

Intelligent Mail® Services

Increase the Value of Your Mail With the Latest Technology

Mailers have deposited billions of mailpieces with Intelligent Mail® barcodes. If you're not using this technology yet, here's something to consider. Beginning May 2011, to be eligible for automation discounts on letter-size and flat-size mailpieces, mailers will need to start using the IMb,™ with either Full Service or Basic options, in place of the POSTNET™ barcode.

Additionally, the PLANET Code® barcode, used with Confirm® service for mail tracking, will be retired. To receive Confirm service after May 2011, mailers will have to use the IMb.

Helping You Comply in May 2011... Two Intelligent Mail Options

Mail/Mail Containers	Basic ^a	Full-Service
Mailpieces	IMb is required	Unique IMb is required
Trays	IM tray barcode on labels is <i>optional</i>	Unique IM tray barcode on labels is required
Pallets	IM container barcode on placards is <i>optional</i>	Unique IM container barcode on placards is required

^a The Intelligent Mail basic option will enable compliance with May 2011 requirements and is a good transition for mailers considering full-service. Electronic documentation is optional with Intelligent Mail basic.

The Intelligent Mail® barcode...

- Holds all routing, sorting and additional services information in one barcode
- Enables unique identity of individual mailpieces
- Offers OneCode ACS® at less cost than traditional ACS®
- Provides more real estate on the envelope for marketing messages
- Allows customers to receive automation prices in May 2011

Apply the IMb to these mail classes and processing categories:

- First-Class Mail® letters and flats
- Standard Mail® letters and flats
- Periodicals letters and flats
- Bound Printed Matter flats
- Business Reply Mail®

Services available with the Basic option^b

- Manual address correction



- Traditional ACS
- OneCode ACS (automated address correction information)
- OneCode Confirm® (for mail tracking)
- Manual address correction with OneCode Confirm
- OneCode ACS with OneCode Confirm
- No services

^b May have multiple Service Type IDs within a single mailing. Each service has a fee and separate Service Type ID.

Benefits enabled by the Intelligent Mail barcode

- Reach the right recipients at the right time with automated address correction information provided by OneCode ACS. Improve response rates, drive revenue and reduce costly undeliverable-as-addressed (UAA) mail.
- Receive free Full-Service ACS™ with the Intelligent Mail full-service option.
- Track your mail with OneCode Confirm. Provide better customer service, predict payments and avoid collection calls.
- Monitor performance of mail consolidators and logistics providers with OneCode Confirm mail tracking.
- Improve the environment with reduced UAA mail and electronic postage payments.

Resources:

- Postal Service Mailpiece Design Analyst (Find yours at http://pe.usps.com/mpdesign/mpdfr_mda_lookup.asp)
- Postal Service District Business Mail Entry (Find yours at <http://www.usps.com/ncsc/locators/find-bme.html>)
- PostalOne!® Help Desk (800-522-9085 or postalone@usps.gov)
- RIBBS® Website at <http://ribbs.usps.gov/>
- DMM® Advisory
 - To subscribe to the DMM Advisory or to send comments and suggestions, email us at dmmadvisory@usps.com.
- Domestic Mail Manual (DMM) at http://pe.usps.gov/text/dmm300/dmm300_landing.htm

Business Customer Gateway

Steps for Customers to Acquire a Mailer ID

1. Go to [USPS.COM](https://usps.com). The link to the **Business Customer Gateway** is in the lower right corner. This link will take you to the Log-In page.
2. A current user may “Sign In” with an existing Username and Password. New users should click “Sign Up.”
3. On the “New User” “Sign Up” screen, create a Username and Password. Then click “Continue.”
4. On the “Profile Account Type” screen, select “**Business.**” (“Personal” will send you back to [USPS.COM](https://usps.com).) Then click “Continue.”
5. Create your Business Profile. Red asterisks indicate required information. Then click “Continue.”
6. Verify your Company Account Information on the Company Profile Summary. Then click “Edit” or “Continue.”
7. Agree to the Privacy Act Statement. Then click “Continue.”
8. On the Select a Business Service screen, select “Mailer ID.” Then click “Continue.”
9. New Users will have to go through the Business Service Administrator (BSA) process, click “I certify....”, then click “yes”.
10. On the “Business Service Administrator (Access Granted)” Page, click “Continue.”
11. “Business Customer Gateway” page opens. Click “Sign Out” at the top of page.
12. Go to your email and open the email from USPS. Scroll down to and Click “Sign in and get started link”.
13. At the Business Customer Gateway page, Log-in with user name and password.
14. On the Gateway page, click on Mailer ID under Design and Prepare.
15. On the “Welcome to the Mailer ID System” page, click “Request a MID.
16. At “Apply for MID” screen, use drop down arrow and select 9-digit MID, then select # of MIDs requested (1), then click Request MIDs.
17. At next screen, select “automatically generate this MID” and select “Full/Basic Service”, then click Request MIDs.
18. At next screen, system issues a new MID. Record this number and sign out.