



# Informed Delivery®

## Shipper Campaign Portal (SCP) & Application Program Interface (API) User Guide

**The Purpose of this Document:** To provide shippers with step-by-step instructions for conducting an Informed Delivery interactive campaign for packages.

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# Informed Delivery® SCP and API User Guide

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<b>Document Version</b>	<b>Section(s) Updated</b>	<b>Change Description</b>	<b>Author</b>	<b>Date</b>
1.0	All	Initial document created	Informed Delivery Program Office	05/04/2021

## 1. Background

Informed Delivery is an optional, free feature that gives residential and PO Box™ users the ability to digitally preview their mail and packages coming soon via the Daily Digest email and online dashboard.

Package Campaigns is a new capability with the Informed Delivery feature that will allow shippers to create interactive campaigns to display alongside package tracking information. Package Campaigns are composed of two primary elements:

- **Ride-along Image:** A clickable/interactive colored image that will appear next to package tracking information on a user's Daily Digest email and online dashboard.
- **Target URL:** The shipper-provided URL that users will navigate to when the Ride-Along Image or accompanying 'Learn More' text is selected.

To create a Package Campaign, participating shippers must have an outgoing package with an associated USPS Intelligent Mail® package barcode (IMpb®).

### Benefits of Package Campaigns include:

- Additional digital marketing impressions on each incoming package.
- Extend brand and marketing to the package tracking experience.
- Drive customer response and interaction with your brand.
- Gain insight from interactive campaign analytics.

Package Campaigns also marks the debut of the SCP and integration of Informed Delivery interactive campaigns with APIs enabling shippers with an additional method to manage interactive campaigns with ease.

### 1.1. Informed Delivery User View

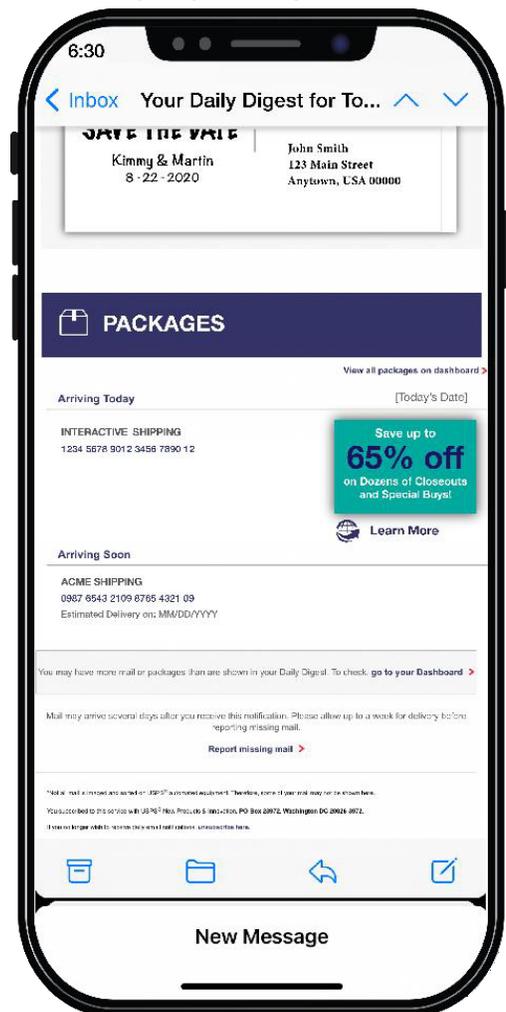
When Informed Delivery receives the first tracking event for a package with an IMpb destined for an Informed Delivery household, the package tracking information populates to the Informed Delivery dashboard for all enrolled users in the household.

If a Package Campaign has been submitted for that IMpb, the campaign treatment will be applied for all recipients once the campaign start date is reached.

Recipients will be able to see the Package Campaign within their Daily Digest emails within three days of package delivery. Package Campaigns display on the dashboard with the first package scan.

The campaign will remain visible and clickable, on the recipient's dashboard for an additional 15 days past the last scan event or until the campaign end date is reached.

Users will also be able to interact with the Package Campaign on their Daily Digest emails as long as they retain them in their email inbox.



*User View of a Daily Digest email that includes an interactive Package Campaign.*

## 2. Overview of Package Campaigns Pilot

The Package Campaigns pilot program will include two user groups – the pilot shipper and Informed Delivery user – each with their own distinctive functions.

- **Shipper:** The Shipper is to create interactive package campaigns on their own using the functionality of the self-service SCP, an API or a combination of the two.
- **Informed Delivery User:** Once the campaign is active, the Informed Delivery user can view the Package Campaign in their Informed Delivery dashboard or Daily Digest.

### 2.1. Options for Pilot Shippers to Participate

There are two methods to create campaigns and add IMpbs to the campaigns. Users can use the API and/or the SCP. Eligible shippers will be granted access to both for this pilot and can use them simultaneously to view and manage any campaign.

#### 2.1.1. API User

If feasible, shippers can connect to our API to help expedite campaign creation and add many IMpbs to a campaign in one API request. With the API, shippers can also cancel/delete and edit campaigns. Consider using the API if the following criteria applies to you:

- You ship high package volumes.
- You have the development capability to support integration with API.
- You have a dedicated development team to connect to the API.

#### 2.1.2. SCP User

The SCP is the web-based experience for creating package campaigns. The SCP has a self-service form with fields to assist in creating a campaign, canceling/deleting campaigns, editing campaigns, downloading summary reports and uploading CSVs for many IMpbs. Shippers can access the SCP with Chrome, Safari, and Firefox. Internet Explorer is not supported for the SCP.

Consider using the SCP if the following criteria applies to you:

- You ship lower or irregular package volumes.
- You can add IMpb information manually.

#### 2.1.3. Combination User

Both the API and SCP can be used concurrently. Shippers can either add IMpbs manually on the SCP or use the Add Barcode API endpoint to bulk add IMpbs to the campaign.

Notably, the SCP provides a visual medium for all shippers. In the case of a combination user, a shipper can create a campaign via the API and see their newly created campaign within the dashboard of the SCP.

## 2.2. Pilot Capability Overview

For this iteration of the Package Campaign pilot, shippers will be able to do the following:

- Create campaigns using the API and/or the SCP.
- Add IMpb to existing campaigns.
- View campaign status using the SCP.
- Edit campaigns
- Cancel/delete campaigns
- Download reports (SCP only)

The following steps should be taken in order to successfully use the SCP and/or the API.

1. **Gather Data Elements:** The Shipper is responsible for gathering package campaign data elements, detailed in [Section 3](#). Determining these elements before using the SCP or the API will expediate the experience.
2. **Gather IMpb:** The Shipper is also responsible for gathering package IMpb to which the interactive campaign will be applied.
3. **Create a campaign:** The Shipper can create the campaign using either the SCP or the API. Please reference [Section 5](#) on how to get started.
4. **Add IMpb to campaigns:** The Shipper can add IMpbs to the campaign using either the API or the SCP, detailed in and [Section 5](#).
5. **Understand user engagement:** Recipients will be able to see the Package Campaign within their Daily Digest emails within three days from the expected delivery date. The campaign will remain, visible and clickable, on the recipient’s dashboard with the first package scan.
6. **View the Campaign in the SCP:** The Shipper can view the detailed campaigns at any time on the SCP regardless of how the campaign was created.

## Getting Started

This section details how to get started with the Package Campaign pilot. Please refer to the table below to determine what kind of access you will need to request for the pilot. Select the links or scroll down for access details.

	API-Only User	SCP-Only User	Combination User
<b>Customer Acceptance Testing (CAT)</b>			
<a href="#">Business Customer Gateway (BCG) CAT Account</a>	✓		✓
<b>Production</b>			
<a href="#">BCG Production Account</a>	✓	✓	✓
<a href="#">SCP Access</a>	✓	✓	✓

**Please follow the order below when requesting account access:**

1. Request access for a BCG CAT account, this will be used to test your connection to USPS and assist with practice API campaign creation within the testing environment.
2. Request access for a BCG account, this will be used for production level campaign and package creation within the SCP (SCP) and API.

- Note: Access to the production environment will not be granted until shipper first has successfully run test scenarios in the CAT environment
- The BCG contains a master list of all applications with USPS, including the SCP. Once you have created an account you will be able to request access to the SCP and subsequently receive access to the API.

## 2.3. BCG CAT Account Access (For API Users)

Details on testing and BCG CAT account creation can be found within the **Informed Delivery API Technical Specifications Guide**. Please email the team at: [USPSInformedDeliveryAPI@usps.gov](mailto:USPSInformedDeliveryAPI@usps.gov) for the guide.

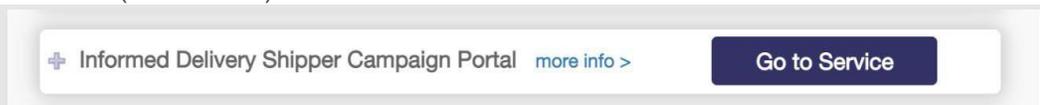
- If you haven't already, create a BCG CAT Account using your office address and Permit to Test.
- Once access is granted to the CAT environment, you will conduct several positive and negative test scenarios to practice sending specific API requests to create package campaigns.
- After running successful test scenarios, you will be directed to the BCG account for production-level campaign and IMpb creation.

## 2.4. BCG Production Account Access

If you haven't already, create a BCG account using your office address. Navigate to the [BCG](#) and select [Sign Up](#). If needed, there are additional instructions available on [USPS Delivers](#).

*If you already have a BCG account, please proceed to Section 3.3.*

## 2.5. SCP and Informed Delivery API Access

1.	Sign into the BCG and select 'Shipping Services' in the toolbar to see a list of all applications.
2.	Scroll to the Informed Delivery SCP (SCP) and select 'Go to Service'  <p>Your information will be sent to Informed Delivery pilot support and USPS Helpdesk.</p>
3.	You will receive an email requesting your approval of the attached Terms and Conditions. Please approve the Terms and Conditions to proceed.
4.	Expect to receive an email from the USPS Helpdesk once you've been granted full access to the SCP and API. Please verify successful access to Package Campaigns via the SCP (and/or API). 

## 3. Data Elements Required to Create a Campaign

In order to create a package campaign in the API or the SCP, basic elements are required. The sections below provide the required data, definitions and business rules of each.

### 3.1. Campaign Creation Data Elements

Data	Definition	Business Rules
<b>Brand Display Name</b>	The name of the brand or mail owner that will be displayed in the package campaign.	<ul style="list-style-type: none"> <li>Maximum of 40 characters.</li> </ul>
<b>Campaign Title</b>	A shipper generated title for a campaign.	<ul style="list-style-type: none"> <li>Maximum of 40 characters.</li> </ul>
<b>Campaign Code</b>	A shipper generated unique code for a campaign.	<ul style="list-style-type: none"> <li>Maximum of 40 characters.</li> <li>Each campaign code must be unique to the grouping code.</li> <li>Duplicate campaign codes per grouping code are not permitted.</li> </ul>
<b>Campaign Grouping Code</b>	A shipper generated unique code used for grouping individual campaigns.	<ul style="list-style-type: none"> <li>Maximum of 40 characters.</li> </ul>
<b>Start Date</b>	The start date of the campaign specified by the shipper.	<ul style="list-style-type: none"> <li>The date format should follow YYYY-MM-DD.</li> <li>Date must be less than 59 days in the future.</li> <li>Date must be in the future - Cannot be today's date or in the past.</li> </ul>
<b>End Date</b>	The end date of the campaign specified by the shipper.	<ul style="list-style-type: none"> <li>The date format should follow YYYY-MM-DD.</li> <li>Must be after the Start Date.</li> <li>Maximum 45-day campaign duration.</li> <li>Date must be in the future - Date cannot be in the past.</li> </ul>
<b>MID</b>	This field is the Mailer ID (MID) on each package sent. The user of the MID must get approval from the MID owner prior to using a MID to conduct a campaign.	<ul style="list-style-type: none"> <li>Must be six or nine digits.</li> <li>The MID that appears on the package barcode must match the campaign MID otherwise the package recipient will not see the campaign.</li> </ul>
<b>Ride-Along Image</b>	This JPG is the Ride-Along Image displayed alongside the package tracking details in the Digest and Dashboard.	<ul style="list-style-type: none"> <li>This image must use JPG file and RGB format.</li> <li>Maximum is 204,800 bytes.</li> <li>Maximum size of JPG is 210px length x 140 px wide.</li> </ul>
<b>Link Ride-Along Image URL</b>	This URL is the page that users will be taken to upon clicking the ride-along image.	<ul style="list-style-type: none"> <li>Target URL must begin with https://</li> <li>URL cannot exceed 255 characters.</li> </ul>

### 3.2. Add IMpb Data Elements

Data	Definition	Business Rules
<b>IMpb</b>	The tracking numbers to which the campaign should be applied. Only one campaign can be associated for each tracking number.	<ul style="list-style-type: none"> <li>• IMpbs can have either 22, 26, 30 or 34 alphanumeric characters.</li> <li>• Shipper cannot resubmit the same IMpb more than once to a submitted or active campaign.</li> <li>• IMpbs cannot be appended to a cancelled or completed campaign.</li> <li>• IMpbs can be added up until 12:00 AM CST the day before the campaign end date.</li> <li>• IMpbs cannot be added to more than one active or submitted campaign.</li> </ul>

## 4. Create a Campaign and Add IMpbs in the API

Please email the team at: [USPSInformedDeliveryAPI@usps.gov](mailto:USPSInformedDeliveryAPI@usps.gov) for the **Informed Delivery API Technical Specifications Guide** for detailed steps on *Creating a Campaign and Adding IMpb*.

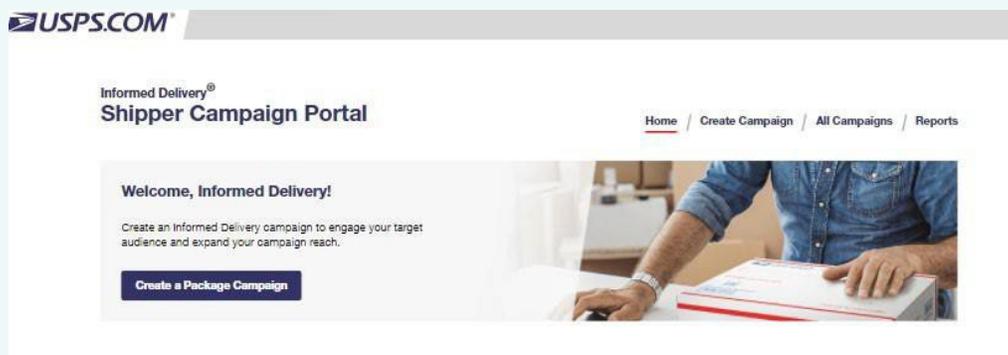
The Informed Delivery API allows integrators to access the features of Informed Delivery (such as Campaign management) via API. The Informed Delivery API can be accessed by having the proper credentials and access level. The Informed Delivery API is based on Extensible Markup Language (XML) and follows the REST API model.

## 5. Create a Campaign and Add IMpbs in the SCP

The steps below outline the process to create a Package Campaign and Add IMpb within the SCP. Before Campaign creation, ensure the following fields below have been prepared.

### 5.1. Create a Campaign

1. Sign into the BCG and navigate to the SCP. On the SCP landing page, select 'Create a Package Campaign'.



- 2a. Fill in all required fields on the page. Refer to the [table](#) detailing each of the required fields along with their definitions and business rules. Once all the required fields have been filled in, select 'Continue'.

**Informed Delivery® Shipper Campaign Portal** Home / [Create Campaign](#) / All Campaigns / Reports

**Step 1: Create**

Provide information that determines when your campaign will go live and the audience it will reach.

**Campaign Description**

\* Indicates a required field

\* Brand Display Name

Enter or select the Package Campaign Display Name

\* Campaign Title

Enter a Package Campaign Title

\* Campaign Code

Enter the company's Package Campaign Code

\* Campaign Grouping Code

Enter a Package Campaign Grouping Code

Enter a date range for this campaign.  
Reminder: Maximum campaign length is 45 days.

\* Campaign Start Date

Select a date range

\* Campaign End Date

Select a date range

\* Mailer ID (MID)

Enter a 6 or 9 digit MID

**\* Upload a Ride-Along Image**

Enhance the customer call to action with a full color, interactive image.  
Max size 204,800 bytes and JPEG format required.

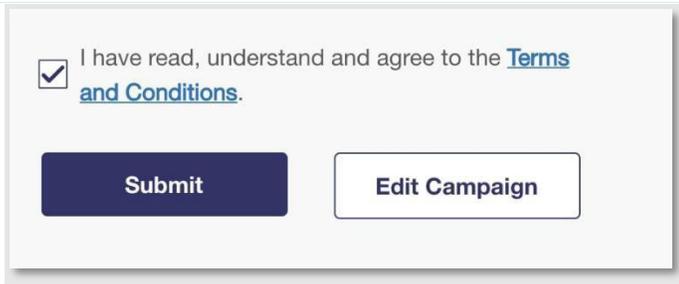
Ride-Along Image  
Recommended Dimensions:  
210px X 140px  
Max size of 204,800 bytes

- 2b. If you want to return to the previous screen, select 'Cancel'. You will see a pop-up warning you about the leaving the page.



3. Review the information submitted in Step 2.
- **Campaign Description:** this section details all the input fields that were previously entered.
  - **Ride-Along Image:** this section displays a preview of the Ride-Along Image that you have uploaded, along with the Target URL.
  - **Daily Digest Campaign Preview:** this shows how your Package Campaign will appear in a user's Daily Digest email.

If all information is correct, please agree to the [Terms and Conditions](#). Select the checkbox to approve and enable the Submit Button. Once you click 'Submit' a modal will pop-up confirming your submission, click 'Yes' to continue or 'No' to return to the Review Page.



I have read, understand and agree to the [Terms and Conditions](#).

**Submit**      **Edit Campaign**

If you need to make any changes, please click on Edit Campaign to return to the previous page.

4. The Confirmation Screen includes the generated Campaign ID and 'Return to Home Page'.

## 5.2. Add IMpbs

To Add IMpbs to a campaign, navigate to either the Home Screen, All Campaigns page, or the campaign description page. A user can add IMpbs to an active or submitted status on the day before the campaign ends.

1. Click the 'Add IMpbs' button on the Campaign that you wish to add IMpbs.

2. Once you have navigated to the Add IMpb page, there are two options to add campaigns: 1. Upload a CSV file following the template below and 2. Manually enter IMpbs in a multi-line text field.



### CSV Template Option

Please note the following business rules:

Item	Business Rules
<b>Format</b>	<ul style="list-style-type: none"> <li>• Must be in CSV format</li> <li>• Columns must be in text</li> </ul>
<b>Size</b>	<ul style="list-style-type: none"> <li>• Cannot exceed 10MB</li> </ul>
<b>Headers</b>	<ul style="list-style-type: none"> <li>• A1: Campaign ID</li> <li>• B1: Campaign Code</li> <li>• A3: IMpbs</li> </ul>
<b>Campaign Data</b>	<ul style="list-style-type: none"> <li>• A2: [Enter campaign's ID]</li> <li>• B2: [Enter campaign code]</li> <li>• A4: [List IMpbs starting in A4 down column A]</li> </ul>
<b>Errors</b>	<ul style="list-style-type: none"> <li>• If format, size, or headers are missing, error displays on the user interface</li> <li>• If issue with campaign ID, Campaign code, or IMPBs, error displays in a generated error report.</li> </ul>
<b>IMpb History Table</b>	<ul style="list-style-type: none"> <li>• Once a CSV is uploaded, the record shows in the table with a "Submitted" status. The CSV is queued to be processed.</li> <li>• When a CSV is being processed by USPS, the status changes to "processing."</li> <li>• If a report cannot be processed, the report will display a failed and try again message</li> <li>• When a CSV is done processing, the status changes to "Complete." If applicable, the number of added IMpbs and number of errors will display. If at least one error is found, an error report will be generated for download.</li> </ul>

## Manual Entry

- Add up to 25 IMpbs at a time, separated by a comma and no spaces
- The “Add IMpb” button will enable if at least 1 IMpb has been entered and there are no user interface errors
- If the “Add IMpb” button is selected, there are 3 things that can happen
  - Success: All entered barcodes were successful. Page navigates to the previous page and a success banner is displayed
  - Unsuccess: All barcodes were unsuccessful. Add IMpb page displays with the errors.
  - Partial Success: If at least one IMpb is successful, and one IMpb is unsuccessful, the Add IMpb page displays with a list of the successful IMpbs and a list of the unsuccessful IMpbs with the errors.

The screenshot shows the 'Informed Delivery® Shipper Campaign Portal' interface. The breadcrumb trail is 'Home / Create Campaign / All Campaigns / Reports'. The current page is 'Manual Entry' under the 'Intelligent Mail Package Barcodes (IMpbs)' section. The page displays campaign details: 'Brand Display Name: USPS Informed Delivery / Campaign Title: PK IDPO Test Campaign 502 - CSV Upload 2', 'Active' status, 'Campaign ID: 3595278', 'Created: 10/29/2021', 'Last Modified: 10/29/2021', and 'IMpbs: 2'. There are two tabs: 'CSV Upload' and 'Manual Entry'. The 'Manual Entry' tab is active. Below the tabs, there is a text input field with the placeholder 'Enter the IMpbs you wish to include in this campaign.' and a note 'Please enter a maximum of 25 IMpbs.' Below the input field are two buttons: 'Add IMpbs' and 'Back'. A note at the bottom of the form area states: 'Note: IMpb history is not available for manually entered IMpbs at this time.'

Once you have entered in your IMpbs, the Add IMpbs button will be active which you then can click and will be redirected to the Home Page with the following message shown below.



If there are any errors when inputting IMpbs the Add IMpbs button will not be active. Instead, an error message will populate in red describing the issues that require resolution. Please see below for an example of such errors.

## Intelligent Mail Package Barcodes

Add the tracking numbers you want to associate to this campaign. You may add a maximum of 25 IMpbs separated by commas.

Note: IMpbs can also be added to a submitted or active campaign via an API.

Manually add IMpbs:

Please enter a maximum of 25 IMpbs.

```
123456789012345678901234567890W12Z, 8901234567890123456789, 56789012345678901234567890W12Z, 01234561234562Z5906345, 71234562345678901234567890W12Z42,
8901234567B8123456750A, 80565678901234567890123456789D4873, 5678901234561234562Z5906345Z451V73, 345678901234567890123495V5, 56789012345678901234567897W59035B1,
345678901234567890W12Z, 678901234561234562Z5906345, 456789012378445678901234375890W12T, 79012345678B0128456786, 21586375345608901264567890X17A,
1601930521832592Z39068459W4046M481, 49507385762453907W49J590348921, 4701934567B812443606837R84, 49215875901474269890143656083D4790,
7038001274361224065Z3196247K263B09, 36277851679J232566897103553790W12F, 8901234567890123456789, 04507074079048101594169892W1DZ, 51037597290825436480,
6021234561284162Z5936385490264813G7, 74590673B7853W30896573
```

IMpbs could not be submitted to your Informed Delivery® campaign. Please address the following errors:

**Submission exceeds 25 IMpbs**

**IMpb is currently associated to an active or submitted campaign:**

```
56789012345678901234567890W12Z
1601930521832592Z39068459W4046M481
```

**IMpb must have 22, 26, 30 or 34 alphanumeric characters:**

```
51037597290825436480
71234562345678901234567890W12Z42
```

## 5.3. Search Campaigns

- Shippers can select the “All Campaigns” tab or select the “View All Campaigns” button on the Home page to search all campaigns. Campaigns can be searched by keywords, such as entering a Brand Display Name, Campaign Title, Campaign Code, or Campaign Grouping Code. Campaigns can also be sorted or filtered by status.
- Select the Reset button to clear keywords, reset Sort to “Recently Modified”, and reset Status to “All.”

## 5.4. View Campaigns

There are two options to View Campaigns:

1. You may view All Campaigns on the Home Screen.

Informed Delivery®

Shipper Campaign Portal

[Home](#) / [Create Campaign](#) / [All Campaigns](#) / [Reports](#)

2. You may view all Campaigns by clicking on the Campaigns button on the top right. You will now be able to see all Campaigns that you have created.

**All Campaigns**

Search for a Brand Display Name, Campaign Title, Campaign Code or Campaign Grouping Code.

Enter a keyword up to 40 characters

Sort:  Status:   < 1 2 3 4 5 ... 17 >

Brand Display Name	Campaign Grouping Code	Campaign Code	Campaign Title	Start Date	End Date	Last Modified	Status	
USPS Informed Delivery	SCP R3.3 Test	PK Test Campaign 505	PK IDPO Test Campaign 505 / Delete	11/02/2021	11/08/2021	11/02/2021	Cancelled	<input type="button" value="View IMpbs"/> >
USPS Informed Delivery	SCP R3.3 Test	PK Test Campaign 503	PK IDPO Test Campaign 503 - CSV Upload 3	11/01/2021	11/08/2021	11/01/2021	Cancelled	<input type="button" value="View IMpbs"/> >
USPS Informed Delivery	SCP R3.3 Test	PK Test Campaign 502	PK IDPO Test Campaign 502 - CSV Upload 2	11/02/2021	11/08/2021	10/29/2021	Active	<input type="button" value="Add IMpbs"/> >
USPS Informed Delivery	SCP R3.3 Test	PK Test Campaign 500	PK IDPO Test Campaign 500 - Reports	11/02/2021	11/08/2021	10/29/2021	Active	<input type="button" value="Add IMpbs"/> >
USPS Informed Delivery	SCP R3.3 Test	PK Test Campaign 508	PK IDPO Test Campaign 508	11/02/2021	11/08/2021	10/29/2021	Submitted	<input type="button" value="Add IMpbs"/> >
USPS Informed Delivery	SCP R3.3 Test	PK Test Campaign 507	PK Test Campaign 507	11/03/2021	11/10/2021	10/29/2021	Submitted	<input type="button" value="Add IMpbs"/> >

The statuses of the campaigns are the following:

- Submitted: A Campaign has been created. There are two scenarios for submitted (1) No IMpbs have been added to the campaign and the end date has passed.
  - Shipper has the option to edit or delete the campaign. Shipper can also add IMpbs to the campaign.
- Active: A campaign is live. Once the IMpb is scanned from a USPS facility, the user will begin to see the campaign on their Daily Digest or Dashboard.
  - Shipper has the option to Cancel the campaign. Shipper can also add IMpbs to the campaign.
- Complete: End date has passed. New IMpbs cannot be added to the campaign.
  - Shipper can view IMpb history only if IMpbs were added by the CSV upload.

## 5.5. Edit Campaign

- In the submitted status, the shipper can edit campaign fields and replace the ride-along image. If at least one barcode has been added to the campaign, the shipper will not be able to edit the Mailer ID (MID) field.
- If the shipper decides to update the start and end date fields, the start date can be set, at the earliest, the next day from when the user is editing the page. The end date must be after the start date.

## 5.6. Delete Campaign

If a campaign is in the submitted status, the campaign can be deleted from the SCP. The Shipper cannot create a new campaign with the deleted campaign combination elements of grouping code, campaign code, and MID.

To delete a campaign, the Shipper must click the arrow next to the campaign.

USPS Informed Delivery	SCP R3.3 Test	PK Test Campaign 502	PK IDPO Test Campaign 502 - CSV Upload 2	11/02/2021	11/08/2021	10/25/2021	Active	Add IMpbs	>
USPS Informed Delivery	SCP R3.3 Test	PK Test Campaign 500	PK IDPO Test Campaign 500 - Reports	11/02/2021	11/08/2021	10/25/2021	Active	Add IMpbs	>
USPS Informed Delivery	SCP R3.3 Test	PK Test Campaign 508	PK IDPO Test Campaign 508	11/02/2021	11/08/2021	10/25/2021	Submitted	Add IMpbs	>

## 5.7. Cancel Campaign

If a campaign is in the active status and you no longer want this campaign displaying for users, the campaign can be cancelled. The campaign will display on the Portal in the “cancelled” status. To cancel a campaign, the Shipper must click the campaign. The Shipper cannot create a new campaign with the cancelled campaign combination elements of grouping code, campaign code, and MID.

Brand Display Name	Campaign Grouping Code	Campaign Code	Campaign Title	Start Date	End Date	Last Modified	Status		
USPS Informed Delivery	SCP R3.3 Test	PK Test Campaign 505	PK IDPO Test Campaign 505 / Delete	11/02/2021	11/08/2021	11/02/2021	Cancelled	View IMpbs	>
USPS Informed Delivery	SCP R3.3 Test	PK Test Campaign 503	PK IDPO Test Campaign 503 - CSV Upload 3	11/01/2021	11/08/2021	11/01/2021	Cancelled	View IMpbs	>

## 6. Shipper Support

### 6.1. Report an Issue or Request Help

If you encounter an issue at any time, please email the Package Campaign inbox ([USPSInformedDeliveryCampaigns@usps.gov](mailto:USPSInformedDeliveryCampaigns@usps.gov)).

In your message, please provide the following information:

- Type of issue: Campaign management, API issue, technical issue, other
- Description of issue
- Time of the issue
- Urgency: Low, medium, high

One of our team members will review your email. Depending on the issue described, a resolution will be sent promptly, or you will be sent a ticket number for the resolution process.

## 6.2. Cancel or Modify Campaigns

A package campaign can only be **cancelled** if:

1. The campaign status is submitted or active.
2. The campaign end date has not yet passed.

A package campaign can only be **modified** if:

1. The campaign status is submitted.
2. The campaign start date has not yet been reached.

## 7. Reporting

USPS understands that data analysis is important to measuring success and informing marketing decisions. The Post-Campaign Summary and Detailed reports provide a wealth of information related to an individual campaign.

### 7.1. Summary Report

Real time summary reports are available to the shipper, organized by campaign grouping code and MID. Data will be continuously aggregated after a campaign has been canceled or deleted. If a campaign grouping code has many campaign codes, the campaigns will all display in one report.

Reports are updated as records are generated even after the campaign end date. Reports remain accessible for 365 days after the last record is generated for the campaign code. For example, if 5 campaigns share the same campaign grouping code, 4 of the campaigns no longer have campaign data updates within 365 days, but 1 campaign's last reported update was 90 days ago, all campaigns will display in the report. All campaigns with the grouping code must not have any aggregated data updates for a year. At that point, the report will drop off.

The report names include the Campaign Grouping Code, MID, Day and Time and is in CSV format.

This report provides the general results of each campaign, including information on the number of physical packages processed destined for Informed Delivery users, the number of users/mail recipients that were sent an email, the email open rate, the number of click-throughs, and click-through rates.

The below fields are included in the report:

Column	Definition
<b>A</b> Campaign_Grouping_Code	a shipper-generated code to group similar campaigns generated from the same MID
<b>B</b> MID_on_Piece	The six-digit or nine-digit numeric code that was submitted for the campaign and appears on the package.
<b>C</b> Brand_Display_Name	The name displayed in the "From" field of the campaign (sometimes referred to as Campaign Display Name or Display Name).
<b>D</b> Campaign_Title	A shipper-generated title for a campaign.
<b>E</b> Campaign_Code	A shipper-generated unique code for a campaign.
<b>F</b> Packages	The number of distinct packages sent out per day.

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<b>G</b>	Emails	The total number of emails sent; one distinct email record per day, per user.
<b>H</b>	Email_Open	The total number of opens based on distinct emails that are sent.
<b>I</b>	Email_Open_Rate%	<p>The number of email opens divided by the number of emails (Col H/G).</p> <ul style="list-style-type: none"> <li>This metric can seem irregularly high (e.g., over 100%) if organizations look at it on a daily or regular basis, as opposed to holistically over the entire life span of a campaign. This can happen if users who receive their package do not open their email until a later date/time.</li> </ul>
<b>J</b>	Click_Through	The total number of click-throughs generated from emails and dashboard. It also records if the same ride-along is clicked multiple times.
<b>K</b>	Click_Through_Rate%	The number of click-throughs divided by the number of packages (Col J/F).

	A	B	C	D	E	F	G	H	I	J	K
1	CAMPAIGN_GROUPING_CODE	MID_ON_PIECE	BRAND_DISPLAY_NAME	CAMPAIGN_TITLE	CAMPAIGN_CODE	PACKAGES	EMAILS	EMAIL_OPEN	EMAIL_OPEN_RATE%	CLICK_THROUGH	CLICK_THROUGH_RATE%

*Summary Report headers on Excel*