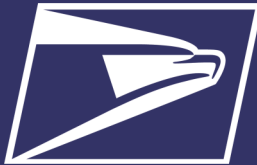
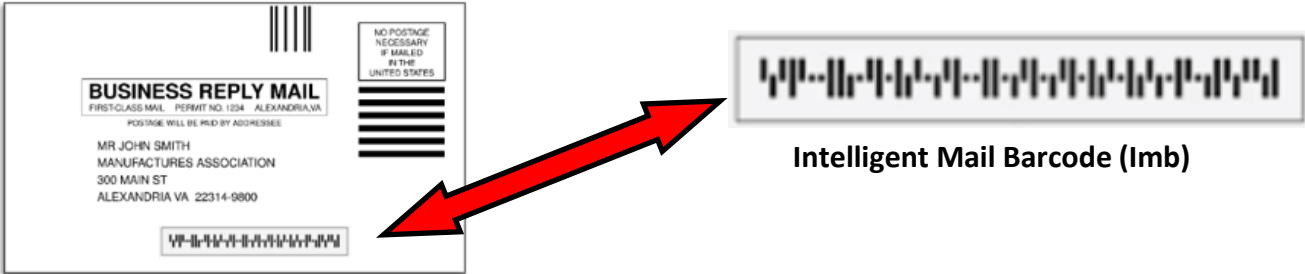


Qualified Business Reply Mail (QBRM) with Intelligent Mail Barcode Accounting (IMbA)



OVERVIEW

Qualified Business Reply Mail (QBRM) is Business Reply Mail type that utilizes the enhanced processing capability of Intelligent Mail barcode Accounting (IMbA) to reduce processing times and ensure QBRM mailers receive reply mail and invoices quickly. IMbA is an automated solution for the counting, rating, invoicing, and billing processes. Using the Intelligent Mail barcode (IMb) on the mailpiece, the mail processing equipment counts destinations approved and assigned to the mailer. Invoicing is sent daily, directly to *PostalOne!*



KEY BENEFITS: QBRM WITH IMbA

- Value-Added Service:** Automated invoicing through IMbA is provided to the customer
- Improved Consistency:** Mail availability is more consistent and timely on a daily basis
- Expedited Processing:** Receive mail earlier in the day; reducing float time with efficient and effective mail processing
- Reporting Enhancements:** QBRM mail pieces with serialized barcodes, enables IMbA customers to view invoicing via Informed Visibility or BCG in *PostalOne!*
- Seamless Transition:** QBRM customers who submit samples after January 2023 will be automatically enrolled into IMbA Parallel
- Uniform Rate:** one rate for QBRM letters weighing up to 3.5 ounces



MAIL PRODUCTS TYPES ELIGIBLE FOR IMbA

- QBRM Postcards
- QBRM Letters (up to 3.5 oz.)



Note: **Business Reply Mail (BRM) is not eligible for IMbA**

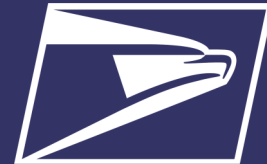
SPECIFICATIONS FOR USING QBRM

- Create a QBRM permit
- Annual Account Maintenance Fee required
- Acquire a Mailer ID (MID)
- Receive a *unique* ZIP+4 Code assigned to each QBRM mail type (postcards and/or letters weighing up to 3.5 ounces)
- Create camera-ready artwork for QBRM pieces
- Submit 10 QBRM mailpiece samples to MDA for approval

ONBOARDING QBRM WITH IMbA

- Link the QBRM Permit to your Enterprise Payment Account (EPA) for automated invoicing
- Contact the MSSC and request to onboard your QBRM permit to IMbA
- Create mail pieces using assigned unique Zip+4, Mailer ID and STID (Service Type ID)
- IMbs must include one of the following STIDS: 032/072, 052/708 and 778
- After January 2023, QBRM Customers who submit 10 mail piece samples and receive approval from the Mail Piece Design Analyst, will be enrolled into IMbA Parallel automatically
- IMbA Parallel will allow USPS to communicate internally and provide training with delivery office employees
- After the Parallel period, customers will be migrated to QBRM IMbA Seamless for automated invoicing.

Qualified Business Reply Mail (QBRM) with Intelligent Mail Barcode Accounting (IMbA)



RESOURCES

For further assistance, please contact the Mailing and Shipping Solutions Center (877) 672-0007

or via email MSSC@usps.gov

[USPS Business Customer Gateway](#)

[EPS Account Creation Fact Sheet - October 2022 \(usps.com\)](#)

[EPS User Guide - May 2020 \(usps.com\)](#)

[MTAC - IMbA Process and Invoicing Overview Presentation | PostalPro \(usps.com\)](#)

[MTAC - IMbA Process and Invoicing Overview Recording | PostalPro \(usps.com\)](#)

[Notice 123 | Postal Explorer \(usps.com\)](#)

[505 Return Services | Postal Explorer \(usps.com\)](#)