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INFORMED VISIBILITY® ORIENTATION

An introduction to the Informed platform and IV® Mail Tracking & Reporting (IV-MTR) application

June 2025, v1.4

Contents

This presentation covers the following topics:

- Informed Platform Overview
- Informed Visibility Mail Tracking & Reporting (IV-MTR) Overview
- IV-MTR Introduction
- IV-MTR Navigation Overview
- Features Available in IV-MTR
- IV-MTR API
- Key Terms
- IV-MTR References & Resources

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Informed Platform Overview

Connecting the digital and physical worlds through data

Informed Platform

Informed Visibility

Provides near real-time mail tracking for **commercial mailers**

USPS Informed Platform

- **Free, data-driven** services
- Provide commercial mailers **insight into mail**
- Provide residential customers options for **customizing mail experience**

Informed Delivery®

Provides incoming mail notifications to **residential customers**

Informed Offers

Will allow Informed Delivery customers to choose categories of mail they are interested in

Informed Address

Will replace residential customer's physical address with an alphanumeric code

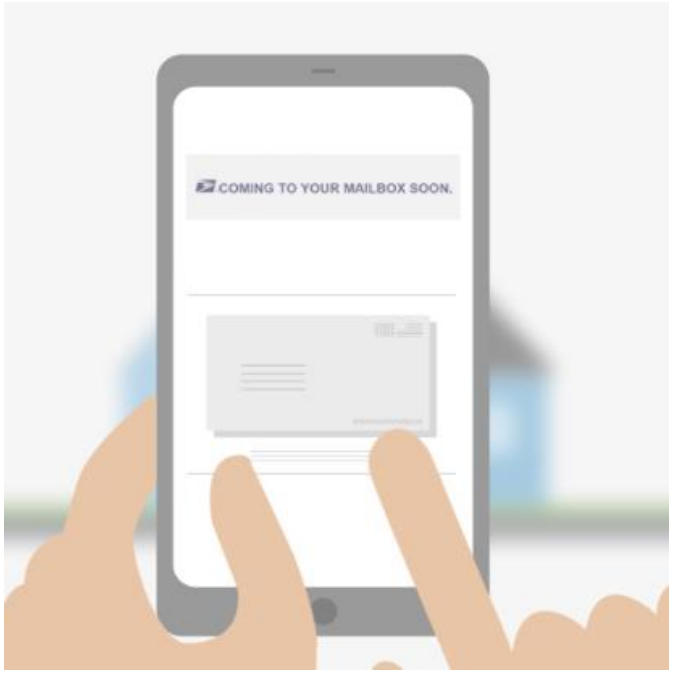
Informed Delivery Campaigns

Interactive campaigns mailers can create

Informed Delivery:

- Allows residential customers to **preview mail*** scheduled for delivery at their residential or PO Box address** and **schedule package deliveries**
- Preview includes **black and white images of the mail** captured by the USPS mail processing machines
- Image preview is available via **email, app, or online dashboard**

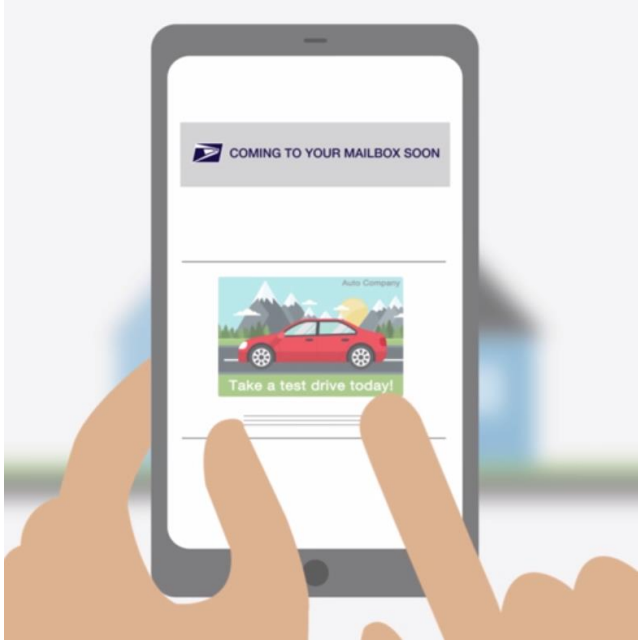
For more information about this service, see **informeddelivery.usps.com**



*Currently images are only available for letter-sized mailpieces
**This service is not currently available for commercial addresses

Informed Delivery Campaigns:

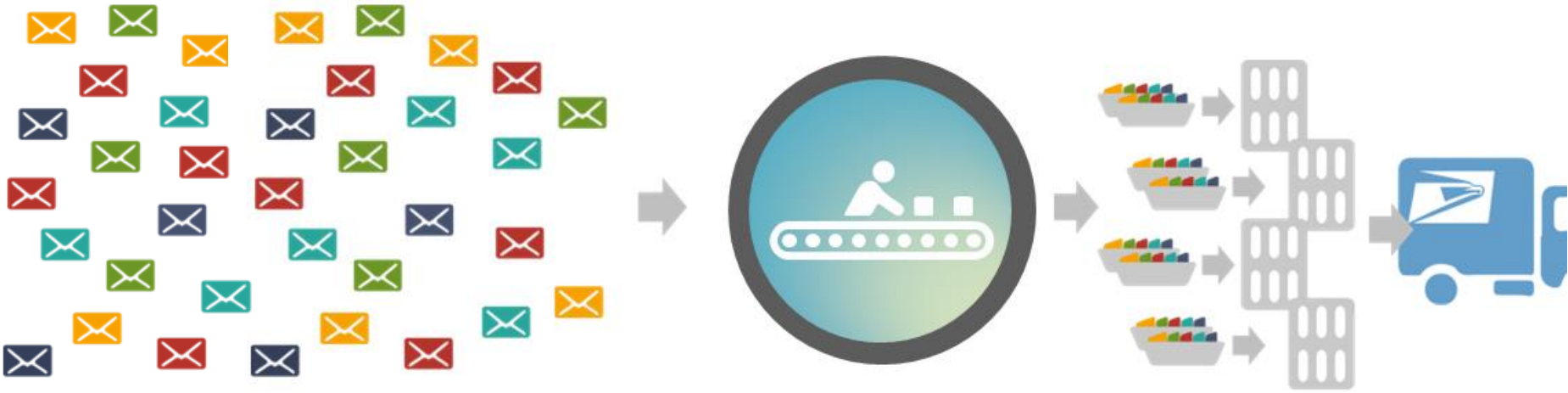
- **Interactive campaigns** commercial mailers can create
- Allow mailers to:
  - **Replace the normal black-and-white mail image** in Informed Delivery **with a color image**
  - Include a **target URL** that **directs users to a digital experience**
- Available for **letters and flats**



For more information on this service, see **usps.com/business/informed-delivery.htm**

Informed Visibility

- **Analytics tool** for commercial mailers
- Allows mailers to see **where their mailpieces are** in near-real time
- Tracking available through the **Informed Visibility – Mail Tracking & Reporting (IV-MTR) application**



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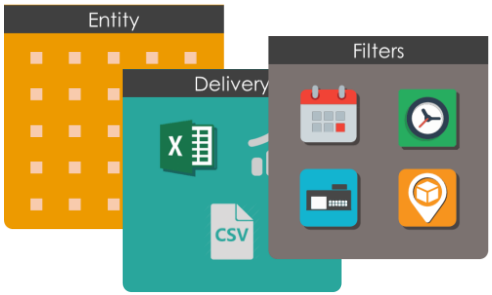
Informed Visibility Mail Tracking & Reporting Overview

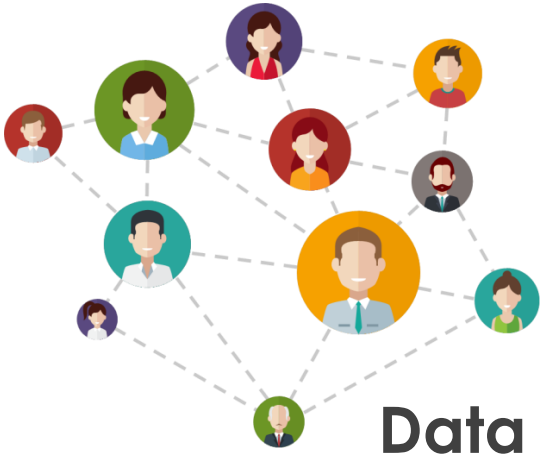
An introduction to IV-MTR features and benefits

IV-MTR provides:



Flexible Data Provisioning

You decide what data you want, when you want it, and how to receive it



Data Delegation

You can share your data with other users

Access Control

You can control access to your data on an enterprise or per-user basis

How Can IV-MTR Help My Business?

IV-MTR provides near real-time tracking data, which allows you to:

Outgoing Mail

- Obtain near real-time notification when your mail receives processing scans
- Identify mail delivery trends and upcoming delivery dates
- Enable fulfillment, staffing, and inventory planning based on mail delivery
- Know when your message reaches your audience so you can synchronize multichannel marketing

How Can IV-MTR Help My Business?

IV-MTR provides near real-time tracking data, which allows you to:

Incoming Mail

- Obtain near real-time notification when your return mail enters the mailstream
- Know when return items are expected so you can better manage your supply chain
- Manage cash flow and accounts receivable more effectively
- Evaluate the success of advertising campaigns in near real-time

What kind of mail data is available through IV-MTR?

- IV-MTR primarily supplies **mail scanning and tracking data**

- You can also request data from the following systems:*
  - **Enterprise Payment System (EPS)** – payment information for mailings, PO Boxes, and other Postal products
  - **Informed Delivery Post-Campaign (IDPC) Detailed Data**– processing, open, and click-throughs for Informed Delivery Campaigns
  - **Mail Quality Data (MQD)** – detailed error data from the Mailer Scorecard
  - **USPS Ship (PPC)** – physical and payment information for packages (may appear in UI as Package Attributes)

**Note data from these systems is pass-through data and is only provisioned through IV-MTR. IV-MTR is not responsible for generating this data or its reports.*

What do I need to do to use IV-MTR?

To take advantage of the visibility in IV-MTR, you must:

- Be a registered business customer (through the Business Customer Gateway (BCG)) with a Customer Registration ID (CRID) and a Mailer ID (MID)
- Use unique Intelligent Mail Barcodes (IMbs)* with all required fields, including Service Type IDs (STIDs) and MIDs
  - Tracing STIDs can receive data on a recurring or ad hoc basis
  - Non-tracing STIDs can only receive data on an ad hoc basis

**Non-unique IMbs can still receive data in IV-MTR. However, because multiple mailpieces contain the same barcode, their records will overwrite each other. Note that Business Reply Mail scans can be uniquely identified by using their IV Piece IDs.*

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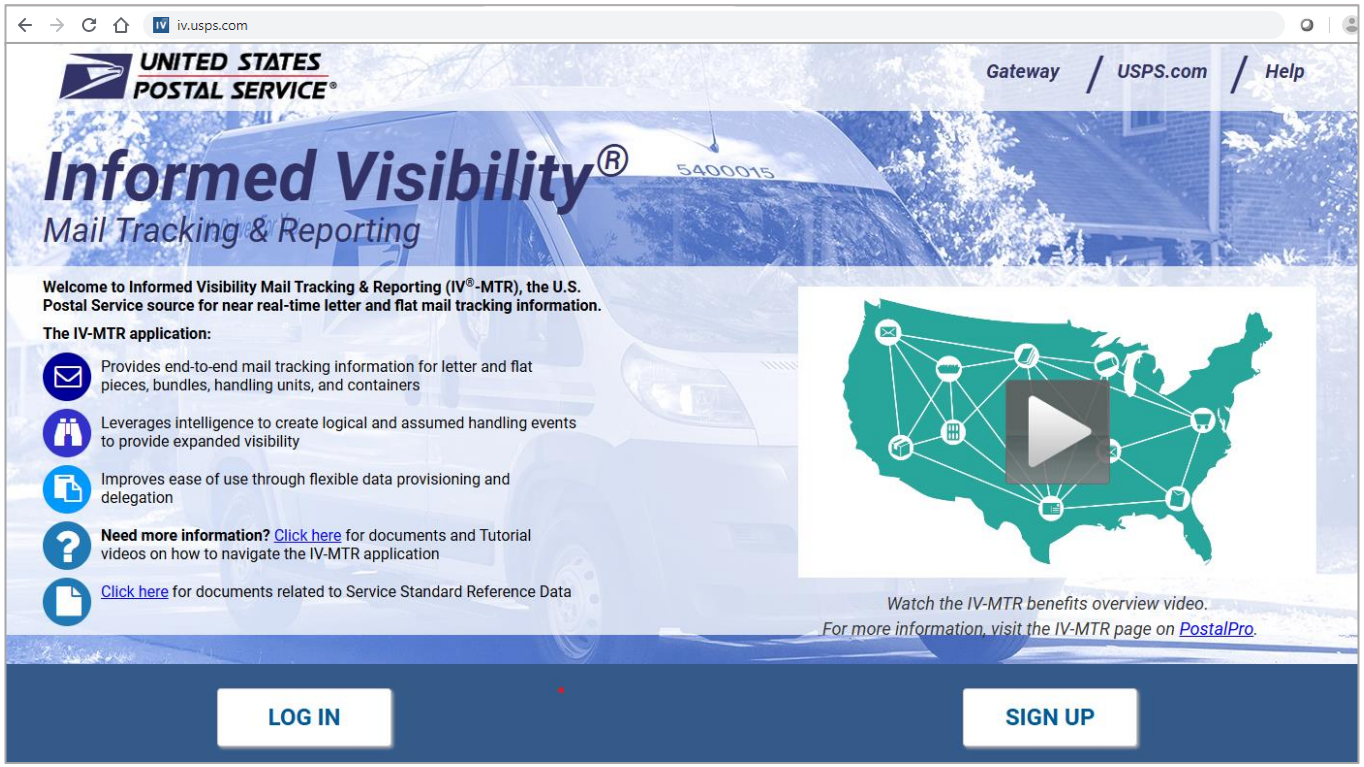
IV-MTR Introduction

How to access the IV-MTR Application

Locating IV-MTR (Direct)

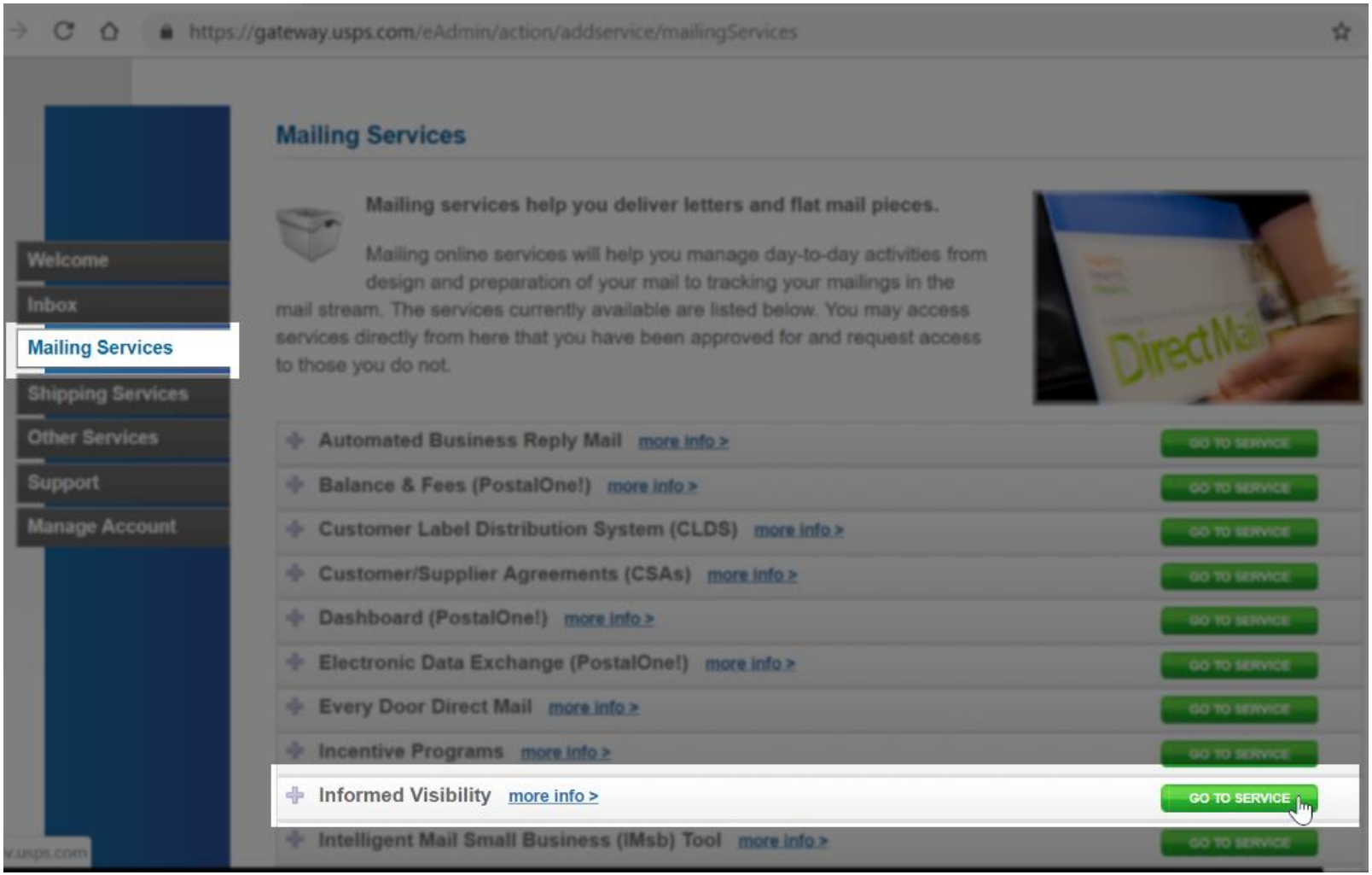
The IV-MTR application is located at: iv.usps.com



Note: Chrome is the recommended browser for viewing IV-MTR.

Locating IV-MTR (BCG Portal)

IV-MTR can also be accessed through the **BCG portal** by clicking **Mailing Services**, then **Informed Visibility Go to Service**.



Accessing IV-MTR

To access IV-MTR, you need the following:

1. An existing BCG account
2. IV-MTR privileges (requested & granted through BCG)

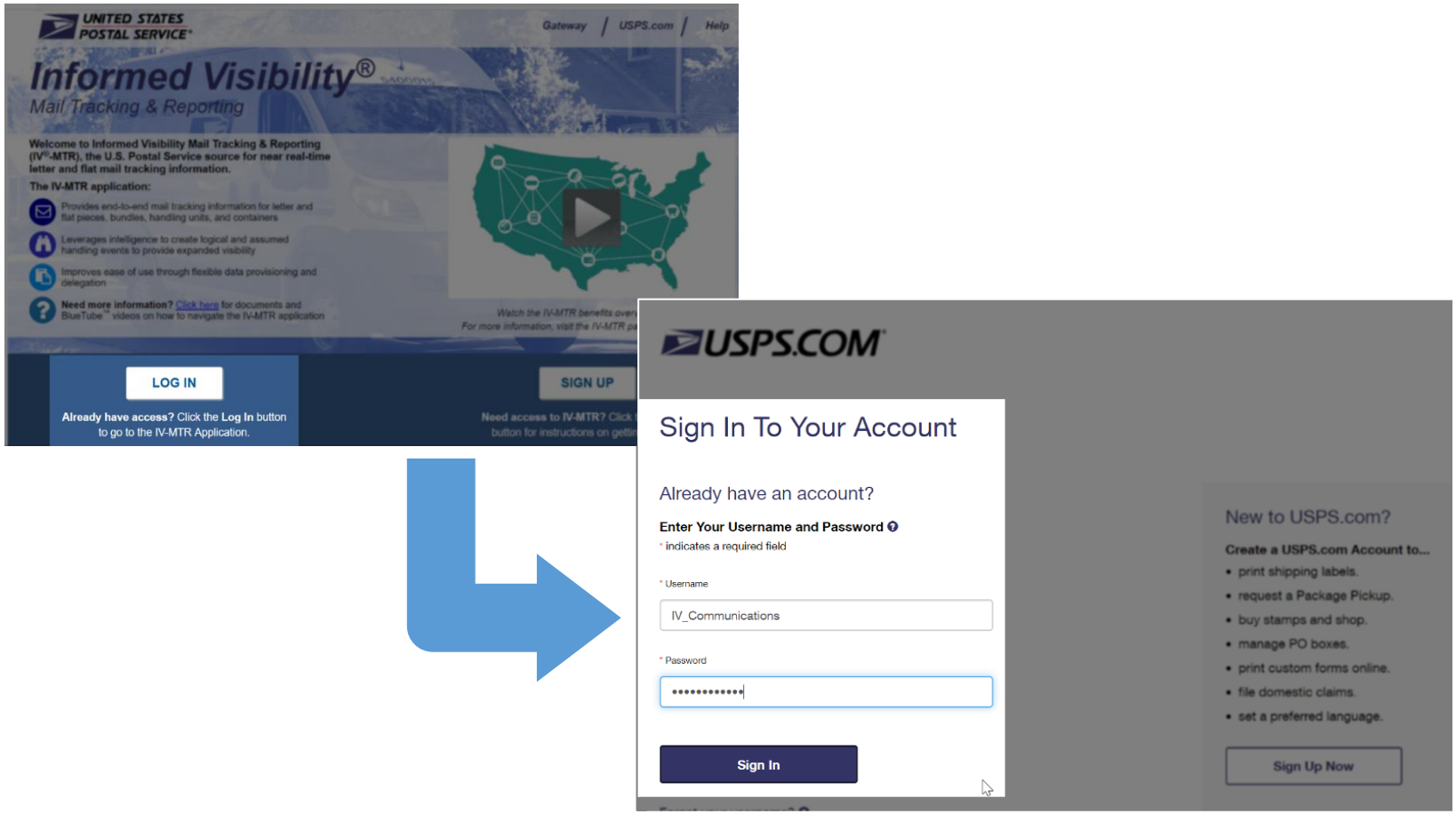
Need help accessing IV-MTR?

- IV-MTR resources related to getting access are provided in the table below.

If You Want…	See…
Step-by-Step instructions for getting access to BCG and/or IV-MTR	Applying for Access User Guide
More details about getting access to IV-MTR	The IV-MTR User Guide

Logging into IV-MTR

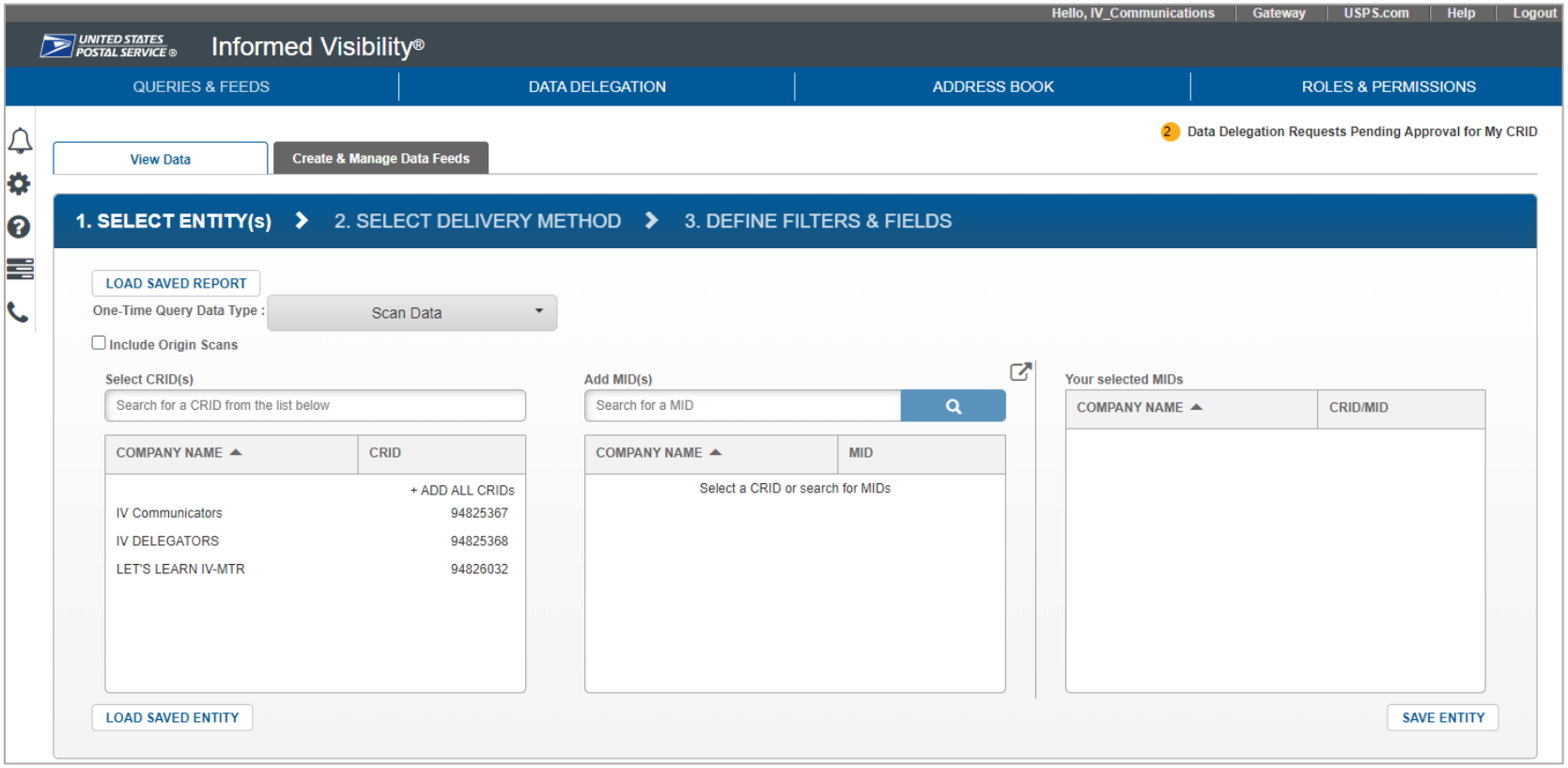
To log into the IV-MTR portal from the IV-MTR homepage, click **Log In**. Enter your BCG username & password, then click **Sign In**.



IV-MTR Homepage

Once you log in, the **Informed Visibility** application will appear.

- The homepage defaults to the Queries & Feeds page.



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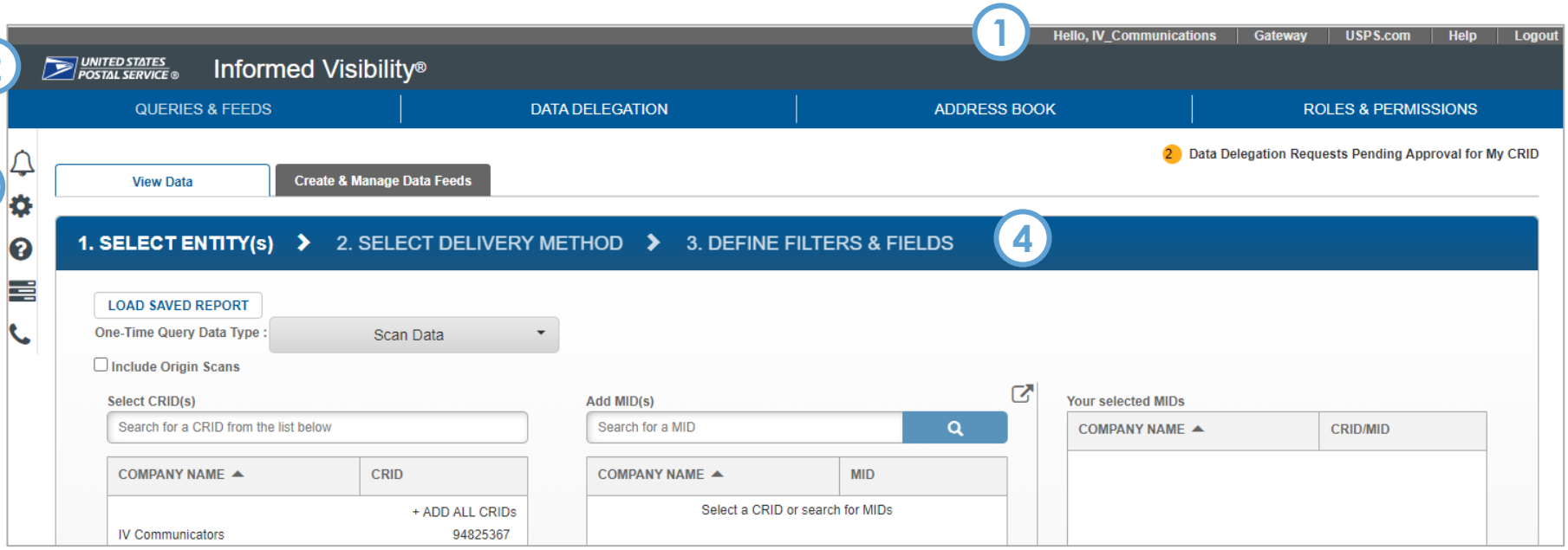
IV-MTR Navigation Overview

How to get around in IV-MTR

Navigation Overview

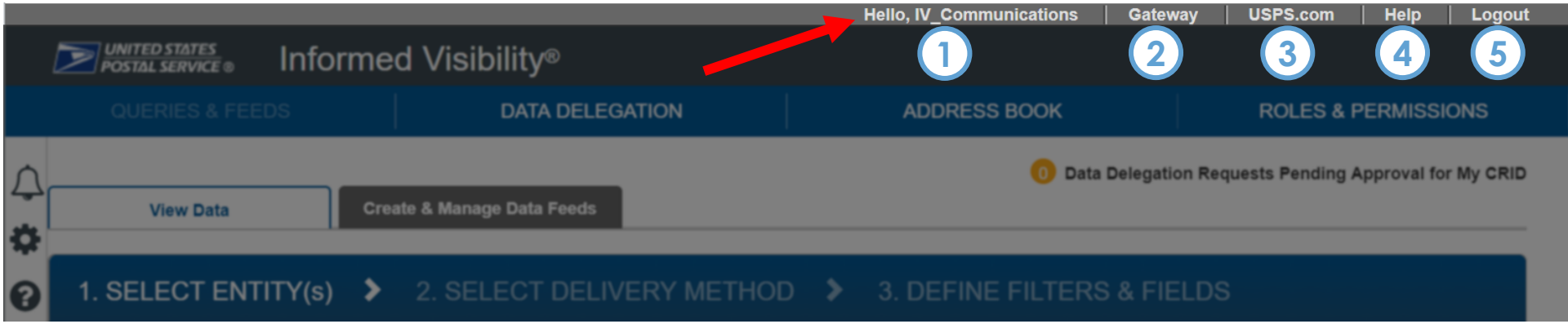
IV-MTR provides the following navigational aids:

1. BCG Navigation Bar
2. IV-MTR Functionality Bar
3. Widget Sidebar
4. Process Overview Bars
5. Guidance Windows (not pictured)



BCG Navigation Bar

The BCG Navigation Bar is located in the grey bar at the top of the IV-MTR screen.

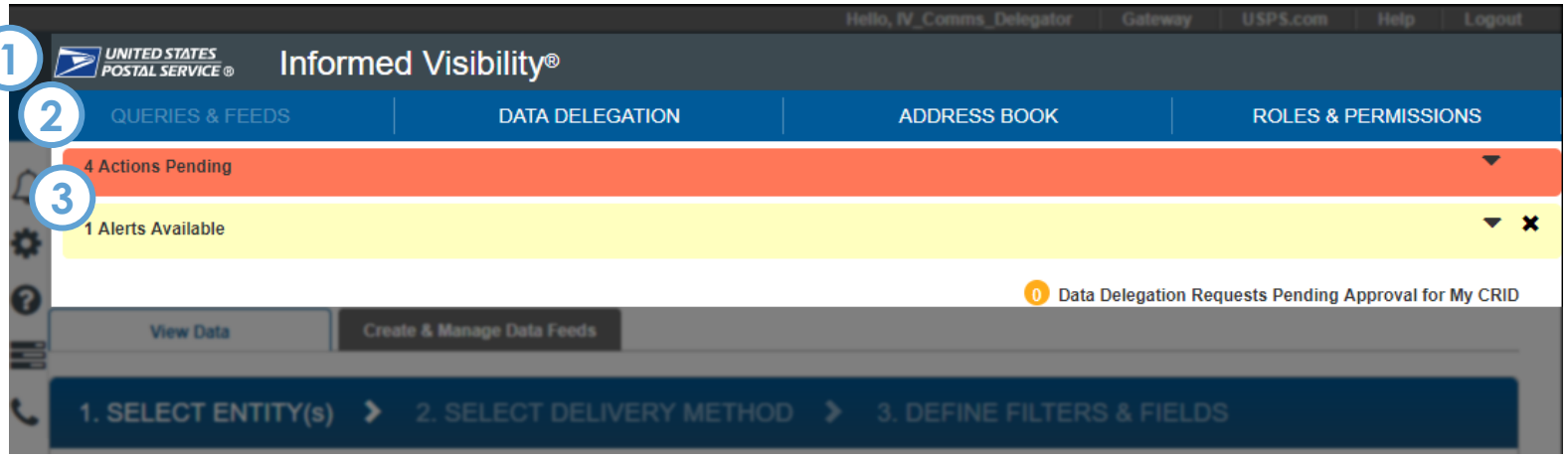


It:

1. Displays the user you are currently logged in as and provides links to:
2. Your BCG dashboard
3. Your USPS.com account
4. The BCG help page
5. Log out of all USPS accounts (including BCG and usps.com)

IV-MTR Navigation Bar

The IV-MTR Navigation Bar is the main navigational tool, located under the BCG Navigation Bar.

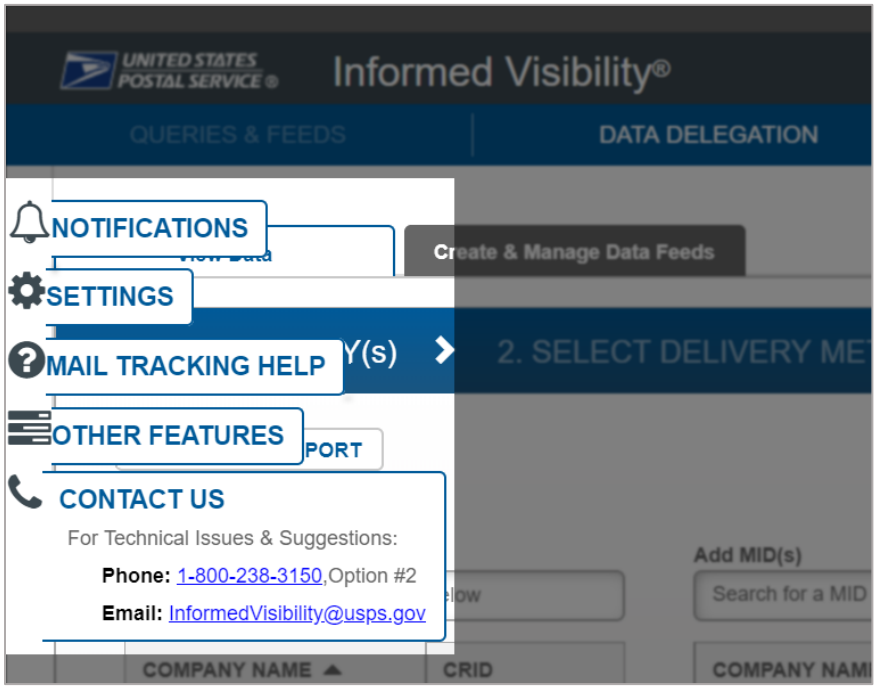


It:

- **Allows you to navigate to the major areas of the site:**
  - (1) Informed Visibility header takes you to the IV-MTR homepage
  - (2) Section headers take you to the specific section of the site
- **Displays the following communications related to your account in the notification area:**
  - (3)
    - Actions
    - Alerts

Widget Sidebar

The Widget Sidebar is located on the top left side of the IV-MTR screen. Hover over the icons to see their titles.

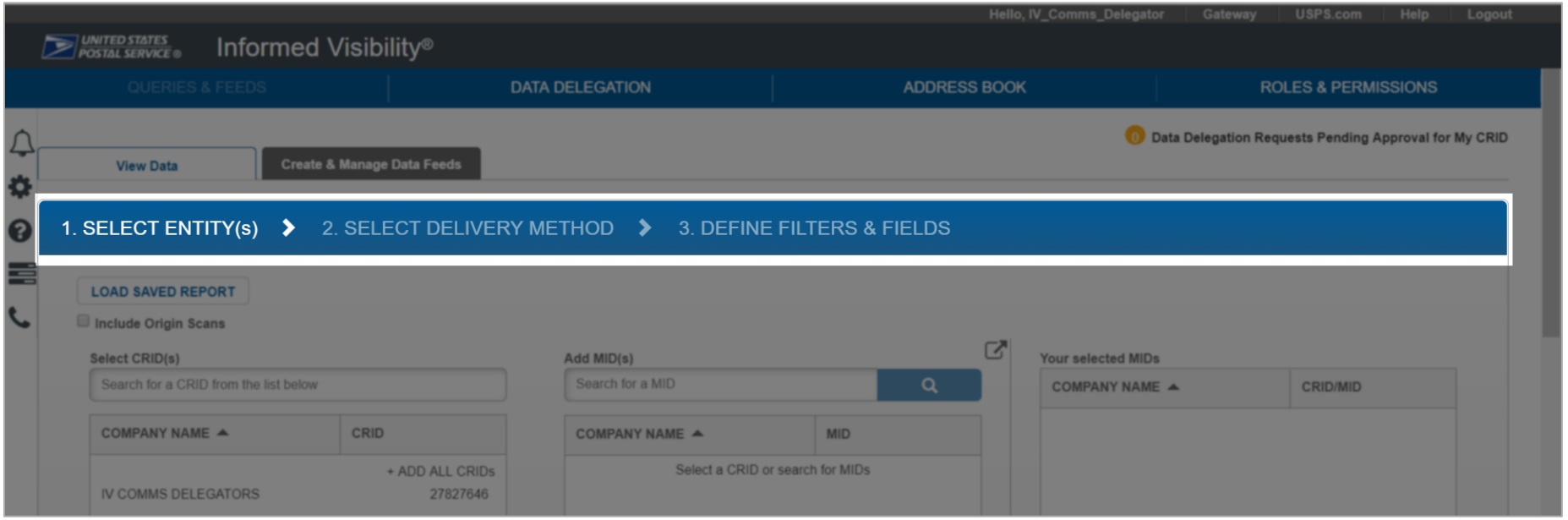


The Widget Sidebar provides access to:

- **Notifications**: your notifications inbox
- **Settings**:
  - **Email Preferences** – view and update your email address
  - **Notification Settings** – view & update where you receive notifications
- **Mail Tracking Help**: IV-MTR help page, with links for the tutorial videos, user guides, and PostalPro
- **Other Features**: Area of application set aside for additional functionality
- **Contact Us**: Contact info for the IV Solutions Center

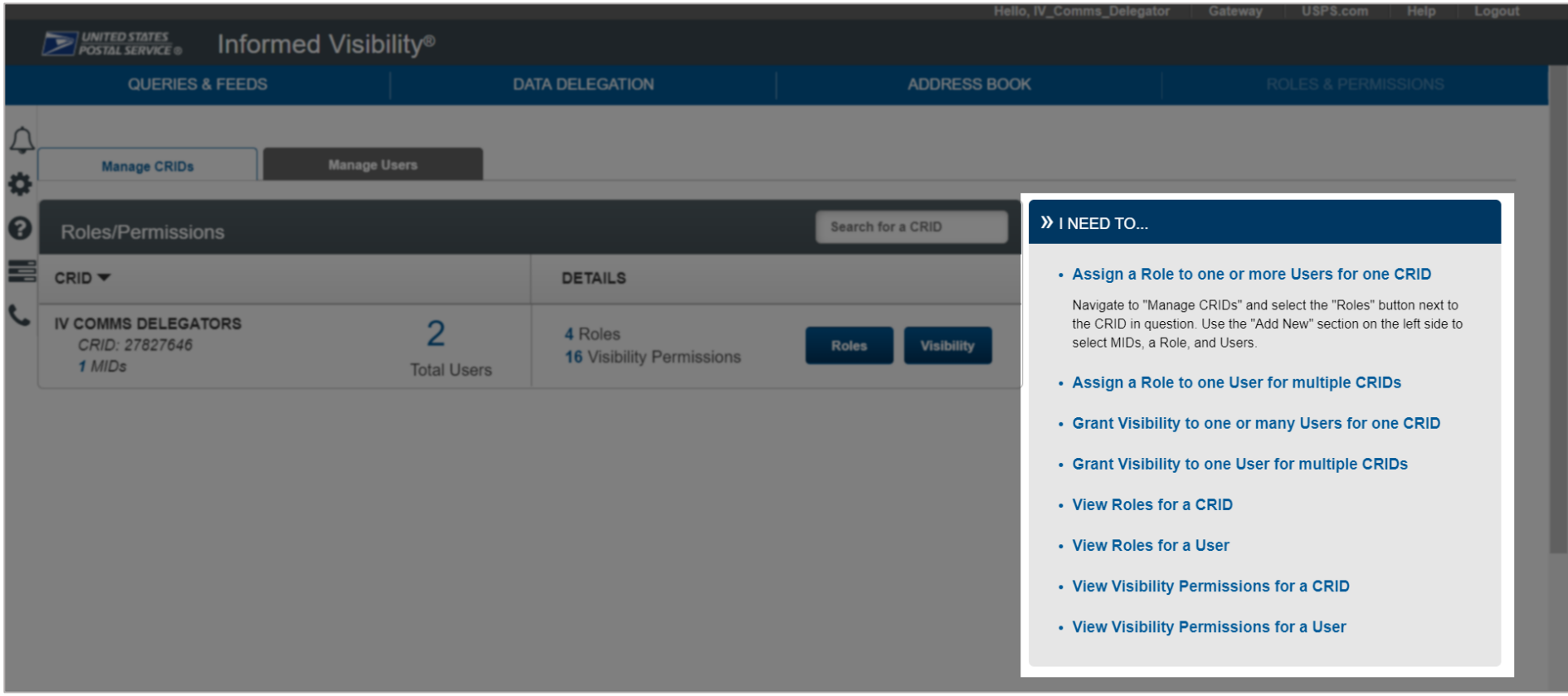
Process Overview Bar

Process Overview bars are available on some pages. They display the high-level steps you will take to complete an action.



Guidance Windows

Guidance Windows are available on select pages. They provide instructions for common actions available on that page.



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Features Available in IV-MTR

An overview of where IV-MTR's features are

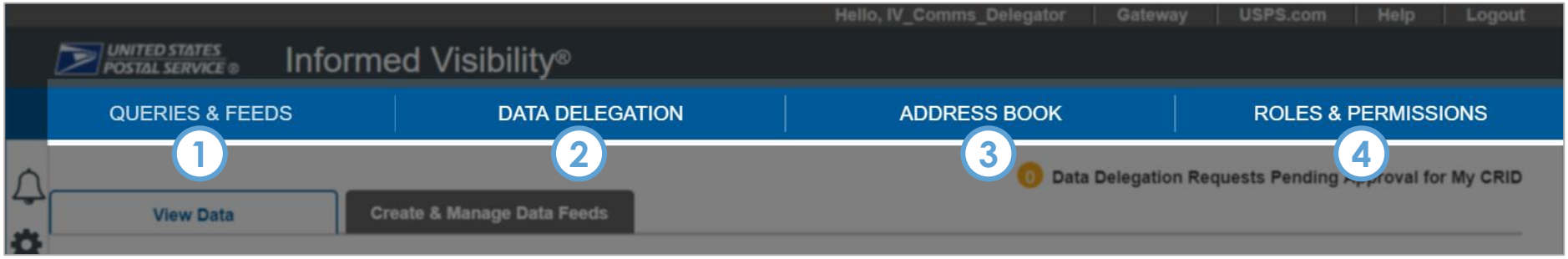
Access Levels

- **There are 3 levels of access in IV-MTR:**
  1. Business Service Administrator (BSA)
  2. BSA Delegate
  3. General User
- Different screens are available to different users.
- By default, your IV-MTR access level matches your BCG access level.
- To change your BCG access level, see the *Access Levels* section of the BCG Overview and Tour.

Areas of IV-MTR

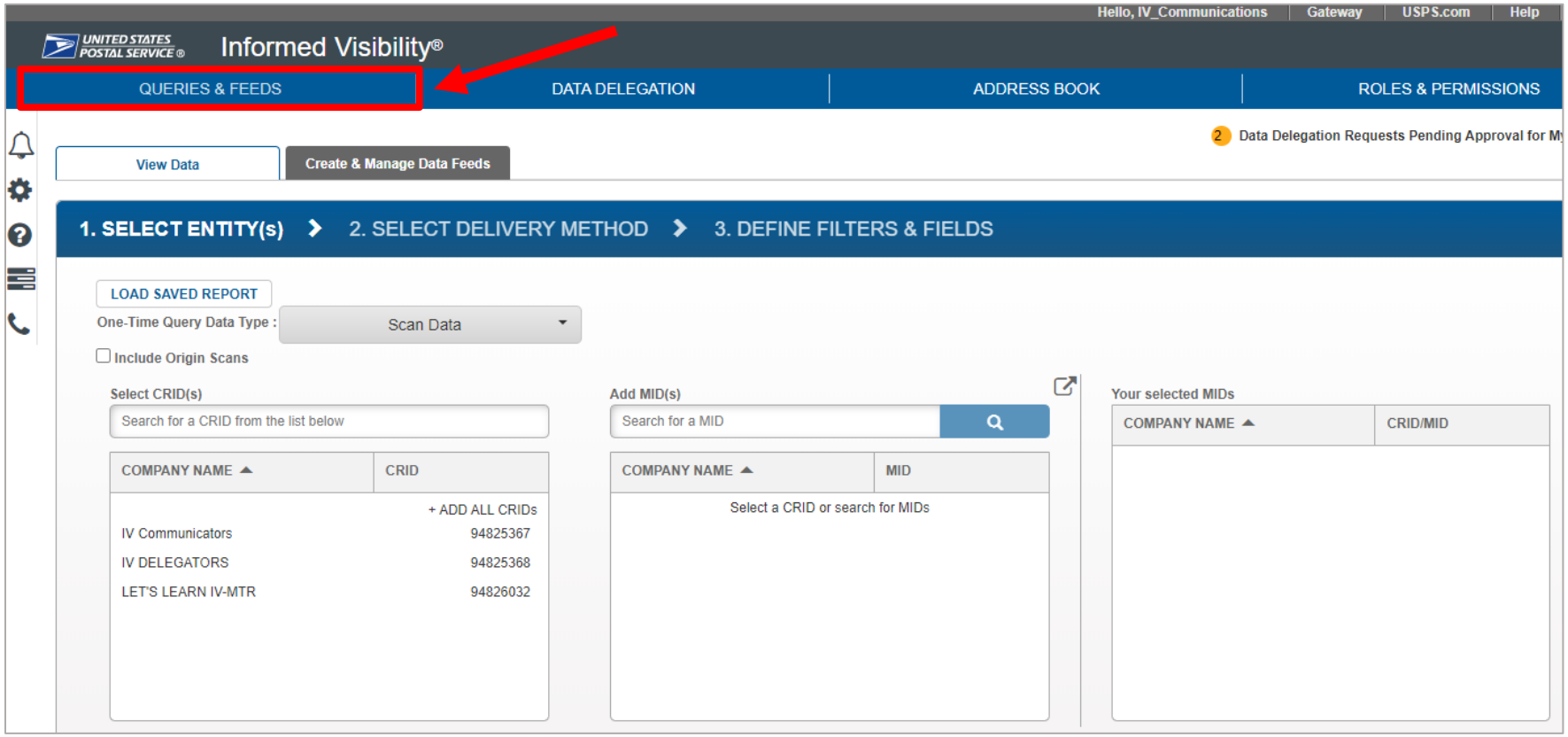
There are four main areas in IV-MTR:

1. Setting up data queries and feeds
2. Managing data delegation, or data other people have permission to view
3. Managing the address book to specify where data is received
4. Managing user roles and permission to control access



The Queries & Feeds area allows you to set up and view One-Time Queries (ad hoc reports) and Data Feeds (subscriptions)

- Note: EPS, MQD, & PPC data is only available as data feeds



Need help with Queries & Feeds?

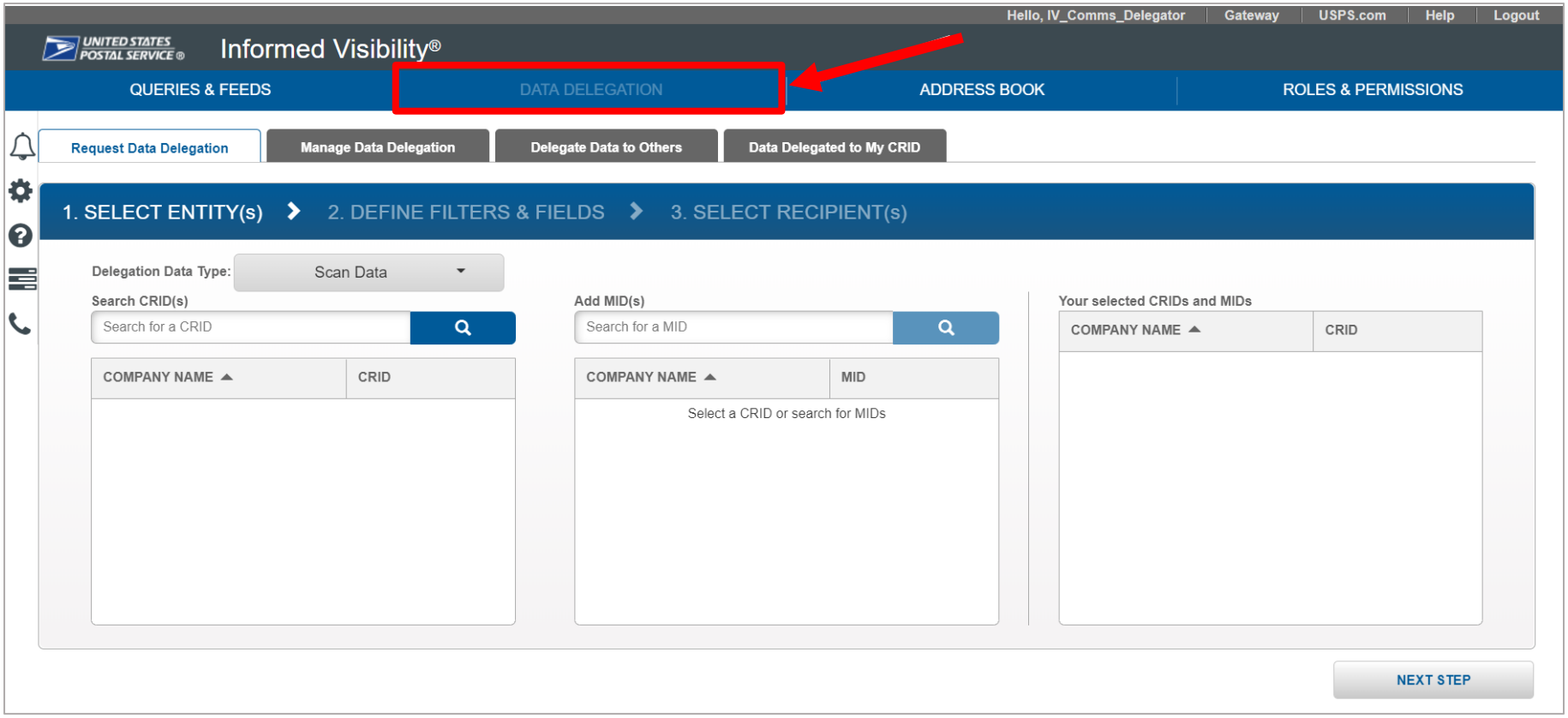
- IV-MTR resources related to Queries and Feeds are provided in the table below.

If You Want…	See…
Step-by-Step instructions for setting up a One-Time Query (OTQ)	• IV-MTR Quick Start Guide • One-Time Query tutorial videos (select "click here" on page) • Scan Data: The IV-MTR User Guide • IDPC: Provisioning IDPC through IV-MTR

Step-by-Step instructions for setting up a Data Feed	• Scan Data:
	  • IV-MTR Quick Start Guide
	  • Data Feed tutorial videos (select "click here" on page)
	• EPS & PPC: Provisioning EPS & PPC Data through IV-MTR
	• MQD: Provisioning MQD through IV-MTR
	• IDPC: Provisioning IDPC through IV-MTR

More details about OTQs and Data Feeds	The IV-MTR User Guide

The Data Delegation area allows you to view and manage data delegated to you or data you have delegated to other people.



Need help with Data Delegation?

- IV-MTR resources related to Data Delegation are provided in the table below.

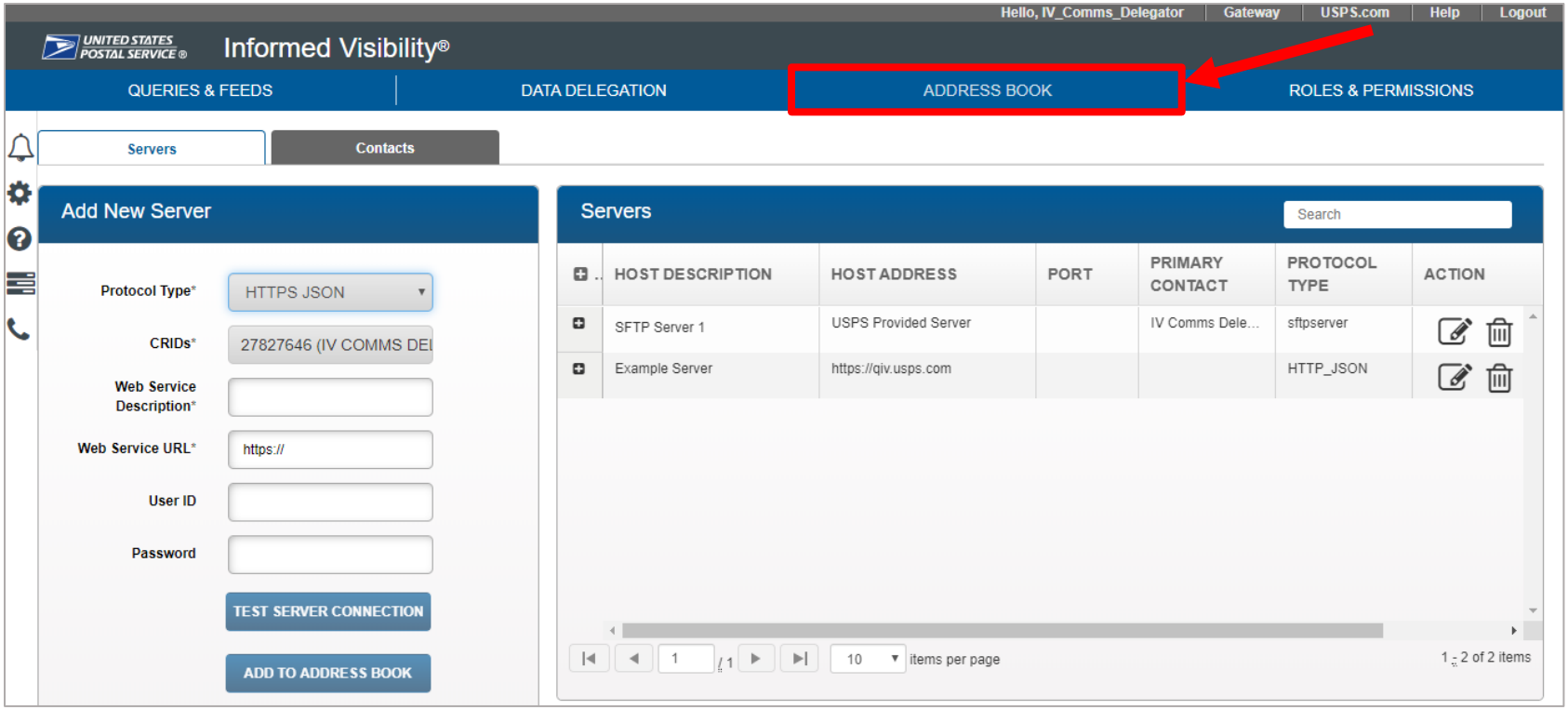
If You Want…	See…

Step-by-Step instructions for setting up Data Delegation	• Scan Data:
	  • The IV-MTR User Guide
	  • Data Delegation tutorial videos (select "click here" on page)
	• EPS & PPC: Provisioning EPS & PPC Data through IV-MTR
	• IDPC: Provisioning IDPC through IV-MTR
	• MQD: Provisioning MQD through IV-MTR

Forms to help set up Data Delegation	• Scan Data through Data Feed Form • EPS Form • IDPC Form • MQD Form • PPC Form
More details about Data Delegation	The IV-MTR User Guide

The Address Book area allows you to:

- Set up and view servers you have configured
- Set up & view contacts for IV-MTR, including email notification settings
- Set up & edit the IV-MTR Primary Contact for servers



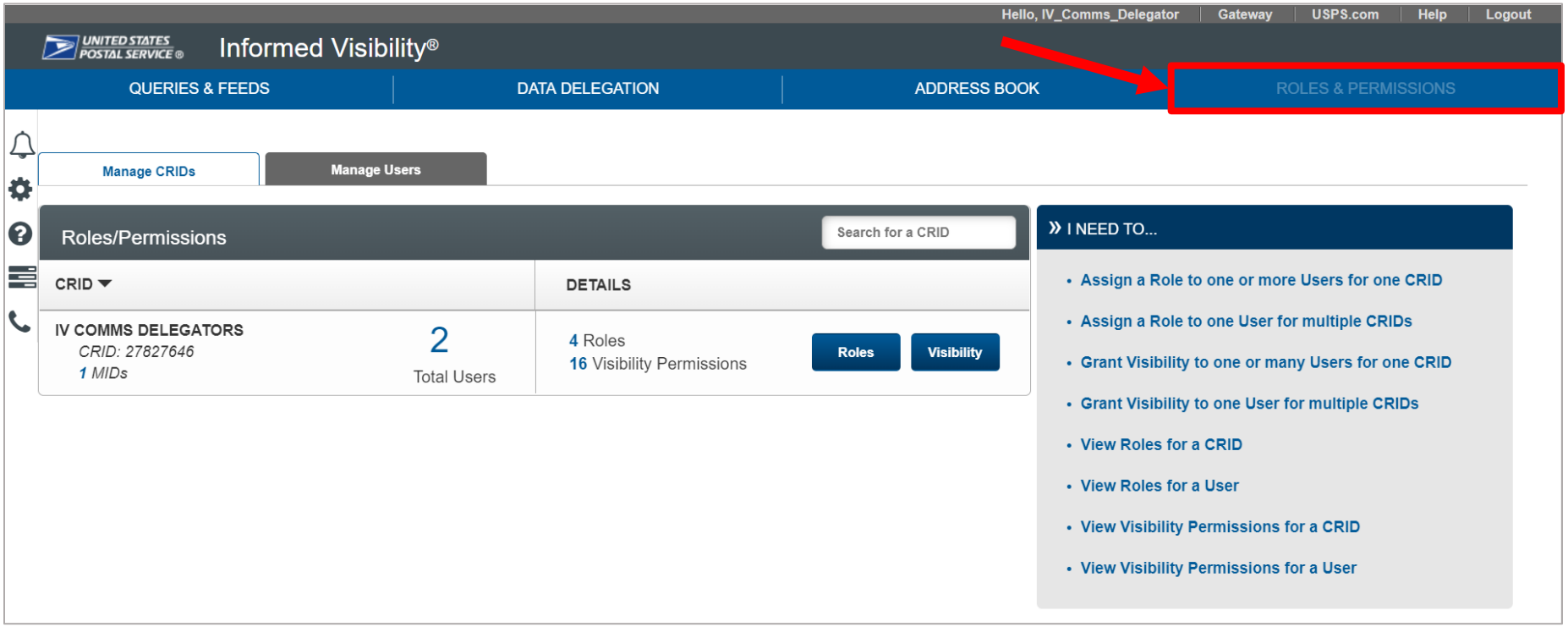
Need help with the Address Book?

- IV-MTR resources related to the Address Book are provided in the table below.

If You Want…	See…
Step-by-Step instructions for using the Address Book	• The IV-MTR User Guide • Address Book tutorial videos (select "click here" on page)

The Roles & Permissions area allows you to restrict or expand user access.

- At CRID or user level
- Can also create a company-specific default user level
- For a list of user roles, see IV-MTR User Roles



Need help with Roles & Permissions?

- IV-MTR resources related to Roles & Permissions are provided in the table below.

If You Want…	See…
Step-by-Step instructions for BSAs to manage users	The IV-MTR BSA Instructions
Step-by-Step instructions for setting up a new user	Applying for Access User Guide
More details about Roles & Permissions	• The IV-MTR User Guide • Roles & Permissions tutorial videos (select "click here" on page)

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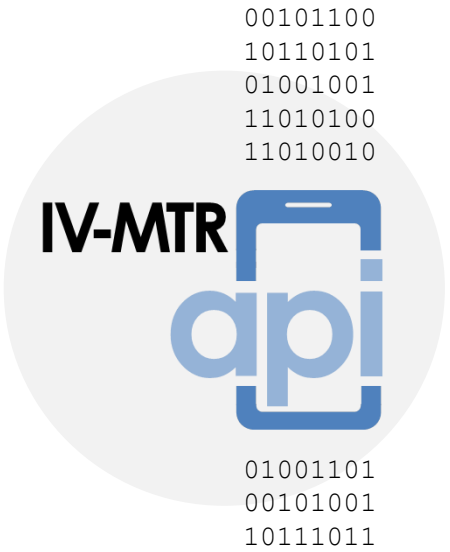
IV-MTR API

An overview of the IV-MTR Application Program Interface (API)

IV-MTR API

The IV-MTR API enables mailers to receive IV-MTR data through a lightweight data exchange

- Data available for 30 days after scan date
- Data accessible without using one-time queries or data feeds in the web application
- Administration (including data feeds and delegations) can be automated



Two types of APIs are available:

1. Mail Tracking Service – allows mailers to receive mail tracking data in near real-time
2. Admin – allows mailers to perform administrative functions without entering the IV-MTR web application

With IV-MTR APIs, mailers can develop apps that provide visibility into mailings.

Need help with the IV-MTR API?

- IV-MTR resources related to the IV-MTR API are provided in the table below.

If You Want…	See…
Answers to FAQs about the API	IV-MTR API FAQ
More details about the IV-MTR API, including sample requests and responses	The IV-MTR API Developer Toolkit

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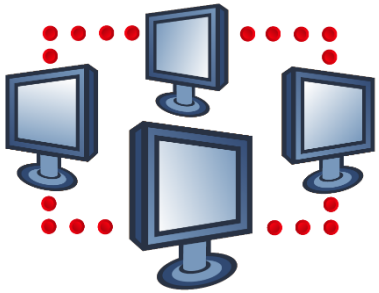
Key Terms

Basic terms for IV-MTR

IV-MTR Primary Contact

- **IV-MTR Primary Contact for Server** – Contact name required at time of server setup if you choose to set up a server in IV-MTR
  - Should be a **technical contact** who is able to remedy technical problems
  - **Do not enter an unmonitored or general mailbox**



- USPS monitors data transfers in IV-MTR
  - When a server data transfer error is detected, **USPS notifies the Primary Contact** for the server
  - Missing these notifications results in data loss

CRIDs & MIDs

There are **two key identifiers** used by USPS systems to locate your data. They are automatically assigned by BCG:

Customer Registration ID (CRID)

A unique ID number used to identify a physical business location (address). CRIDs connect a company location's information across all USPS systems.

- A company may have more than one CRID if it has more than one physical address.

Mailer Identifier (MID)

A unique ID number that identifies a specific mail owner, mailing agent, or other service provider.

- Each MID is owned by a CRID
- Companies may have multiple MIDs depending on mail volume

For more information about CRIDs and MIDs, see the Mailing Services section of PostalPro.

IV-MTR Roles

- IV-MTR allows you to expand a general user's access so they have permission to do certain actions by assigning them *roles*.
- The available roles are:

Role	Description	CRID or MID Level
Address Book Manager	Manages a CRID's address book	CRID only
Data Delegation Manager	Manages data delegation for a CRID or MID	MID or CRID
Report Manager	Creates and manages a CRID's public saved reports and portions of reports	CRID only
Roles and Permissions Manager	Assigns roles and permissions for a CRID or MID	MID or CRID
Subscription Manager	Creates and manages a CRID's data feeds (subscriptions)	CRID only

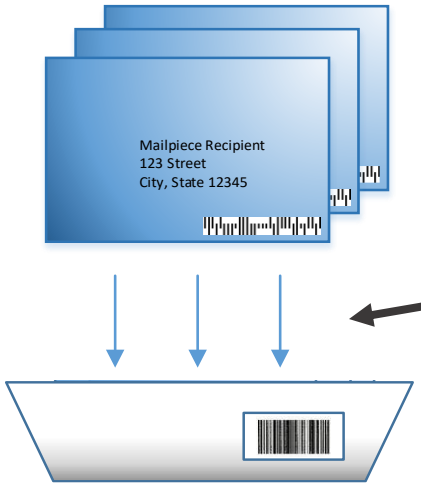
For more information about IV-MTR Roles, see the IV-MTR User Guide on PostalPro.

Nesting

Nesting – Insertion/association of smaller mail objects into a larger mail object. The smaller mail objects are then referred to as ***nested mail objects***, while the larger mail object is referred to as a ***composite mail object*** *(or mail aggregate or parent mail object)*.

Nesting association information is provided:

- Before USPS possession: by mailers (through eDoc)
- While in USPS possession: by USPS



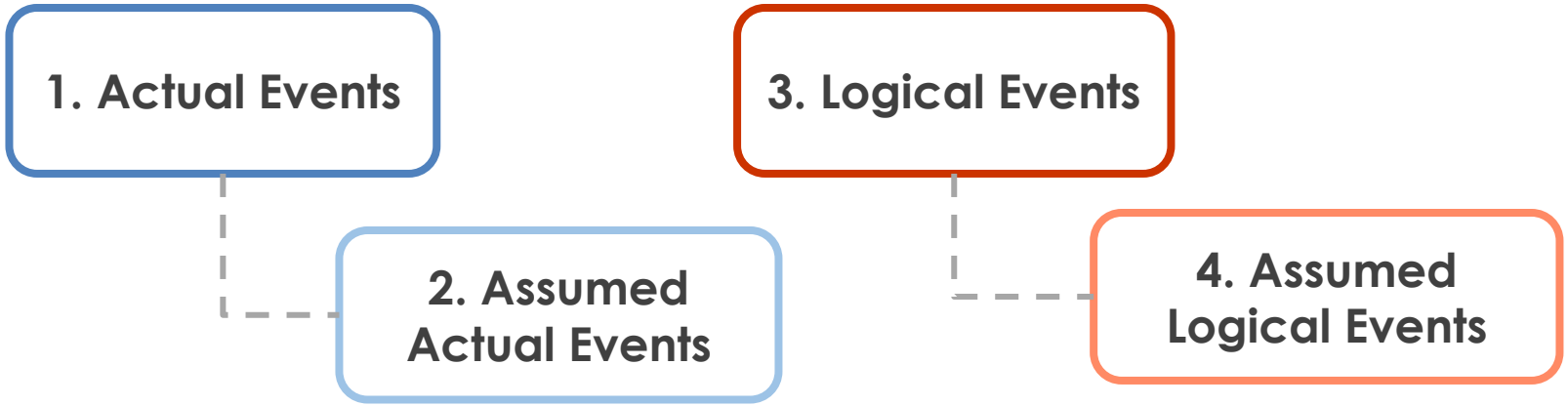
Nested Mail Objects
(can be: mailpieces, trays, bundles, sacks, handling units, or containers)

Nesting Association

Composite Mail Object
(can be: trays, bundles, sacks, handling units, containers, or transportation)

Handling Events

- **Handling Events** – Any change in the state of a mail object, including assembling, processing, sorting, scanning, staging, and transporting. May also be referred to as *scan events*.
  - Make it possible to track mail on its journey
  - Are assigned **Scan Event Codes** (also referred to as *Operation Codes*), which represent the type of sortation and/or equipment mail was processed on
    - Scan Event Codes are mapped to *Mail Phases*, which are broader groups of similar processing operations
  - Many handling events are made possible via nesting associations
- There are four categories of handling events in IV-MTR:

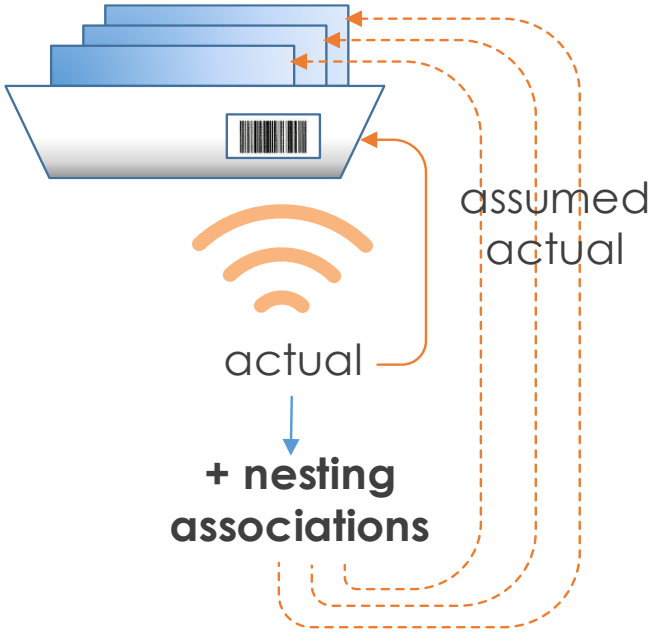


Actual Events

- **Actual Events** are created when a barcode is physically scanned by a machine or scanner
  - Generated by machines / scanners
  - Tell you the *actual location* of the mail in the mailstream

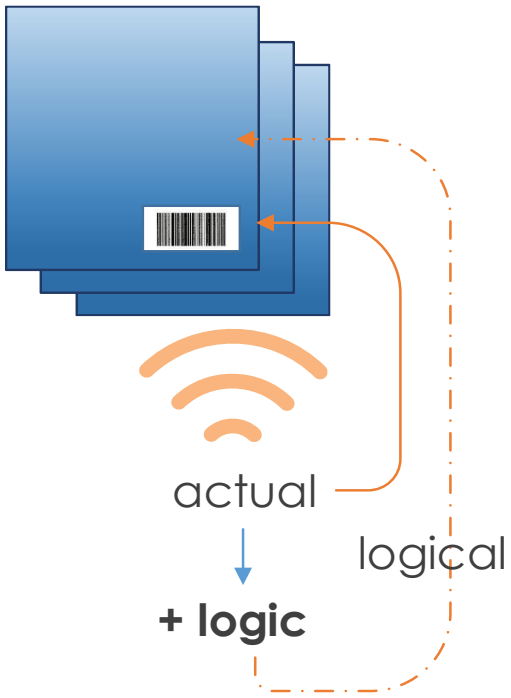
Assumed Actual Events

- **Assumed Actual Events** are automatically created and applied to nested mailpieces when their composite/parent mail object has an actual event
  - Generated by the IV-MTR system using information from Electronic Documentation (eDoc) or USPS
  - Are implied scans
  - Tell you the *implied location* of mail in the mailstream



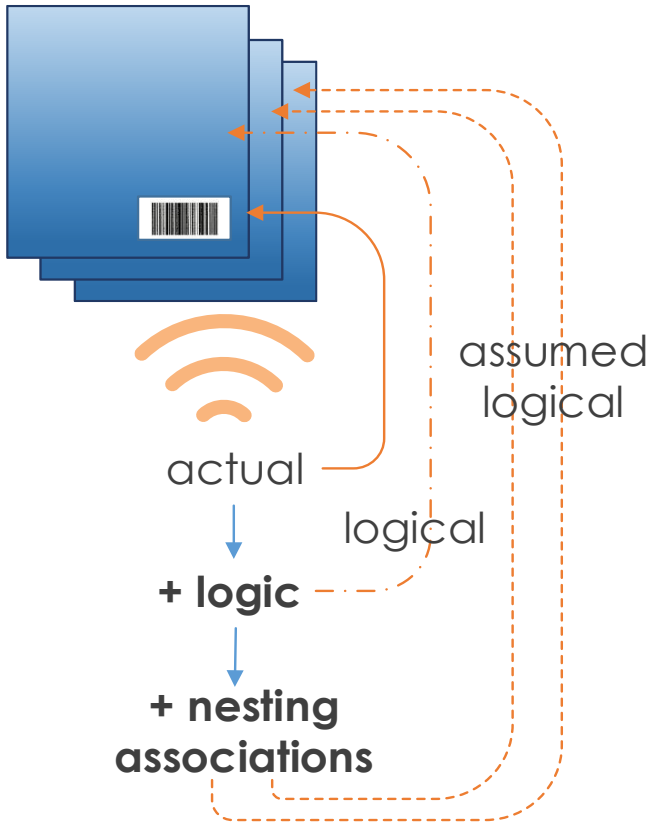
Logical Events

- **Logical Events** are generated when logic is applied to an actual event
  - Generated by IV-MTR system
  - Logic is based on business rules detailed in the IV-MTR User Guide
  - Tell you *expected delivery information* for mailpieces



Assumed Logical Events

- **Assumed logical events** are automatically created and applied to nested mailpieces when their composite/parent mail object has a logical event
  - Generated by the IV-MTR system



Types of Logical & Assumed Logical Events

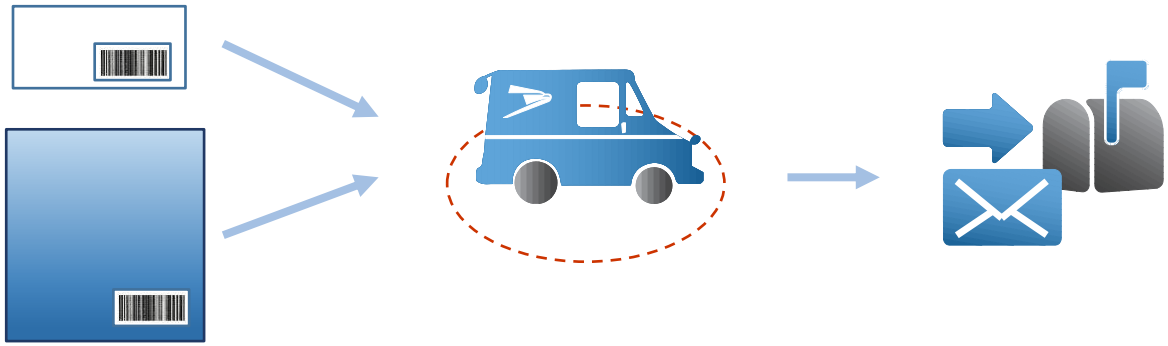
There are two types of logical and assumed logical events:

1. **Out for Delivery Event (bundles only)**
   - Automatically created when a bundle receives an actual bundle distribution scan
   - Logical event is applied to the bundle and assumed logical events are applied to the nested flats
     - Logical event tells you the *bundle has arrived at the delivery unit and been distributed*
     - Assumed logical event tells you *individual flats are assumed to have arrived at the delivery unit and been distributed*

Types of Logical & Assumed Logical Events

There are two types of logical and assumed logical events:

2. **Delivery Event**
   - Automatically created based on a combination of:
     - the last physical scan event available for the mailpiece,
     - the Anticipated Delivery Date, and
     - trigger criteria (including geofence breaking)
   - Tells you that it's *expected the mail has been delivered to the address*



Delivery Dates (ADD & EDD)

Delivery dates tell you when the Postal Service expects mailpieces to be delivered. IV-MTR can provision two types of dates:

Anticipated Delivery Date (ADD)

- Generated **after the expected last processing scan (or last mile operations scan)** (certification not required)
- Based on the last processing operation for the mailpiece

Expected Delivery Date (EDD)

- Generated **after a start-the-clock event is received** (certification not required)
- Based on the published origin entry and destination entry service standards for the mailpiece
- Is **static** – does not update after initial generation

Detailed information about the delivery dates is available in the External Data Dictionary and the IV-MTR User Guide.

UNITED STATES POSTAL SERVICE®

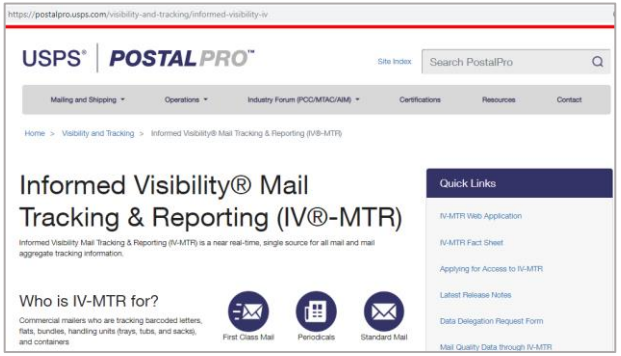
IV-MTR References & Resources

Where to find help when you need it

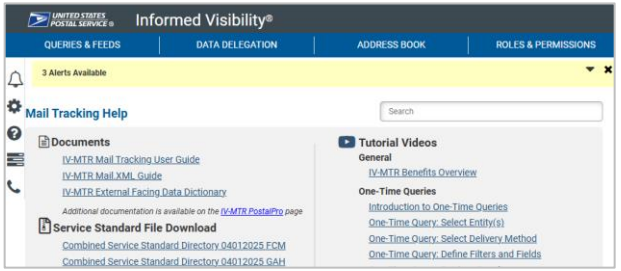
IV-MTR Resources

IV-MTR help is available in three places:

1. **PostalPro™ IV-MTR page** – a knowledge base with all IV-MTR documentation and resources



2. **IV-MTR Application** – the Help section of the IV-MTR website hosts the library of tutorial videos and provides links to select references on PostalPro™



3. **IV Solutions Center®** – a dedicated group of Help Desk professionals who can assist with any questions related to IV-MTR

IV SOLUTIONS CENTER®

PostalPro™ IV-MTR Page

The IV-MTR PostalPro Page provides a wealth of information about IV-MTR.

- **User Guides** provide step-by-step instructions for completing tasks. The IV-MTR User Guide provides the most in-depth information about IV-MTR.
- **Release Notes** keep you up to date on the latest features and updates added to IV-MTR
- **Fact Sheets and FAQs** provide commonly needed high-level information
- **Data Dictionaries** provide information about the actual data received through the IV-MTR application.
- **Reference Materials** provide resources that help you understand the your data
- **MTAC User Group 4** materials provide information about the open forum for USPS representatives and industry leaders to discuss the future of mail visibility

IV-MTR Help Page

The IV-MTR Help Page is available from within the IV-MTR application.

- **Tutorial videos** provide a library of step-by-step instructional guidance to walk you through using IV-MTR

- **PostalPro links** give you direct access to select PostalPro resources

IV Solutions Center

The IV Solutions Center is available to help answer any questions you have about IV-MTR.

InformedVisibility@usps.gov

1-800-238-3150, Option #2

7 AM to 5 PM CT, Monday through Friday

(closed USPS holidays)

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Appendix

Acronyms

Acronym	Definition
ADD	Anticipated Delivery Date
API	Application Program Interface
BCG	Business Customer Gateway
BSA	Business Service Administrator
CRID	Customer Registration ID
EDD	Expected Delivery Date
eDoc	Electronic Documentation
EPS	Enterprise Payment System
IDPC	Informed Delivery Post-Campaign
IMb	Intelligent Mail Barcode
IV-MTR	Informed Visibility – Mail Tracking & Reporting
MID	Mailer ID
MQD	Mail Quality Data
MTAC	Mailer's Technical Advisory Committee
OTQ	One-Time Query
PDD	Predicted Delivery Date
PPC	Package Platform Concept (legacy name for USPS Ship)
STID	Service Type ID
USPS	United States Postal Service

Change History

Date	Version	Description
June 2025	1.4	• Updated Landing Page image with new Reference Data documents content
April 2025	1.3	• Updated description of tutorial videos throughout; updated USPS Ship references
May 2021	1.2	• Updated Delivery Date information on slide 53
June 2020	1.1	• Updated with IDPC references throughout
March 2020	1.0	• Initial revision