



From Data to Decisions: Unlocking Business Value with IV[®]-MTR

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“The US Postal Service is the core of the nation’s **\$1.6 trillion mailing industry**, which employs more than 7.3 million people.”*



*Source: "Mail is Big Business," U.S. Postal Facts, usps.com, <https://facts.usps.com/usps-core-of-industry/>

In This Session...

1. Background & Overview
2. What is IV[®]-MTR?
3. Data Available through IV-MTR
4. Data Management & Access
5. Customer Success Stories
6. Access & Support



Background

Past: Before IV[®]-MTR, mail tracking was limited...

- Required multiple different applications
- Availability of tracking data was delayed, limiting usefulness
- Tracking data was limited to physical scans of containers, handling units, bundles, or pieces

Present: IV-MTR is designed to address these limitations by providing a single source for current, comprehensive mail data.



Overview

Informed Visibility® Mail Tracking & Reporting (IV® -MTR) is a web-based, externally accessible, enterprise-wide system that provides mailers comprehensive, near real-time access to mail data through customizable feeds, downloadable files, and a suite of programable APIs.

IV-MTR integrates actual handling event data from across the entire mail supply chain with advanced predictive logic:

 **Assumed Handling Events**

 **Logical Delivery Events**



 The **IV-MTR** application is located at: iv.usps.com

What is IV[®]-MTR?

IV-MTR offers improved visibility & analytics:



Provisions near real-time data to any device, any location.



Provides mailers comprehensive end-to-end visibility



Improved ease of use for mailers through flexible data provisioning

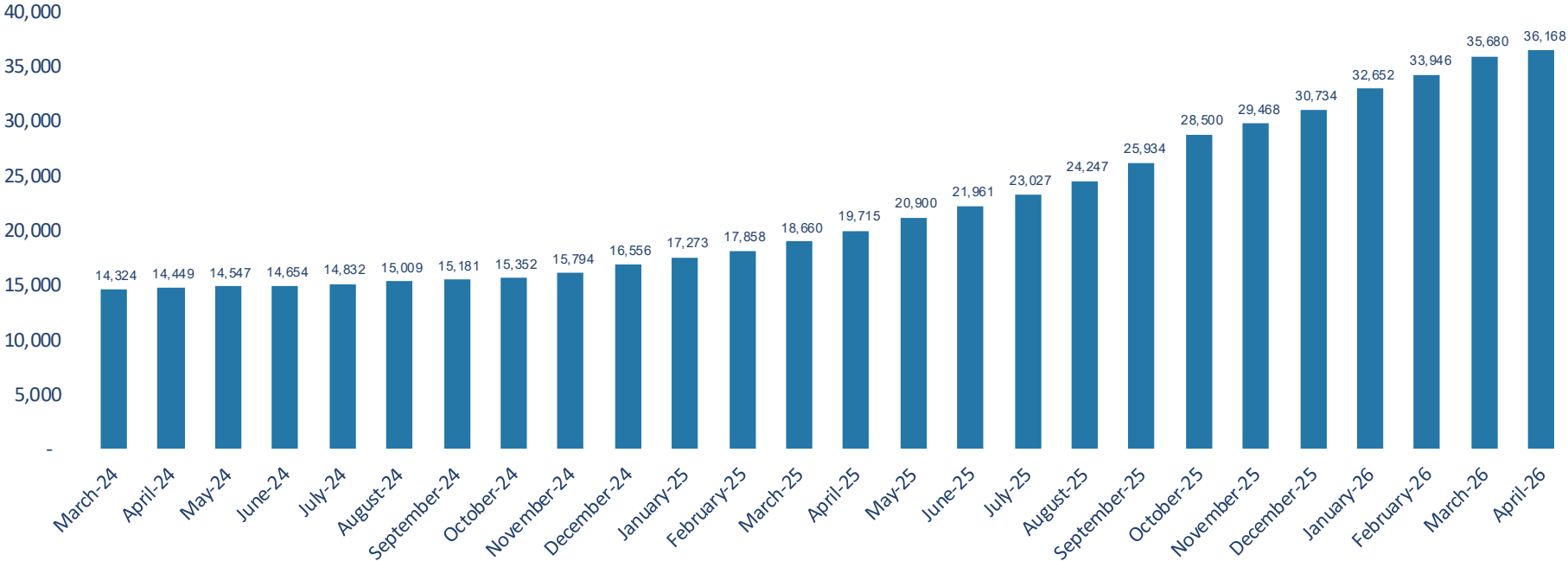


Integrates the digital and physical world, providing omni-channel opportunities

RECEIVE DETAILED VISIBILITY INTO MAILINGS AND PAYMENTS...

- Increase the value of mail
- Plan your mailings
- Measure success of each mail campaign
- Staff & stock efficiently

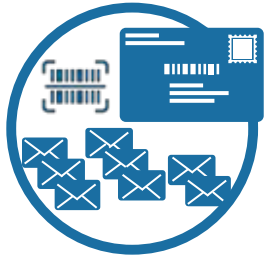
CRID Activations in IV[®]-MTR



Data Available through IV[®]-MTR



Data Types Available through IV[®]-MTR



Scan Data

Tracking information for commercial, domestic-bound mail aggregate.



Enterprise Payment System (EPS)

Payment information for mailings, PO Boxes, and other Postal products



Informed Delivery[®] Post Campaign (IDPC)

Processing, opens, and click-throughs for ID campaigns



Mail Quality Data (MQD)

Detailed error data from the Mailer Scorecard



USPS Ship (Formerly PPC)

Physical and payment information for packages

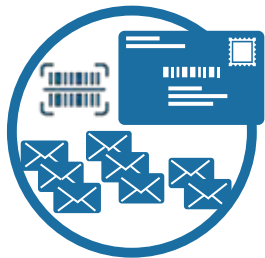


API Invoices (EMAS)

EMAS invoice information about API use and projected costs.

Note: These data types are pass-through data, which are generated by upstream systems and are only provisioned through IV-MTR.

Data Types Available through IV[®]-MTR



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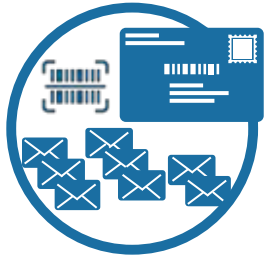


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These data types require the IMb to receive data.

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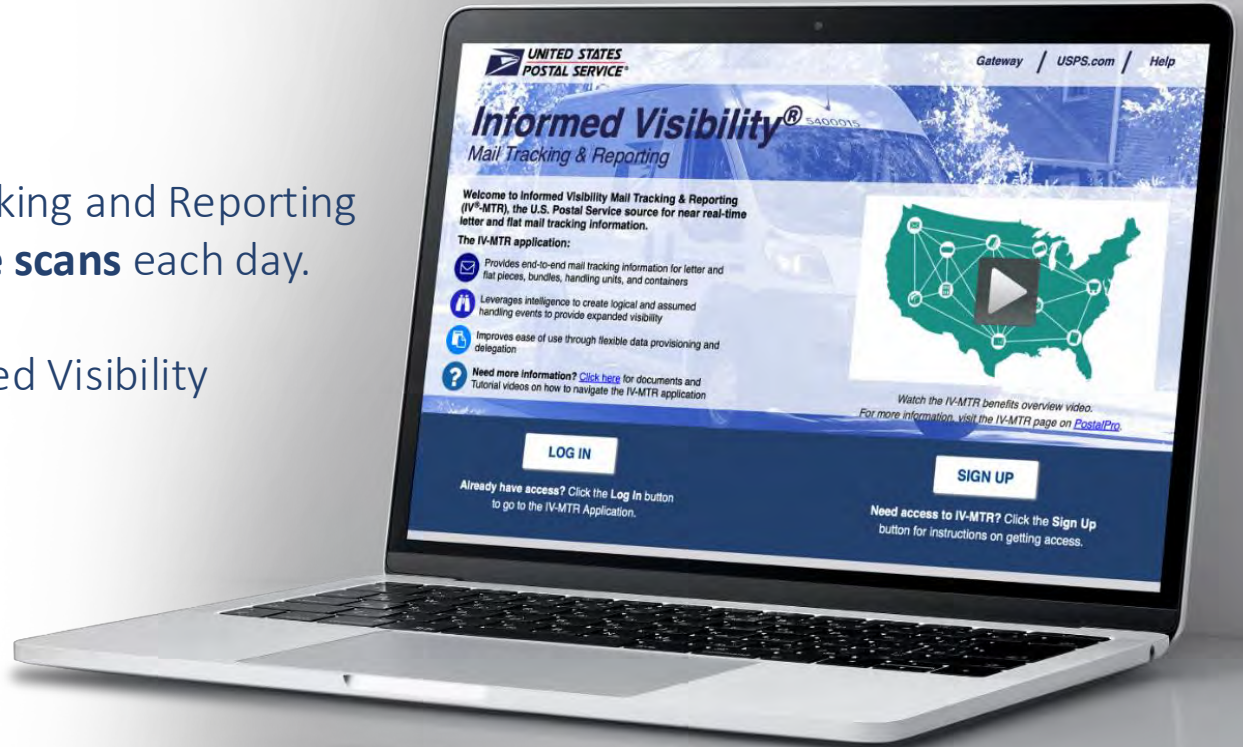
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Scan Data

Informed Visibility® Mail Tracking and Reporting handles **1.1 billion mailpiece scans** each day.



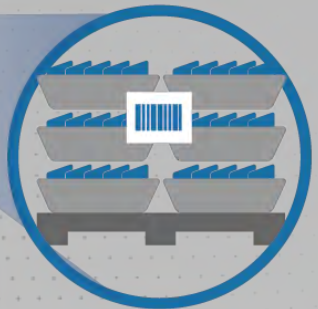
There are **200 billion** Informed Visibility transactions per day.



Scan Data: IV[®]-MTR uses Full-Service Intelligent Mail[®] & nesting associations to create assumed handling events when the mail is scanned



Pallet is scanned



The first panel shows a grey pallet with three rows of blue trays. A white label with a barcode is on the middle tray. A blue circle highlights the pallet. Below the pallet are two icons: a barcode with brackets and an 'eDoc' icon with a document and envelope.

Scan assumed to each nested tray or bundle...



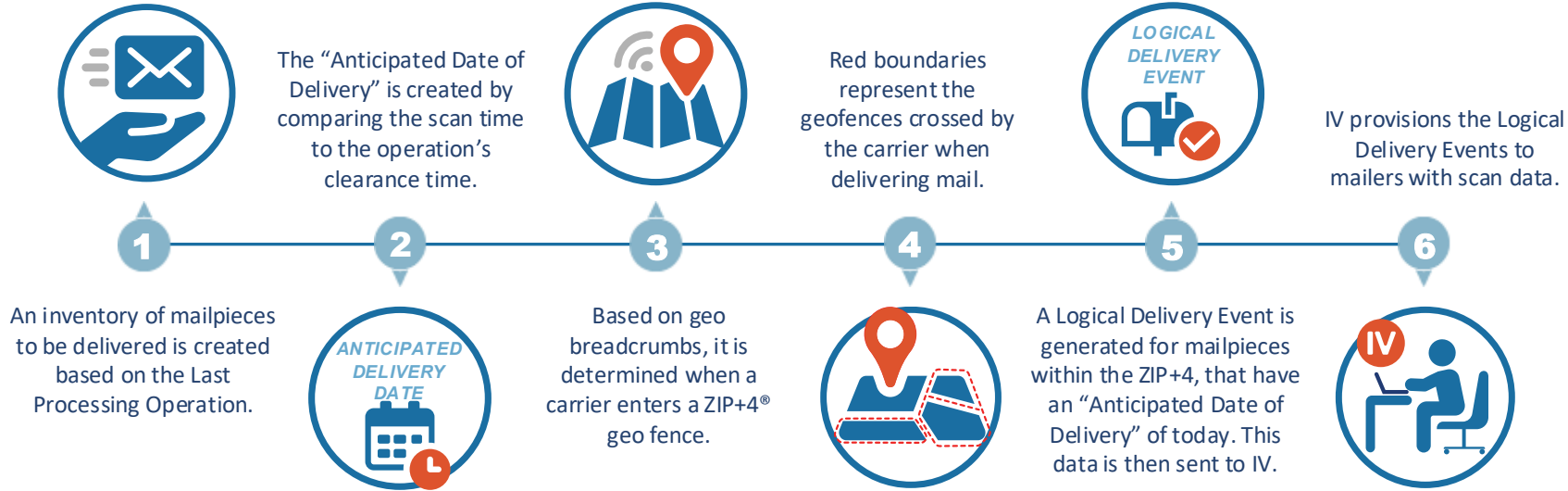
The second panel shows a grey tray containing three blue folders. A white label with a barcode is on the front. A blue circle highlights the tray. Below the tray is a stylized 'W' logo with a grey sphere and blue lightning bolts.

...Assumed down to Individual piece

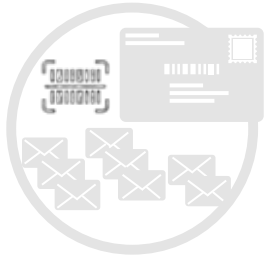


The third panel shows a blue envelope with a barcode and a postage meter stamp, and three blue boxes with 'X' marks. A blue circle highlights the items. Below the items is the stylized 'W' logo with a grey sphere and blue lightning bolts.

Scan Data: IV[®]-MTR generates Logical Delivery Events (LDEs) based on carrier scanning device geo-breadcrumbs that can be provided to mailers



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Enterprise Payment System (EPS)

1. SELECT ENTITY > 2. DEFINE FIELDS

- Bank Account Withdrawals
- Commercial Postal Store Order Item Details
- Credit Card Payments
- EMAS Letters & Flats
- EPS Transaction History Report
- G-Invoice Payments
- iCAPS Invoices
- Postage Statement Details
- Transactions
 - Address Quality
 - Commercial Mailings
 - Commercial Postal Store Transactions Details
 - Deposits & Trust Corrections
 - Network Returns
 - OMAS Transaction Details
 - Outbound Transactions
 - PC Postage
 - PO Boxes

Payment Transactions Data Feeds Available through IV-MTR:

- Bank Account Withdrawals
- Commercial Postal Store Order Item Details
- Credit Card Payments
- EMAS Letters & Flats
- EPS Transaction History Report
- G-Invoice Payments
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 - *PC Postage*
 - *PO Boxes*

Enterprise Payment System (EPS)

“Informed Visibility[®] Unlocks the Postage Data Firehose”

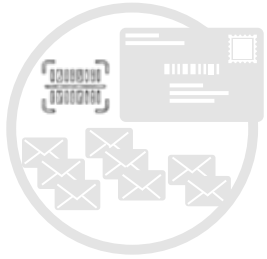
IV[®] changed everything by replacing individual postage statements with structured, transaction-level data.

Through IV-MTR and deep-dive initiatives (MTAC UG4), mailers now have access to census-level datasets, such as:

- Detailed commercial mailings files
- PC Postage and network returns
- Outbound transactions and address quality
- Integrated Mail.dat and PostalOne attributes



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What is Informed Delivery?

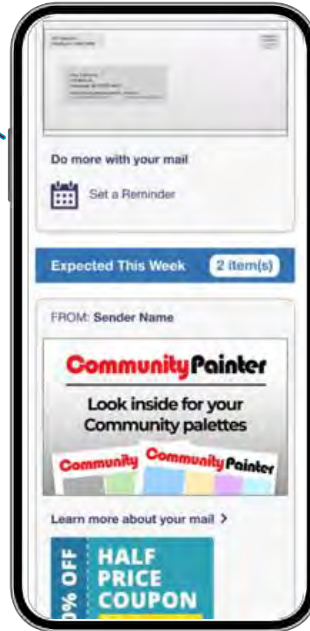
The **Informed Delivery**® system provides customers a digital preview of their mail and offers businesses an integrated marketing approach to meet today's consumer demands.



Informed Delivery for Consumers

Consumers receive **scanned images** of the exterior of incoming letter and card-sized mailpieces that are expected to be delivered soon.

Mailpiece images are available via **email notification, online dashboard, and the Informed Delivery Mobile**® app.



Informed Delivery for Businesses

Mailers can leverage the **interactive campaigns** feature to promote their product or brand message, for free.

Campaigns include **custom images and a URL that redirects the user to a digital experience.**

Informed Delivery[®] provides mailers actionable campaign data

Participating customers who conduct **interactive campaigns** can take advantage of the available **reporting** to measure their effectiveness...



Additional Impressions



Emails & Email Opens



Click-throughs

Key insights include:

- Total number of **additional impressions** provided via Informed Delivery
- Total **emails** sent with campaign, number of emails opened, email open rate
- Total number of **click-throughs** & click-through rate

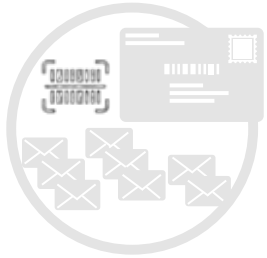
Post-campaign detail data provide more granularity with **timestamps** and associated **mailpiece serial numbers** tied to all activity (e.g., email opens & clicks)

Informed Visibility® (IV-MTR) + Informed Delivery®

Omni-Channel Marketing using ID campaigns & IV-MTR Logical Delivery Events...



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Mail Quality Data (MQD)

View Data | **Create & Manage Data Feeds**

1. SELECT ENTITY > **2. DEFINE FIELDS**

SELECTED CRID(s):
SELECTED Mailer Role(s): eDoc Submitter, Mail Preparer, Mail Owner, Transportation Carrier

Program	Which Error Type would you like to see?
<input checked="" type="checkbox"/> Full-Service	<input type="checkbox"/> MID <input type="checkbox"/> STID <input type="checkbox"/> Barcode Uniqueness <input type="checkbox"/> By/For <input type="checkbox"/> Unlinked Copal <input type="checkbox"/> Entry Facility <input type="checkbox"/> Warning
<input checked="" type="checkbox"/> eInduction	<input type="checkbox"/> Undocumented <input type="checkbox"/> Payment <input type="checkbox"/> Entry Point Discount <input type="checkbox"/> Zone <input type="checkbox"/> Misshipped <input type="checkbox"/> Duplicate <input type="checkbox"/> Warning
<input checked="" type="checkbox"/> Seamless Acceptance	<input type="checkbox"/> Undocumented <input type="checkbox"/> Delivery Point <input type="checkbox"/> Nesting/Sortation <input type="checkbox"/> Postage <input type="checkbox"/> Weight <input type="checkbox"/> Mail Characteristic <input type="checkbox"/> Warning
<input checked="" type="checkbox"/> Move Update	<input type="checkbox"/> Move Update <input type="checkbox"/> Warning

IV Mail Tracking data retention is limited to 45 days

PREVIOUS STEP | *Note: These data types are pass-through data, which are generated by upstream systems and are only provisioned through IV-MTR.* | **CREATE FEED**



Using IV[®]-MTR to Access Mail Quality Data (MQD)

With **Seamless Acceptance** mandatory by USPS, Mailer Scorecard data enables mailers to pinpoint where errors are occurring. **IV-MTR Mail Quality Data** feeds are a fast and easy way to access to this information.

- Detailed error data from the Mailer Scorecard is available through IV-MTR for **Full-Service, eInduction, Move Update, and Seamless Acceptance**.
- Error data can be sent to mailers **daily, weekly, and/or monthly**.
- Data feeds can be **customized** for file format, delivery location, frequency, CRID, Mailer Role, Program, Error Types, specific data fields—and can be **modified** as needed.
- This data is precisely what mailers will need in the event of an assessment from the USPS, such as Seamless Acceptance undocumented mailpiece errors.
 - ✓ **Pro Tip:** Regularly download and store MQD data, enabling research for disputations.

Data Management & Data Access



Data Management

IV[®]-MTR gives you full control over how your mail tracking data is distributed, accessed, and formatted.

Through the web application at iv.usps.com or via the API, you can:

- **Configure data feeds** — Choose from multiple data file formats and delivery methods for near real-time tracking of domestic-bound barcoded letters, flats, bundles, handling units, and containers.
- **Manage roles and permissions** — Determine each user's application functionality and data visibility through Business Service Administrator (BSA) controls.
- **Set up data delegation** — Authorize other companies (by Mailer ID) to receive visibility into your mail tracking, EPS, USPS Ship, Informed Delivery Post-Campaign, or Mail Quality Data.

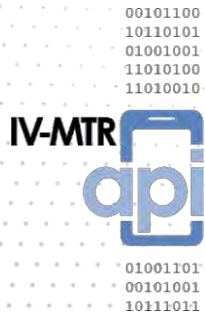
Data Access

Once configured on the management page, you have two primary ways to retrieve data.

- **Data Feeds** — Scheduled, recurring files delivered via SFTP or Mail.XML. Best for ongoing operational visibility with automated delivery. Retention periods vary by feed type.
- **One-Time Query (OTQ)** — On-demand queries run through the web application or API for ad hoc research. The Mail Object Navigator lets you search piece-level data for specific mailings or date ranges.

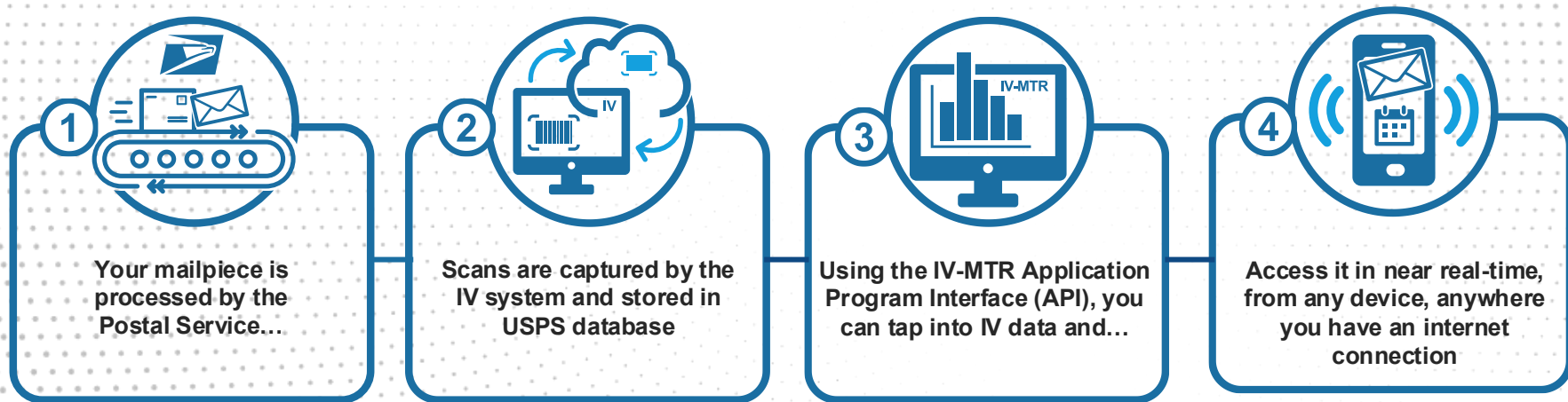
The right choice depends on your needs: **Data Feeds** are ideal for continuous monitoring and integration into your systems, while **One-time Queries** are suited for targeted investigations or campaign analysis.

The **IV[®]-MTR API** also enables lightweight integration with your own mobile and web-based applications for near real-time data exchange.



With **IV[®]-MTR APIs**, mailers can develop apps that provide visibility into mailings

Many of Industry mailers who leverage IV-MTR APIs rely on the seamless flow of IV data provisioning to drive their business operations, marketing decisions, customer service — and their bottom line.



For more information, visit: postalpro.usps.com/informedvisibility/APItoolkit

Customer Success Stories



Customer Success Story 1

IV[®] Leads to Better Address Quality and ROI

WHAT WE KNOW: You can greatly improve your ROI by taking advantage of multiple USPS data streams.

The Problem

- A national insurance agency started using mail tracking services to monitor delivery times for their marketing mail.
- The data revealed an average undeliverable mail rate of 10%, or 50 million pieces out of 500 million.
- This was not only costly in terms of wasted postage and materials, but also from the perspective of lost sales opportunities and potential revenue.

The Solution

- Collect ACS data to enhance and act on early visibility in tracking data.
- This provided greater detail about why their mail was undeliverable.
- In turn, they worked with list providers to clean the database to eliminate bad addresses.
- Eliminating wasted mail generated additional savings in postage and production costs.

Results

- After just 3 months, the customer saw an ROI of \$500,000—with the ability to reinvest that savings into new prospect names to help increase overall campaign responses.



Customer Success Story 2

IV[®] Leads to Better Customer Experience

WHAT WE KNOW: Customer satisfaction increases, and call center activity drops, with proactive mail delivery status notifications.

The Problem

- A large nation-wide organization, with several million members, processes and mails millions of new membership, renewal, and replacement cards annually.
- A high volume of inquiries were coming into the call center from members asking about card delivery status.
- It was costly to manage and affected the quality of the customer experience.

The Solution

- To help with this initiative, we provided a data feed that included updates on five mailpiece-delivery events, twice daily, based on IV-MTR data.
- Members are sent emails and/or texts updating them on the progress of their card as well as an estimated delivery date.
- This information is also made available through their member portal.

Results

- After one year, they saw a 97% reduction in calls to the call center for card delivery inquiries.



Customer Success Story 3

IV[®] Helps to Prevent Fraud

WHAT WE KNOW: Mail theft is at an all-time high, with credit card fraud a major concern for many credit card companies and banks.

The Problem

- A major US credit card company sends 30–40 million credit cards a year, with the majority of cards mailed through the US Postal Service mail stream.
- This includes cards for new customers and replacements.
- The company was experiencing a high number of fraud issues related to theft of the cards in the delivery chain, from production to in-home delivery.
- Mail theft is not uncommon—for years, the practice of stealing cards from suppliers or from the mailbox has been prevalent.
- Most often, theft occurs as the result of a very organized crime operation.

Next Slide for Solution...



Customer Success Story 3

IV[®] Helps to Prevent Fraud

WHAT WE KNOW: Mail theft is at an all-time high, with credit card fraud a major concern for many credit card companies and banks.

The Solution

- The company's fraud prevention team decided it wanted access to mail delivery information that could help them monitor and understand anomalies that relate to a mailpiece being stolen.
- We set up a data feed that updates every six hours to provide delivery event data on each mailpiece and the latest Address Change Service (ACS) data.
- The delivery data indicates if a mailpiece has been received by the USPS and when it is out for delivery.
- From this data, the time that a mailpiece has traveled is monitored and the account can be flagged if it has not been seen at any step in the delivery process or is taking longer than expected.
- ACS data signals if a mailpiece is not able to be delivered or if the client has a new address.
- The company uses this information to trigger enhanced activation and to update customer address information to help ensure future communications aren't affected.

Results

- After 6 months, the company reported preventing "over seven figures" worth of fraud by having access to this data and information.



Q: Why IV[®]-MTR?

A: With access to near real-time mail data, you can:

- Staff call centers
 - React to delays
 - Identify customer address changes early in the process
 - Comply with federal and state regulations
 - Coordinate digital communications and other engagement
 - Provide exceptional Customer Service (CX)
 - Target in-home dates to improve ROI
 - Combine with Informed Delivery[®] to improve marketing
 - Reduce fraud risks
 - Optimize postage statements
 - Reconcile financials
- ...and more!*



Summary

IV[®]-MTR enables you to more effectively plan and manage mailings, increasing value to your customers through...



VISIBILITY

Watch your mail from acceptance to delivery



VALUE

Connect with your data, anytime, anywhere



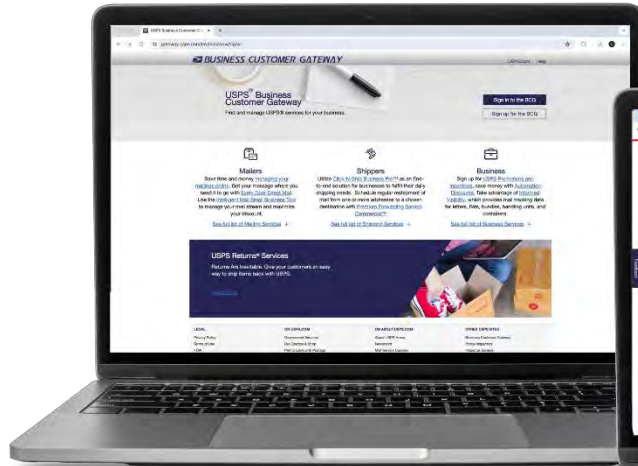
SYNERGY

Get access to multiple mail data-types in near real time

IV[®]-MTR Access & Support

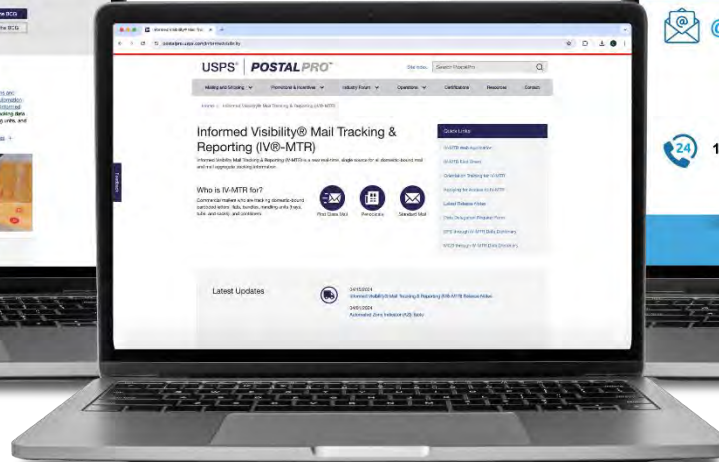


IV[®]-MTR Access & Support



Business Customer Gateway (BCG)

- ✓ Register for a FREE account at www.gateway.usps.gov
- ✓ Sign up for the IV Service under the Mailing Service menu



IV[®] PostalPro

- Applying for Access to IV-MTR Guide
- IV-MTR User Guide
- Data Dictionaries
- ...and much more!

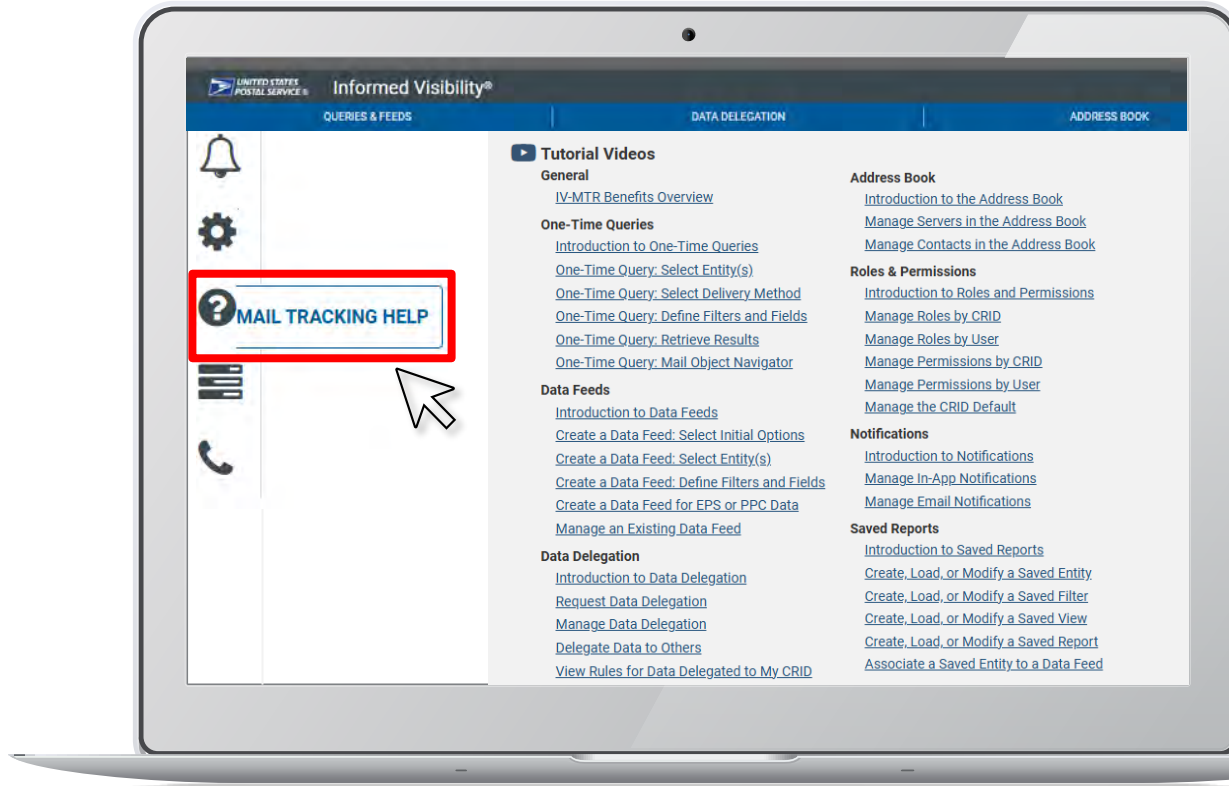
Visit: postalpro.usps.com/informedvisibility



IV Solutions Center[®]

- Send questions or concerns to:
InformedVisibility@usps.gov
or
1 (800) 238-3150, option #2

IV[®]-MTR Access & Support



A library of more than 30 videos is available from the IV[®]-MTR web application homepage, providing step-by-step demonstration of features and functionality.



MTAC User Group 4 for Mail Visibility through IV[®]-MTR

Meets the third Wednesday of each month 12:30–1:30 PM (ET)

- Open to all representatives from USPS and the mailing industry
- Forum to discuss mail visibility and IV-MTR features for users



JOIN THE MTAC UG4 DISCUSSION!

➤ **To Join UG4:** Send a request to MTACUserGroup4@usps.gov

Questions...

Image Attribution

Slide	Source
2, 3, 4, 5, 8, 12, 25, 29, 36	Microsoft PowerPoint Stock Media > Icons > Images
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21	USPS Stock Images > via USPS Public Affairs & Communications
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