery Promotion must be claimed within the job to receive the discount and allow campaign creation through *PostalOne!* eDoc.
- Postage Statement Mailing Date must fall within the Campaign Start and End Dates.

### How Campaigns Will Be Triggered

- The acceptance scan of the container (99M barcode) at the DDU will be used to trigger the campaign treatment.
- When ID receives the acceptance scan of the container, it matches the 99M barcode to a Saturation campaign and activates all ZIP11s associated to that 99M barcode.
- ID will generate “pseudoscans” using the ZIP11s which will trigger the display of the campaign for the recipient.
- Campaign will be displayed in the recipient’s Daily Digest email beginning the next day (Acceptance Scan Date + 1) and will appear under a separate section called “Arriving This Week.”

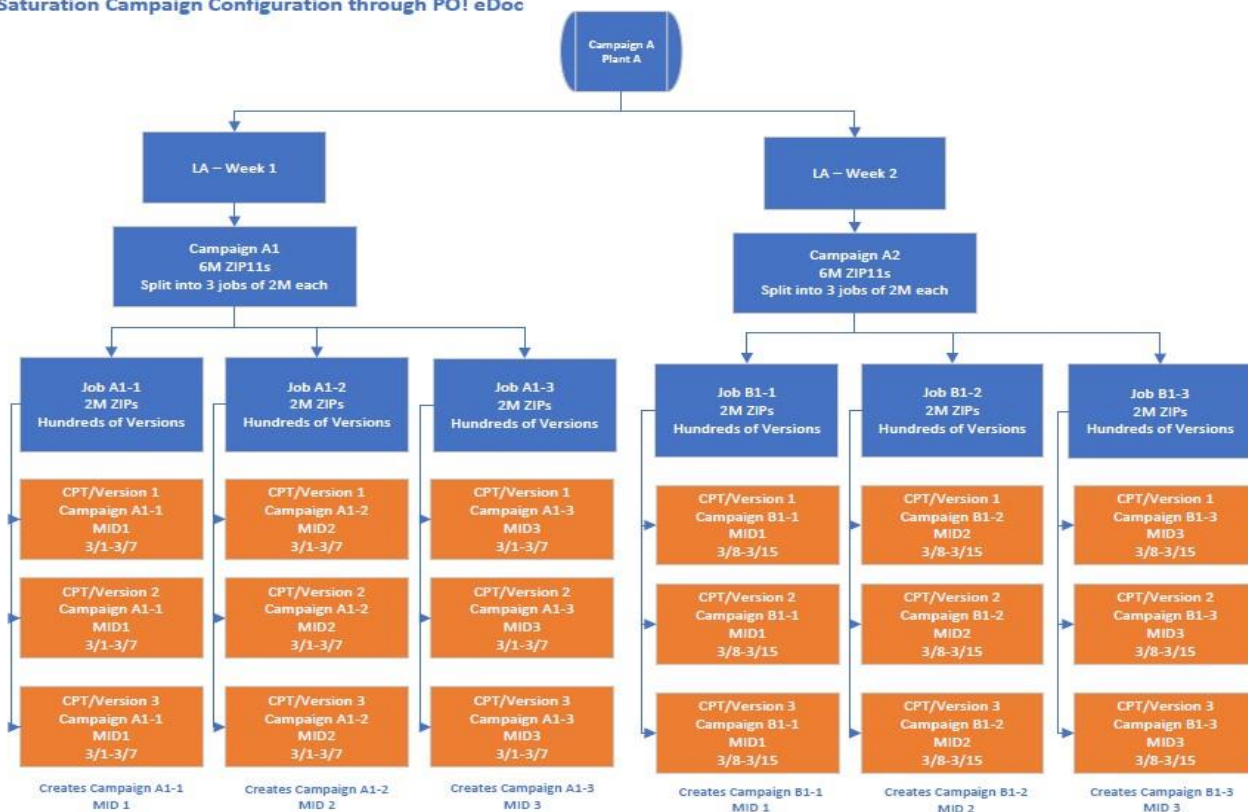
### Sample Job Configuration for Multiple Jobs/Drops

Below is an example of how a job would be configured for a mailing that will drop weekly. This job is split into 3 different Mail.dat jobs each week. Each drop will need a unique Campaign Code and the MID in the IMbs will need to be different if there are multiple jobs within a given week.



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Saturation Campaign Configuration through PO! eDoc



## What to Expect With Campaign Data Front-End and Back-End Validations

- If the Mail.dat is successfully uploaded to *PostalOne!*, the campaign data along with the container barcodes and ZIP11s embedded in the Mail.dat are summarized by *PostalOne!* and sent over to Informed Delivery for processing.
- If Informed Delivery processes the campaign information successfully, the campaign will be created in the Mailer Campaign Portal (MCP). The submitter will be able to view or cancel the campaigns in the MCP but will not be able to edit them.
- If there are any errors when Informed Delivery processes the campaign data, the campaign will fail to be created. This can happen for several reasons – i.e., image pixel or file size did not meet the Informed Delivery image requirements or links did not begin with <https://>. In the event of an error, there will be no way to create the campaign unless the job is cancelled/reversed and re-uploaded to *PostalOne!*.

## What the Consumer Will See in Their Daily Digest

- The recipient will see a campaign for the mailpiece in their Daily Digest email under a new section called “Arriving This Week.”
- The recipient will be able to click on the *Learn More* hypertext or the Ride-along Image to go to the Target URL website provided as part of the campaign.



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### Managing MIDs (Mail Owner IDs) for Campaigns

- Mailer will need to manage the MIDs (Mail Owner IDs) used on the campaigns and make sure there are no overlaps with other campaigns using the same MID.
- Only one campaign can be in active status for a given MID at any given time. In the below example, the campaigns run for a week. Since there are 3 drops per week – **each will need a different MID**.
- If there are multiple drops during the week, all jobs must be uploaded to *PostalOne!* the day before the start date of the campaign and each job will need to use a unique MID. Mail can then be physically entered or drop shipped throughout the week.
- Informed Delivery does not distinguish between different mail classes; therefore, there can only be one active campaign for each MID used in a campaign. In other words, if a mailer intends to create a separate campaign for the automation pieces included in the mailing, those automation pieces would need to have a different MID in the IMbs than the MID used for the Saturation pieces.
- If creating SEQ, MID or NON-SEQ campaigns through the MCP, *PostalOne!* or the API, please be aware that a given MID can only have one active campaign for a given time. For example, you could not have an active SEQ, MID, and SAT campaign for the same time.



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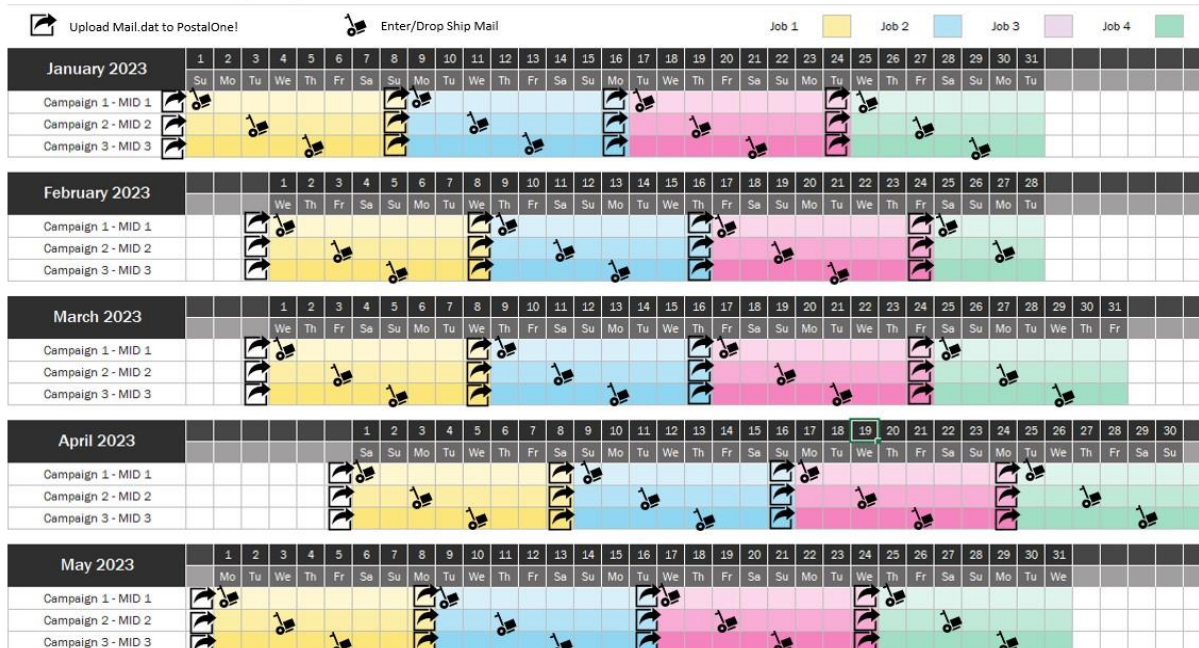
## Example of Campaign Durations and Submission Dates

Below is a calendar showing an example of how jobs and campaigns would be uploaded and entered throughout a given month. In this example, each job is split into 3 Mail.dat jobs to accommodate a large mailing of 6 million plus pieces – these are represented by Campaign 1, 2, and 3 (Job 1-1, 1-2, and 1-3). This results in 12 campaigns per month.

For smaller mailings, the mailer would only need to have 1 to 2 jobs/campaigns per week, which would result in 4 to 8 campaigns per month.

### Saturation Campaign Calendar

2023



## Description of Acronyms Used

- API – Application Programming Interface
- CPT – Component Record – a file that is part of the Mail.dat Technical Specifications
- CQT – Container Quantity Record - a file that is part of the Mail.dat Technical Specifications
- MCP – Informed Delivery Mailer Campaign Portal
- MID – Mail Owner ID
- MPA – Mail Postage Account – a file that is part of the Mail.dat Technical Specifications
- MPU – Mail Piece Unit as defined in the PostalOne! Technical Specifications
- NON-SEQ – Non-Sequential Serial Campaign
- PDR – Piece Detail Record – a file that is part of the Mail.dat Technical Specifications
- RMS – Referenceable Mail Summary Record as defined in the PostalOne! Technical Specifications
- RMR – Referenceable Mail Record – a file that is part of the Mail.dat Technical Specifications
- SEQ – Sequential Serial-Range Campaign