



INFORMED VISIBILITY AND INFORMED DELIVERY

ADDING VALUE AND ACCOUNTABILITY TO POLITICAL AND
ELECTION MAIL



OUR MISSION

SnailWorks leverages advanced USPS programs and a world-class web platform to deliver *direct mail insights and solutions*



SnailWorks Services



MAIL TRACKING SERVICES

INFORMED DELIVERY ADVERTISING

DIGITAL MARKETING SUPPORT

POLITICAL MAIL TRACKING

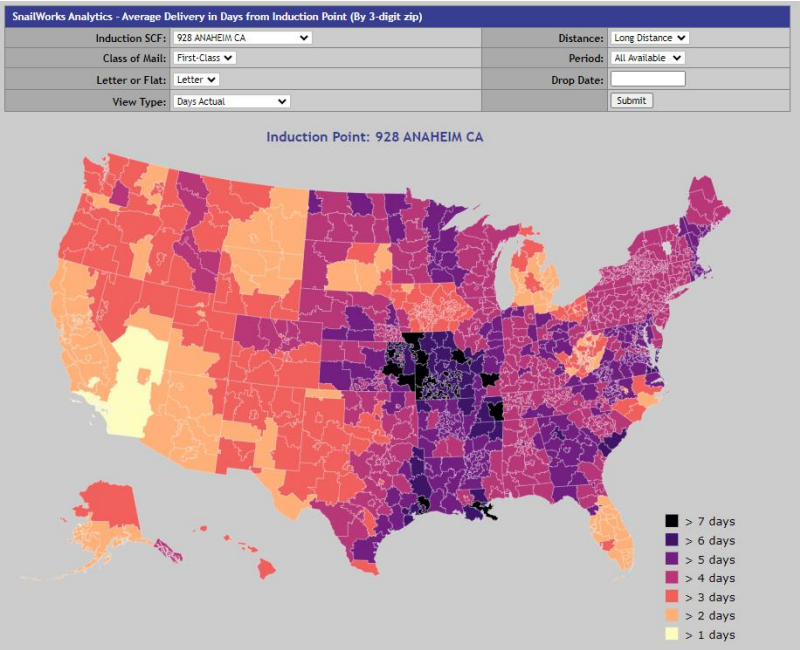


INFORMED VISIBILITY

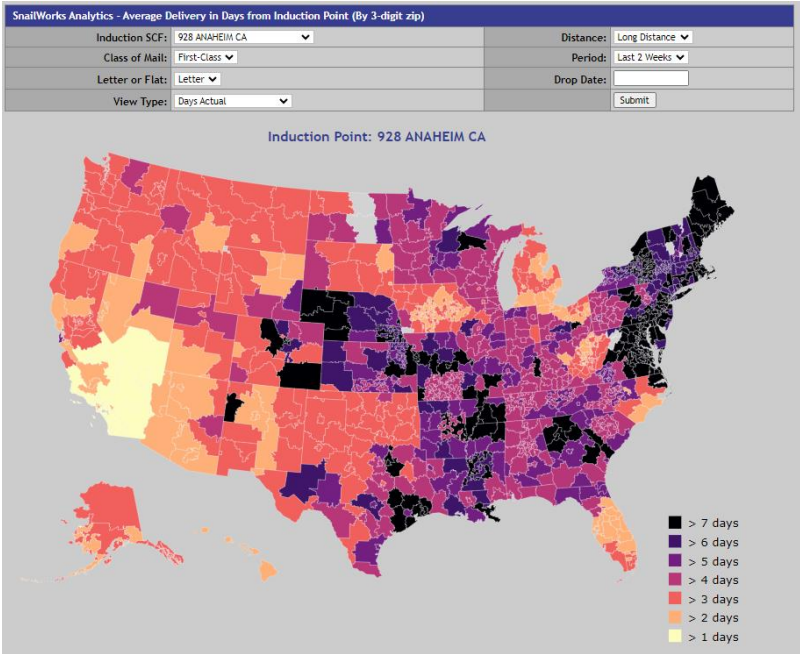
WHY TRACK MAIL? SERIOUSLY?

First-Class Letters
Entered in Anaheim, CA

Last 3 Years



Last 2 weeks

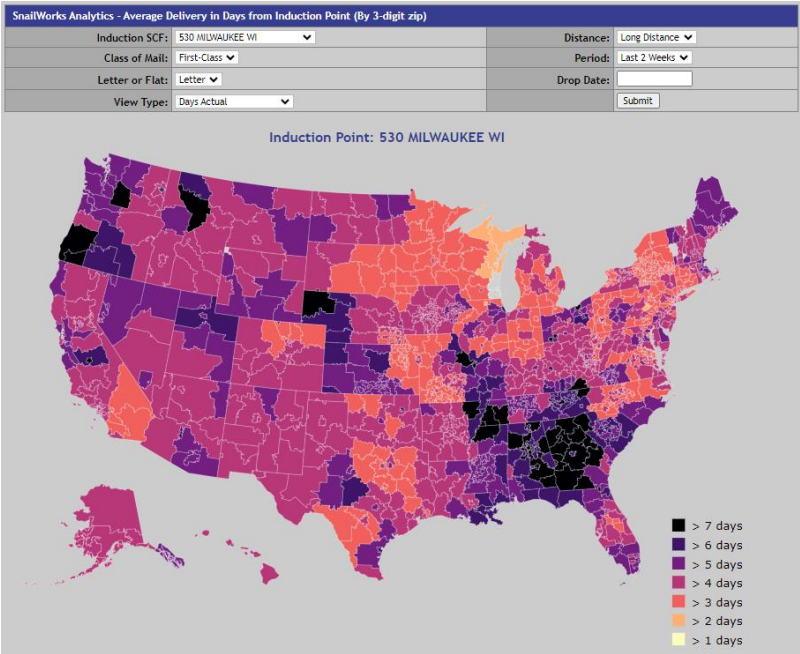
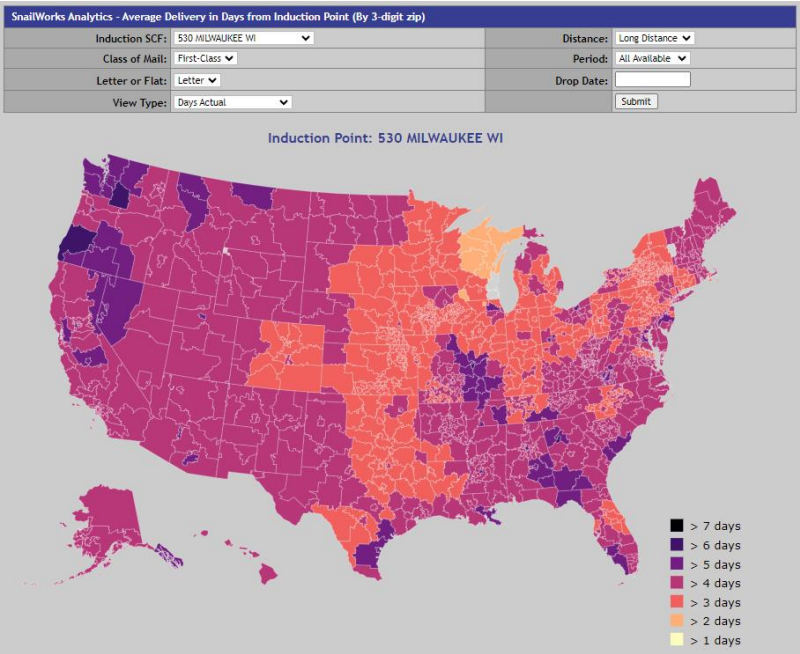


WHY TRACK MAIL? SERIOUSLY?

Last 3 Years

Last 2 weeks

First-Class Letters
Entered in Milwaukee, WI



WHAT'S IN AN INTELLIGENT MAIL BARCODE?

007472222212345678921701122408

- **Barcode ID** – 2 digits, applies to flats, assigned by presort software
- **STID** – 3 digits – indicates services requested and type of mail
- **MID** – 6 or 9 digits – Mailer ID – whose mail is it?
- **Serial Number** – 6 or 9 digits – unique number for each piece
- **Routing Code** – 0, 5, 9, or 11 digits – the destination ZIP+4 code and delivery point, as available

MAIL TRACKING BASICS

- How mail travels

Informed Visibility Scan Details							
Scan Date	FCLT ID	Facility	Event Code	Description	Stop The Clock	Routing Code	Handling Event Type
3/26/2021 9:49:14 PM	92899	ANAHEIM	873	FAST Appointment Arrived	N	21701261244	Assumed
3/26/2021 9:50:56 PM	92899	ANAHEIM	874	Container Accepted	N	21701261244	Assumed
3/27/2021 12:07:44 AM	92799	SANTA ANA WINDOW SVCS	876	Arrived at Facility	N	21701261244	Assumed
3/28/2021 11:38:41 AM	21233	BALTIMORE	893	Sortation/Distribution	N	21701261244	Actual
3/28/2021 6:08:42 PM	21233	BALTIMORE	918	Sequenced for Delivery - 1st Pass	Y	21701261244	Actual
3/28/2021 10:23:28 PM	21233	BALTIMORE	919	Final Sequencing for Delivery	Y	21701261244	Actual
3/29/2021 12:01:02 PM	21701	FREDERICK	517	Delivered	Y	21701261244	Logical

MAIL TRACKING BASICS

- Assumed scans – actual scans of trucks, pallets, and trays – “assumed” to the mail piece
- Actual scans – physical scans of the mail piece as it is sorted/processed
- Logical scans – subsequent scans directly related to a prior scan event – typically, when the carrier passes address

MAIL TRACKING BASICS

- What is scanned:
 - Mail pieces – actual, assumed, or logical
 - Trays – actual, assumed
 - Containers (pallets) – actual (occasionally assumed)
 - Trucks – actual

TRACKING LETTERS

- Virtually all letters are sorted on MLOCR
- Machine sorted from induction to sortation to carrier
- For most letter-size mail, scan rates close to 99%



TRACKING FLATS

- Flats follow a very different path than letters
- Many are not machine sorted...BUT
- Assumed scans and other IV innovations make flats tracking much better than in the past
- First scan tracking is particularly good

TRACKING FLATS

- Non-carrier route typically track 80% - 95% to delivery
- Carrier route typically track 30% - 50% to delivery
- **All flats typically track 95% - 99.9% first scan**

Flats July 2023					
Row Labels	Sum of Mailed	Sum of Scanned	Sum of %Scanned	Sum of Delivered	Sum of %Delivered
3-DIGIT/SCHEME	1849451	1746289	94%	1566909	85%
5-DIGIT/SCHEME (INCLUDING FSS BUNDLES)	2772474	2671573	96%	2285475	82%
AREA DISTRIBUTION CENTER (ADC)	1993099	1980594	99%	1929359	97%
CARRIER ROUTE (CR), ENHANCED CARRIER ROUTE (ECR), AND FIRM	8947223	8422950	94%	3779990	42%
MIXED AREA DISTRIBUTION CENTER (MADC), ORIGIN MIXED ADC (OMX)	130585	129542	99%	122147	94%
Grand Total	15692832	14950948	95%	9683880	62%

TWO STYLES OF TRACKING

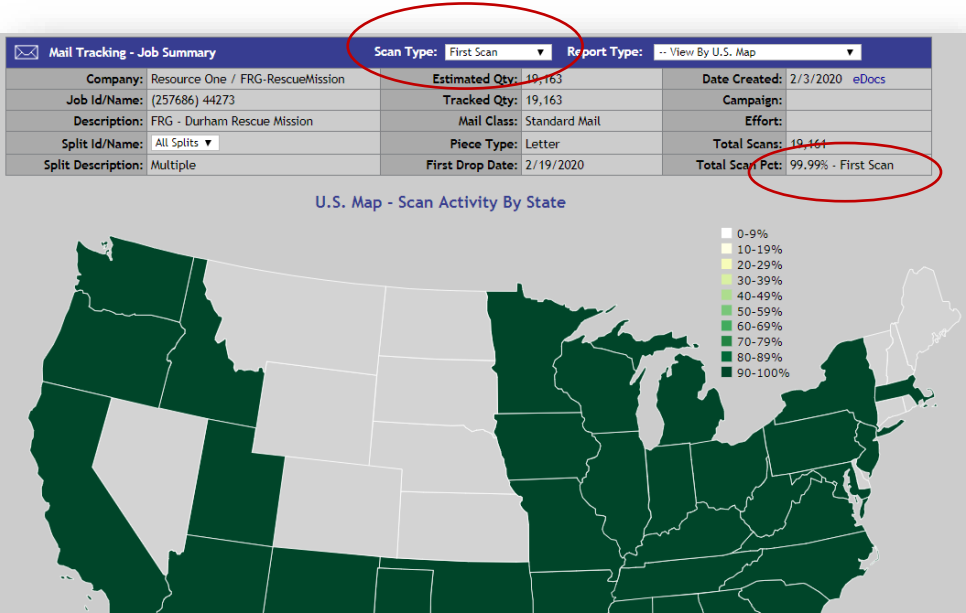
Outbound – Destination Tracking

Inbound – Origin Tracking

WHY TRACK YOUR OUTBOUND MAIL?

Document that you have inducted all of your mail

- Seamless
- Comingled



HOW INBOUND TRACKING WORKS

- A consumer drops a response in the mail
 - A Donor
 - A subscriber
 - A member
 - A voter



HOW INBOUND TRACKING WORKS

- Mail is gathered and inducted at Sectional Center
- Run through facer/canceller or sorter
- Intelligent Mail barcode scanned



DIFFERENT FORMS OF INBOUND TRACKING

- Non-unique IMb
 - Generally printed on return envelope
 - Can be distinguished by USPS Unique Piece ID
- Unique IMb
 - As part of remittance
 - On return envelope matched to sender
 - On return envelope, unmatched



POLITICAL MAIL, ELECTION MAIL, AND BALLOTS



ELECTION MAIL VS POLITICAL MAIL

- **Political Mail** is mail endorsing a particular candidate, party, position, or registration for a particular party
 - Political mail cannot carry the election mail logo
 - Political mail can use red tag 57 for priority handling
 - Political mail has its own set of Service Type IDs (STIDs) so it can be identified by USPS in transit
- **Election Mail** is official mail generated by voting authorities –voter registration, polling locations. This is the only mail, along with ballots, that can carry the “Election Mail” logo
 - Election Mail uses the appropriate STIDs for its class and requested services. There are no election-mail-specific STIDs, except for Ballot mail

BALLOT MAIL

- ***Ballot Mail* is a subset of Election Mail. It consists of any mailpiece sent to or from an authorized election official containing a live ballot that may be used to cast a vote in an election.**
 - Ballot mail has its own unique set of STIDs, so it can be identified by USPS in transit
 - Ballot mail should carry the Official Election Mail logo
 - Ballot Mail can use the green Tag 191 to further identify it
 - Ballots may be mailed as First-Class Mail, Marketing Mail, or Nonprofit

STIDS AND MIDS

- STID – Service Type ID
 - A component of the IMb – Indicates services requested and type/class of mail
 - Political mail has its own set of STIDs
 - These are not the same as Election or Ballot mailing
 - Pieces with a political mail STID should get service comparable to red tag
 - Be careful! Using the wrong STID could result in penalties – Make sure Class and type are correct

STIDS AND MIDS

- There are a LOT of political mail STIDs published January 24
- PostalPro site can be confusing
- <https://postalpro.usps.com/service-type-identifiers/stidtable>
- Election mail and ballots have different STIDs than political
- **THEY ARE DIFFERENT THAN 2020!!**

Service Type Identifier (STID) Table

January 21, 2024

Political Mail						
Class of Mail	Address Correction Option	Basic or Nonautomation w/o IV [®] MTR*	Basic or Nonautomation with IV [®] MTR*	Full-Service w/o IV [®] MTR*	Full-Service with IV [®] MTR*	
First-Class Mail [®]	No Address Corrections	751	727	761	747	
	Manual Address Corrections **	752	756			
	OneCode ACS [®]	Address Service Requested Opt 1	753	757		
		Address Service Requested Opt 2	754	758		
		Change Service Requested Opt 1 🔄	755	759		
	Full-Service ACS [™]	Address Service Requested Opt 1			763	767
		Address Service Requested Opt 2			764	768
		Change Service Requested Opt 1 🔄			765	769
		Return Service Requested Opt 2			762	766
	USPS Marketing Mail [®]	No Address Corrections	771	728	773	748
Manual Address Corrections **		772	776			
OneCode ACS [®]		Address Service Requested Opt 1** \$				
		Address Service Requested Opt 2** \$				
		Change Service Requested Opt 1 🔄	775	770		
Full-Service ACS [™]		Address Service Requested Opt 1** \$				
		Address Service Requested Opt 2** \$				
		Change Service Requested Opt 1** 🔄			774	781
		Return Service Requested Opt 2** \$				
Traditional ACS [™]		Change Service Requested Opt 1** 🔄	785	786		

STIDS AND MIDS

- Ballot Mail also has its own set of STIDs JUST FOR BALLOTS
- Other official election mail – sample ballots, voter guides, etc., get general mail STIDs
- We do not write the rules

VOTE-BY-MAIL VS ABSENTEE BALLOTS

- Vote-By-Mail
 - Everyone has the option of mailing in a ballot
 - Ballots distributed to all by mail
- Absentee voting – No Excuses
 - Anyone can request a ballot – no reason needed
- Absentee
 - Need an acceptable reason to vote by mail
 - Requirements vary

VOTE-BY-MAIL: PROS AND CONS

- Pros:
 - Access to all
 - Can reduce lines at polling places
 - Excellent for disabled or ill
- Cons:
 - Maintain accurate rolls
 - Uncertain introduction
 - Mail service issues

WHO RUNS ELECTIONS?

- Thousands of voting jurisdictions in nation
 - Michigan alone has more than 1,500
 - Some have dozens of voters – some millions
- In most cases, voting rolls are maintained by state
- States create most rules surrounding elections

POLITICAL MAIL AND ELECTION MAIL

- Political Mail
 - Campaign Mail
 - Share mail
 - Voter registration mail

Split Description: Multiple		First Drop Date: 2/3/2020				Total Scan Pct: 99.72% - First Scan						
ZIP5	Pieces Tracked	First Scans	% Scanned	ID Subscribers	ID Emails	Mon 02/03	Tue 02/04	Wed 02/05	Thu 02/06	Fri 02/07	Sat 02/08	Sun 02/09
01001 AGAWAM, MA	93	1,126	1,210.8	14	19	284	154	291	14	2	6	
01002 AMHERST, MA	2	2	100.0				1					1
01003 AMHERST, MA	68	65	95.6	10	8	1	13					37
01005 BARRE, MA	2	2	100.0									2
01007 BELCHERTOWN, MA	8	8	100.0									2
01010 BRIMFIELD, MA	5	5	100.0	1	1							6
01011 CHESTER, MA	1	1	100.0				2					3
01013 CHICOPEE, MA	3	3	100.0									
01020 CHICOPEE, MA	2	2	100.0									
01026 CUMMINGTON, MA	2	2	100.0									
01027 E HAMPTON, MA	20	19	95.0	4	3							
01028 E LONGMEADOW, MA	5	5	100.0	1	1							
01030 FEEDING HILLS, MA	1	1	100.0									
01032 GOSHEN, MA	1	1	100.0									
01034 GRANVILLE, MA	2	2	100.0									
01035 HADLEY, MA	9	9	100.0	3	2							



SHARE MAIL™ LAYOUT GUIDELINES

ENVELOPE DIMENSIONS
 Length: 5" - 10" | Height: 3 1/2" - 6"
 Thickness: .005" - .015"
 Weight: Standard envelope - must be made of paper
 Aspect Ratio: 1.5 - 2.5 (length divided by height)
 Shape: Rectangular (flat square envelope)
 Paper Weight: 40 to 100 gsm (paper minimum)
 Paper: Non-gloss and white paper is preferred, acceptable, no dyes, colors, no metal printing
ADDITIONAL STANDARDS
 Staples & Clips: No pins, staples, staples, or staples; no staples, clips, buttons, or similar closure devices or protrusions that damage the mail or mail processing equipment
 Enclosure Items: Must use standard items (e.g. pens, keys, etc.) are prohibited. Only standard items (e.g. index, labels, etc.) are permitted. Items are prohibited and required within the constraints of the guidelines. Non-standard items (e.g. gift cards, small gifts, etc.) are prohibited.
 Flexibility Standards: The contents must load easily when subjected to a simulated full service of 40 lbs. applied on 11" diameter drum.

POSTCARD DIMENSIONS
 Length: 5" - 6" | Height: 3 1/2" - 4"
 Thickness: .005" - .015"
 Aspect Ratio: 1.5 - 2.5 (length divided by height)
 Paper: Non-gloss paper

ADDITIONAL STANDARDS
 The address side of the card must be divided into a right portion and a left portion, with or without a vertical gutter line. The left portion is the message area.
 The right portion contains the delivery address, postage, and USPS markings or endorsements. This portion must be at least 2 1/2" wide measured from the right edge.
 If there are any bars on the right side of the card to identify where the address should be written, they should be in a grayscale.
 All requirements for the non-addressable side of mailers have a clear line measuring 1/8 inch high x 1/8 inch wide from the lower left corner of the envelope.

Facing Identification Mark (FIM)
 Use FIM 2 for non-standard envelopes.
 FIM Bars: 0.50" x 0.50" in a 0.50" x 0.50" in a 1/4" x 1/4" position 2" from right edge of envelope and no more than 0.125" from left edge of envelope.
 FIM Clear Zone: 1.25" x 0.50" in a 0.50" x 0.50" in a 1/4" x 1/4" position 1.75" from right edge of envelope and 1/4" from left edge. No printing allowed within other than FIM mark.

Indicia
 Working: POSTAGE WILL BE PAID BY ADDRESSEE
 Postage: POSTAGE WILL BE PAID BY ADDRESSEE
 Font: Use Bold, All CAPS
 Size: 8 or 9 pt

SUBMISSION PROCESS
 The program prints a return envelope to the Share Mail email address: ShareMail@snailworks.gov
 The provided sample must be:
 A high quality pdf file
 Must appear exactly as it will be printed
 Must contain either defined outer edges or crop marks
 Must print to 8 1/2" x 11" single for return
 The program office will review to ensure:
 PDF content is properly formatted and proofread
 Indicia is properly formatted
 Address is properly formatted and ready to send
 METS/PSI coordination is correct within 48H
 Allow at least one week for review. When approval must be obtained prior to print and distribution of the mailpieces.

Blank Box
 Required for FIM, FIM and Indicia

IMB
 Position IMB above address block
 2.87" x Length = 3.25"
 0.125" x Height = 0.188"
IMB Clearzone from Edge of Mailpiece
 Top: 0.125" - 0.188" from top edge
 Right: 0.125" - 0.188" from right edge
 Address Clearzone: Lower at least 0.250" between top address line and bottom of IMB, and at least 0.250" on each side.

Address Placement
 A clearly marked area for the address must be provided.

Reverse Clearzone Zone: 4.75" x 0.50"
 Reference Guide: Service Guide 602
<http://www.usps.com/publications/602>

APSECT RATIO: 1.5-2.5 (length divided by height)

SAMPLE MAILPIECE: 6" x 4"

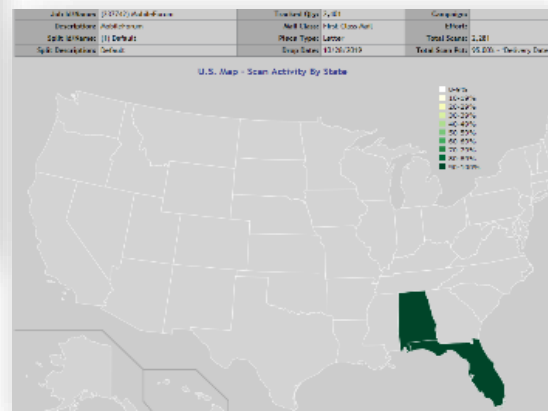
IMB Parameters
 For details on how to create an IMB:
<http://www.usps.com/publications/602>

INFORMED VISIBILITY FOR POLITICAL MAIL

Use the power of USPS Informed Visibility® to know when your mailings are delivered.

- Coordinate other campaign channels
- Monitor mail service providers and logistics providers
- Measure delivery by precinct, district

Description	Mail Class		Effort	
	First Class Mail	Letter	Total Score	Delivery Date
32003 PHOT. VISA MAIL FL	1	1	100.0	
32004 INSCRIPTION FL	1	1	100.0	
36001 MOBILE_AL	1	1	100.0	
36002 MOBILE_AL	127	124	97.6	124
36003 MOBILE_AL	332	340	97.3	332
36004 MOBILE_AL	1,072	1,072	100.0	317
36005 MOBILE_AL	83	86	100.0	86
36006 MOBILE_AL	302	300	100.0	300
36007 MOBILE_AL	2	2	100.0	2
36008 MOBILE_AL	2	2	100.0	2
36009 MASSACH. AL	19	36	27.5	36
36010 MOBILE_AL	2	2	100.0	2
36011 MOBILE_AL	189	106	82.9	106
36012 MOBILE_AL	8	6	100.0	6
36013 MOBILE_AL	19	16	84.2	16
36014 MOBILE_AL	6	4	100.0	4
36015 MOBILE_AL	12	14	82.9	14
36016 PHOT. VISA FL	1	1	100.0	
36017 MOBILE_AL	2	2	100.0	2
36018 MOBILE_AL	2	2	100.0	2
36019 MOBILE_AL	2	2	100.0	2
36020 MOBILE_AL	2	1	50.0	1
Total	2,401	2,281	95.0%	668



Scan Details For Mailpiece:

Barcode	ServiceTypeID	MID	Serial Number	Delivery Date
00	270	895182	135289584	11/02/2019

Address:

THE YOUNG HOUSEHOLD OR CURRENT RESIDENT
1657 MIDWAY AVE
MOBILE, AL
36605-581057

Scan Date	FCLT ID	Facility	Event Code	Description	Stop The Clock	Routing Code	Handling Event Type	eDoc	Container ID	Tray ID
10/30/2019 6:03:36 PM	23150	SANDSTON	481	Sortation/Distribution	N	36605581057	Actual	mfpone	000007	000001
11/11/2019 3:33:23 PM	36619	TILLMANG CORNER	893	Sortation/Distribution	N	36605581057	Actual	mfpone	000007	000001
11/11/2019 11:16:13 PM	36619	TILLMANG CORNER	918	Sequenced for Delivery - 1st Pass	Y	36605581057	Actual	mfpone	000007	000001
11/12/2019 2:23:09 AM	36619	TILLMANG CORNER	919	Final Sequencing for Delivery	Y	36605581057	Actual	mfpone	000007	000001
11/12/2019 1:40:23 PM	36605	BAYSIDE	517	Delivered	Y	36605581057	Logical	mfpone	000007	000001

OUTBOUND TRACKING BENEFITS

- Let them know it's in the mail
 - Evidence for candidates and consultants that USPS took custody of the mail

Informed Visibility Scan Details

Scan Date	FCLT ID	Facility	Event Code	Description	Stop The Clock	Routing Code	Handling Event Type	eDoc	Container ID	Tray
2/11/2020 9:12:45 AM	21233	BALTIMORE	873	FAST Appointment Arrived	N	21701483801	Assumed	021020BA	000090	00379
2/11/2020 9:46:07 AM	21233	BALTIMORE	874	Container Accepted	N	21701483801	Assumed	021020BA	000090	00379
2/13/2020 5:11:38 PM	21233	BALTIMORE	918	Sequenced for Delivery - 1st Pass	Y	21701483801	Actual	021020BA	000090	00379
2/13/2020 11:26:37 PM	21233	BALTIMORE	919	Final Sequencing for Delivery	Y	21701483801	Actual	021020BA	000090	00379
2/14/2020 10:54:41 AM	21701	FREDERICK	517	Delivered	Y	21701483801	Logical	021020BA	000090	00379

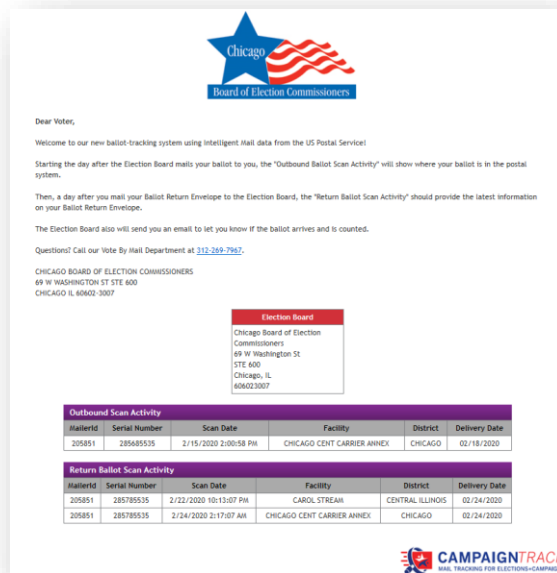
Scan Type: **First Scan** Report Type: -- View By State

Estimated Qty:	93,626	Date Created:	1/17/2020	eDocs
Tracked Qty:	93,627	Campaign:		
Mail Class:	Multiple	Effort:		
Piece Type:	Letter	Total Scans:	93,365	
First Drop Date:	2/3/2020	Total Scan Pct:	99.72% - First Scan	

INFORMED VISIBILITY FOR BALLOT MAIL

Absentee and Vote-By-Mail Ballot Tracking

Informed Visibility allows you to track and confirm the mailing of ballots to the voter, and to follow the ballot in after it's been mailed back. *Many states have begun requiring voting authorities to share this data with voters.*



Chicago Board of Election Commissioners

Dear Voter,

Welcome to our new ballot-tracking system using Intelligent Mail data from the US Postal Service!

Starting the day after the Election Board mails your ballot to you, the "Outbound Ballot Scan Activity" will show where your ballot is in the postal system.

Then, a day after you mail your Ballot Return Envelope to the Election Board, the "Return Ballot Scan Activity" should provide the latest information on your Ballot Return Envelope.

The Election Board also will send you an email to let you know if the ballot arrives and is counted.

Questions? Call our Vote By Mail Department at [312-269-7967](tel:312-269-7967).

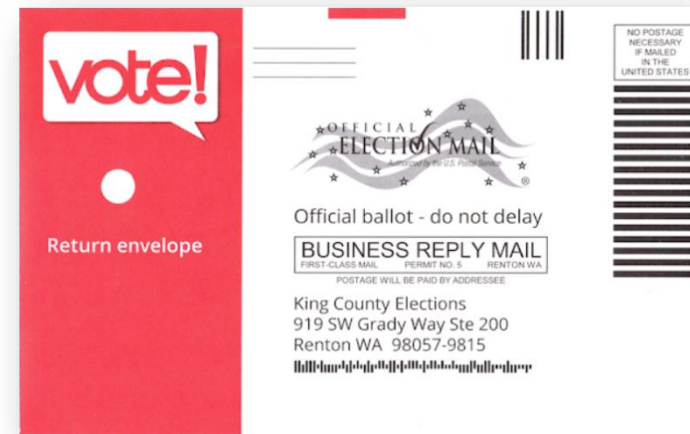
CHICAGO BOARD OF ELECTION COMMISSIONERS
69 W WASHINGTON ST STE 600
CHICAGO IL 60602-3007

Election Board
Chicago Board of Election Commissioners
69 W Washington St
STE 600
Chicago, IL
60602-3007

Outbound Scan Activity					
MailerId	Serial Number	Scan Date	Facility	District	Delivery Date
205851	285685535	2/15/2020 2:00:58 PM	CHICAGO CENT CARRIER ANNEX	CHICAGO	02/18/2020

Return Ballot Scan Activity					
MailerId	Serial Number	Scan Date	Facility	District	Delivery Date
205851	285785535	2/22/2020 10:13:07 PM	CAROL STREAM	CENTRAL ILLINOIS	02/24/2020
205851	285785535	2/24/2020 2:17:07 AM	CHICAGO CENT CARRIER ANNEX	CHICAGO	02/24/2020

CAMPAIGNTRACK
MAIL TRACKING FOR ELECTIONS-CAMPAIGNS



vote!

Return envelope

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

OFFICIAL ELECTION MAIL
Approved by the U.S. Postal Service

Official ballot - do not delay

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 5 RENTON WA
POSTAGE WILL BE PAID BY ADDRESSEE

King County Elections
919 SW Grady Way Ste 200
Renton WA 98057-9815



Dear Voter,

Welcome to our new ballot-tracking system using Intelligent Mail data from the US Postal Service!

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CHICAGO BOARD OF ELECTION COMMISSIONERS
69 W WASHINGTON ST STE 600
CHICAGO IL 60602-3007

Election Board
Chicago Board of Election
Commissioners
69 W Washington St
STE 600
Chicago, IL
606023007

Outbound Scan Activity					
MailerId	Serial Number	Scan Date	Facility	District	Delivery Date
205851	285685535	2/15/2020 2:00:58 PM	CHICAGO CENT CARRIER ANNEX	CHICAGO	02/18/2020

Return Ballot Scan Activity					
MailerId	Serial Number	Scan Date	Facility	District	Delivery Date
205851	285785535	2/22/2020 10:13:07 PM	CAROL STREAM	CENTRAL ILLINOIS	02/24/2020
205851	285785535	2/24/2020 2:17:07 AM	CHICAGO CENT CARRIER ANNEX	CHICAGO	02/24/2020



ENSURING BALLOT INTEGRITY

Scan the mailing barcode of each ballot to be sure it came through the Postal Service, and when it was mailed – more reliable and provable than a postmark



Scan Details For Mailpiece:

BarCode	ServiceTypeId	MID	Serial Number	Delivery Date
00	777	206851	285783954	03/05/2020

Addressee
-- No Addressee Info Available --

All Fields

Scan Date	FCLT ID	Facility	Event Code	Description	Stop The Clock	Routing Code	Handling Event Type	eDoc	Container ID	Tray ID	Mail Level	Mail Phase	Start The Clock Date	Predicted Delivery Date	Anticipated Delivery Date	Expected Delivery Date	Piece Id	IMcb	IMtb
3/3/2020 11:48:03 PM	60499	BEDFORD PARK	004	Stamp Cancellation	N	606023007	Actual				Cancellation	Phase 0 - Origin Processing Cancellation of Postage					b82cfc62-5d43-11ea-9bbd-231b703ceb4e		
3/4/2020 10:14:49 AM	60607	CHICAGO CENT CARRIER ANNEX	894	Arrived at Local Facility	N	606023007	Actual				Incoming SCF	Phase 2b - Destination SCF Processing					b82cfc62-5d43-11ea-9bbd-231b703ceb4e		
3/4/2020 11:21:35 PM	60607	CHICAGO CENT CARRIER ANNEX	918	Sequenced for Delivery - 1st Pass	Y	606023007	Actual				DPS Sequencing	Phase 3c - Destination Sequenced Carrier Sortation			03/05/2020		b82cfc62-5d43-11ea-9bbd-231b703ceb4e		
3/5/2020 3:17:45 AM	60607	CHICAGO CENT CARRIER ANNEX	919	Final Sequencing for Delivery	Y	606023007	Actual				DPS Carrier Sort	Phase 3c - Destination Sequenced Carrier Sortation			03/05/2020		b82cfc62-5d43-11ea-9bbd-231b703ceb4e		



PROOF OF MAILING

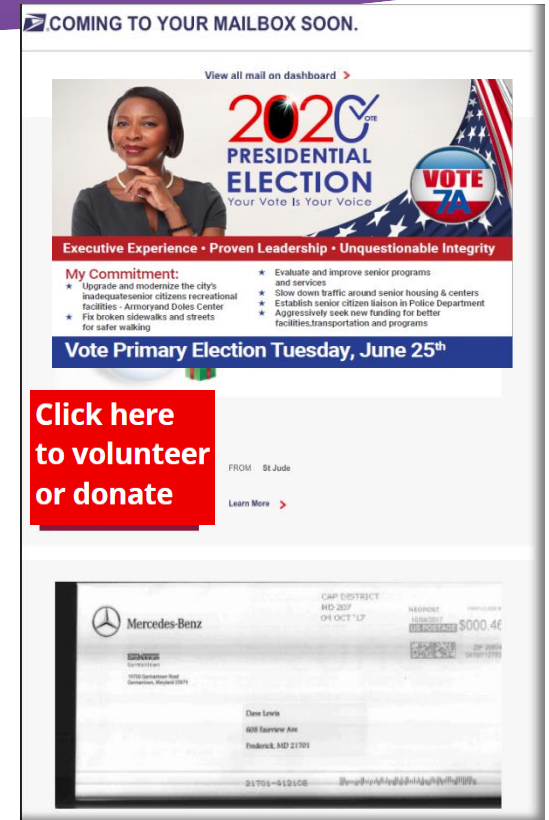
- Keep in mind:
 - Absence of scans does not *prove* no mailing
 - Scans don't *prove* all mail was there
 - Drop ship mail won't show scans before induction
 - Commingle mail may also not show immediate results
 - To get optimum first-scan quality Full-Service mail is important

INFORMED DELIVERY – THE BIG NUMBERS

- Registered Users: 62 Million
- Email-Enabled Users: 53 Million +
- Email Open Rates: 60%+
- About 1 in 3 eligible homes subscribes

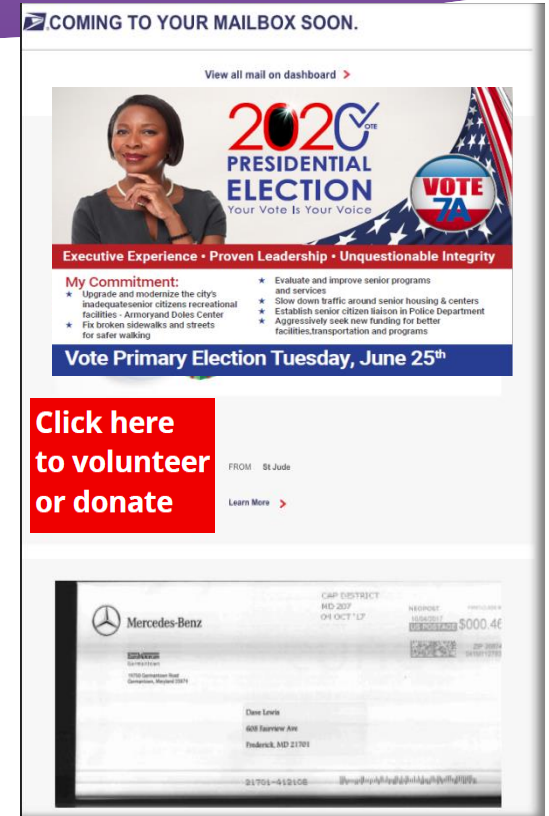
WHY INFORMED DELIVERY?

- Boost response rates for your DM
- A great alternative to email - 70% open rate
- Additional brand impression opportunities
- Improved response path – Landing Page or Website
- No change to the mail piece
- Fantastic new customer data



Why Informed Delivery for Campaigns?

- Opportunity to add your candidate's image for an additional impression;
- Solicit donations, volunteers;
- Drive traffic to your web site;
- Prepare voters for canvassers



GETTING HELP

72231,091,10/27/2015 01:36:40,72215661717,00243107323725055125
35203,919,10/26/2015 07:11:25,35207481709,00271107323060151110
76161,333,10/26/2015 06:25:52,76354242675,00271107323060253239
76161,333,10/26/2015 06:25:56,76384395136,00271107323060253066
76161,333,10/26/2015 06:25:57,76384825387,00271107323060253065
76161,333,10/26/2015 06:25:57,76389432367,00271107323060253063
76161,333,10/26/2015 06:25:59,76384492916,00271107323060253070
76161,333,10/26/2015 06:25:59,76384456315,00271107323060253069
76161,333,10/26/2015 06:26:00,76384491304,00271107323060253068
76161,333,10/26/2015 06:26:00,76384254020,00271107323060253067
27676,463,10/26/2015 06:24:19,27604845933,00271107323060164843
27676,463,10/26/2015 06:24:19,27604846813,00271107323060164842
27676,463,10/26/2015 06:24:20,27604846912,00271107323060164841
27676,463,10/26/2015 06:24:20,27604221400,00271107323060164840
27676,463,10/26/2015 06:24:21,27605237272,00271107323060164839
27676,463,10/26/2015 06:24:21,27605128077,00271107323060164838
27676,463,10/26/2015 06:24:21,27606207678,00271107323060164837
27676,463,10/26/2015 06:24:22,27606180404,00271107323060164836
27676,463,10/26/2015 06:24:22,27606180412,00271107323060164835
27676,463,10/26/2015 06:24:23,27606304621,00271107323060164834
27676,463,10/26/2015 06:24:23,27606265104,00271107323060164833
27676,463,10/26/2015 06:24:24,27606265104,00271107323060164832
27676,463,10/26/2015 06:24:24,27606223432,00271107323060164831
27676,463,10/26/2015 06:24:25,27606275217,00271107323060164830
27676,463,10/26/2015 06:24:25,27606480904,00271107323060164829
27676,463,10/26/2015 06:24:26,27601219564,00271107323060164862
27676,463,10/26/2015 06:24:26,27603422107,00271107323060164861
27676,463,10/26/2015 06:24:26,27603493204,00271107323060164860

Vendor resources have been moved to their own section on the IV-MTR PostalPro™ page: <https://postalpro.usps.com/InformedVisibility>

Mail Tracking Vendors (not affiliated with USPS)

If your organization would like to have a third party handle your mail tracking data, the resources below provide contact information for a number of third party service providers who offer mail owner and mail service provider solutions.

The listed vendors are provided as a convenience and for informational purposes only. **This list does not constitute endorsement or approval by the United States Postal Service.** The list is open to all interested third party vendors. To be added to the list, please use the form below.

<p>CONTACT LISTS 02/27/2020</p>	<p>Mail Tracking Vendor List</p> <p>This document provides contact information for a number of third-party service providers who offer mail owner and mail service provider solutions.</p>
<p>APPLICATIONS/ FORMS 02/27/2020</p>	<p>Mail Tracking Vendor List Request Form</p> <p>Use this form to add your company's contact information to the Mail Tracking Vendor List or to request changes to your existing entry.</p>

RESOURCES

- Postal Pro – [Postalpro.usps.com](https://postalpro.usps.com)
- SnailWorks – www.SnailWorks.com
- Local USPS Reps

Questions??



dlewis@SnailWorks.com
www.SnailWorks.com