SNAILWORKS™
Direct Mail Insights & Solutions

INFORMED VISIBILITY

INSIGHTS INTO HOW YOUR MAIL MOVES

UPSTATE PCC OF GREATER SOUTH CAROLINA

Dave Lewis, President

SNAILWORKS SERVICES

MAIL TRACKING *SERVICES*

INFORMED DELIVERY *ADVERTISING*

DIGITAL MARKETING *SUPPORT*

POLITICAL MAIL *TRACKING*

INFORMED VISIBILITY

IV is the latest iteration of the USPS mail tracking tools for letter and flat mail

INFORMED VISIBILITY

- Much more than mail piece tracking
  - Containers (pallets) scanned and tracked
  - Trays and bundles scanned and tracked
  - Container, tray, and bundle scans “assume” to the mail piece
- Tracking follows mail piece through entire delivery lifecycle – dock to delivery

WHAT'S IN AN INTELLIGENT MAIL BARCODE?

00747222222123456789217011224 08

- 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

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
- First scan tracking is particularly good

TRACKING FLATS

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

January 2021

OEL--State	Sum of Mailed	Sum of Scanned	Sum of %Scanned	Sum of Delivered	Sum of %Delivered	S
⊞3-DIGIT/SCHEME	1,490,501	1,483,292	100%	1,335,674	90%	
⊞5-DIGIT/SCHEME (INCLUDING FSS BUNDLES)	4,158,664	4,124,683	99%	3,738,425	90%	
⊞AREA DISTRIBUTION CENTER (ADC)	681,524	673,080	99%	650,238	95%	
⊞CARRIER ROUTE (CR), ENHANCED CARRIER ROUTE (ECR), AND FIRM	1,489,431	1,467,395	99%	886,828	60%	
⊞MIXED AREA DISTRIBUTION CENTER (MADC), ORIGIN MIXED ADC (OMX)	112,989	111,521	99%	93,678	83%	
Grand Total	7,933,109	7,859,971	99%	6,704,843	85%	

TWO STYLES OF TRACKING

Outbound – Destination Tracking

Inbound – Origin Tracking

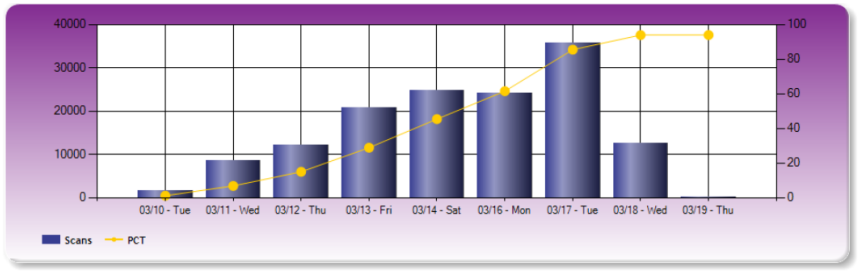
OUTBOUND (DESTINATION) TRACKING

- Uses the IMb applied by the mailer
- Every piece has its own IMb
- Follows mail from induction to delivery
- Lets mailers know what mail is delivered, and when

WHY TRACK YOUR OUTBOUND MAIL?

Know how much is delivered everyday

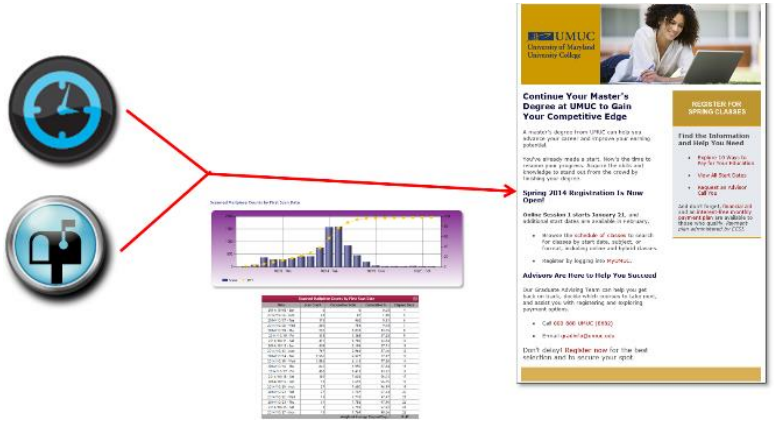
Prepare for response



Scanned Mailpiece Counts by Delivery Date				
Date	Scan Count	Cumulative Total	Cumulative %	Elapsed Days
2020/03/10 - Tue	1,686	1,686	1.13	8
2020/03/11 - Wed	8,455	10,141	6.79	9
2020/03/12 - Thu	12,196	22,337	14.96	10
2020/03/13 - Fri	20,745	43,082	28.86	11
2020/03/14 - Sat	24,668	67,750	45.38	12
2020/03/16 - Mon	24,050	91,800	61.50	14
2020/03/17 - Tue	35,804	127,604	85.48	15
2020/03/18 - Wed	12,579	140,183	93.91	16
2020/03/19 - Thu	30	140,213	93.93	17
		Weighted Average Elapsed Days:		12.92

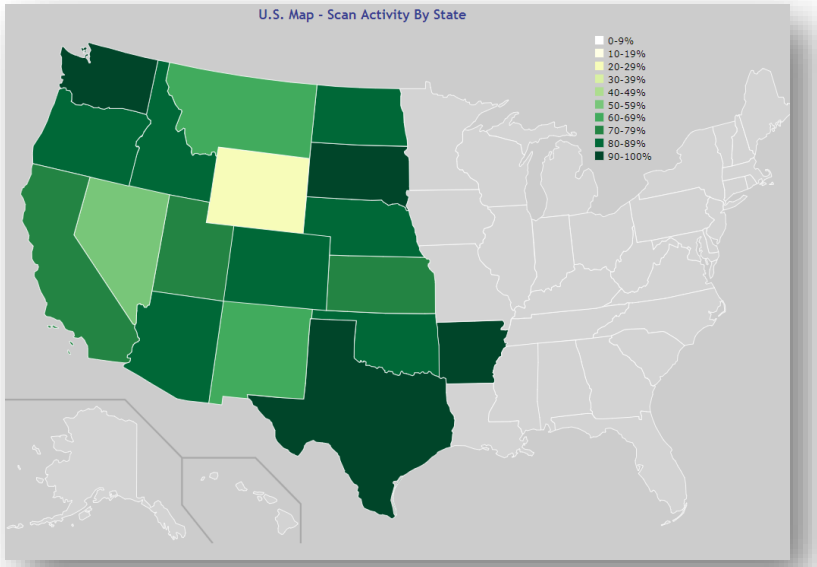
WHY TRACK YOUR OUTBOUND MAIL?

Coordinate other marketing efforts with your mail



Why Track Your Outbound Mail?

Identify and resolve USPS delivery issues



Scan Details For Mailpiece:

BarCode	ServiceTypeId	MID	Serial Number	*Delivery Date
50	274	107218	077453086	01/14/2020

Addressee
KEITH BOWEN 5851 COMSTOCK CT CYPRESS, CA 90630-461751

All Fields

Informed Visibility Scan Details

Scan Date	FCLT ID	Facility	Event Code	Description	Stop The Clock	Routing Code	eDoc	Container ID	Tray ID
1/9/2020 3:50:29 PM	84199	SALT LAKE CITY	878	Departed Facility	N	90630461751	00031450	000014	
1/9/2020 4:25:55 PM	84199	SALT LAKE CITY	874	Container Accepted	N	90630461751	00031450	000014	
1/9/2020 6:01:49 PM	84199	SALT LAKE CITY	438	Sortation/Distribution	N	90630461751	00031450	000014	
1/10/2020 10:03:15 PM	89199	JAMES C BROWN JR FACILITY	439	Sortation/Distribution	Y	90630461751	00031450	000014	
1/11/2020 1:23:41 AM	89199	JAMES C BROWN JR FACILITY	865	Bundle Nested in Container by USPS	N	90630461751	00031450	000014	
1/11/2020 2:33:46 AM	89199	JAMES C BROWN JR FACILITY	878	Departed Facility	N	90630461751	00031450	000014	
1/11/2020 10:14:13 AM	89301	ELY	870	Distributed to carriers at Local Facility	Y	90630461751	00031450	000014	
1/11/2020 10:14:41 AM	89301	ELY	516	Out for Delivery	Y	90630461751	00031450	000014	
1/11/2020 3:35:12 PM	90630	CYPRESS SOUTH	517	Delivered	Y	90630461751	00031450	000014	
1/13/2020 3:33:54 PM	92799	SANTA ANA WINDOW SVCS	145	Sortation/Distribution	Y	90630461751	00031450	000014	
1/13/2020 6:31:49 PM	92799	SANTA ANA WINDOW SVCS	146	Sortation/Distribution	Y	90630461751	00031450	000014	
1/14/2020 4:33:38 PM	90630	CYPRESS SOUTH	517	Delivered	Y	90630461751	00031450	000014	

Informed Visibility - Container Scans

IMcb	Container ID	Appointment ID	Bundles	Container ZIP	Parent Container	Sibling Container	Submitter CRID	Description	Class	Shape	Pieces	Scan Date/Time	Scan Facility	Sc Sta
99M106558000000097712	000014		22	840			4539764	Actual	Periodicals	Flat	238	1/9/2020 2:25:55 PM	SALT LAKE CITY ASF	U
99M106558000000097712	000014		22	840			4539764	Actual	Periodicals	Flat	238	1/9/2020 1:50:29 PM	SALT LAKE CITY	U

WHY TRACK YOUR OUTBOUND MAIL?

Monitor logistics providers

Informed Visibility Scan Details

Scan Date	FCLT ID	Facility	Event Code	Description	Stop The Clock	Routing Code	H
3/10/2020 10:11:00 AM	27676	WESTGATE	873	FAST Appointment Arrived	N	27514780312	
3/10/2020 10:42:04 AM	27676	WESTGATE	874	Container Accepted	N	27514780312	
3/13/2020 2:58:18 AM	27676	WESTGATE	918	Sequenced for Delivery - 1st Pass	Y	27514780312	
3/13/2020 3:52:43 AM	27676	WESTGATE	919	Final Sequencing for Delivery	Y	27514780312	
3/13/2020 10:38:17 AM	27514	FRANKLIN STREET	517	Delivered	Y	27514780312	

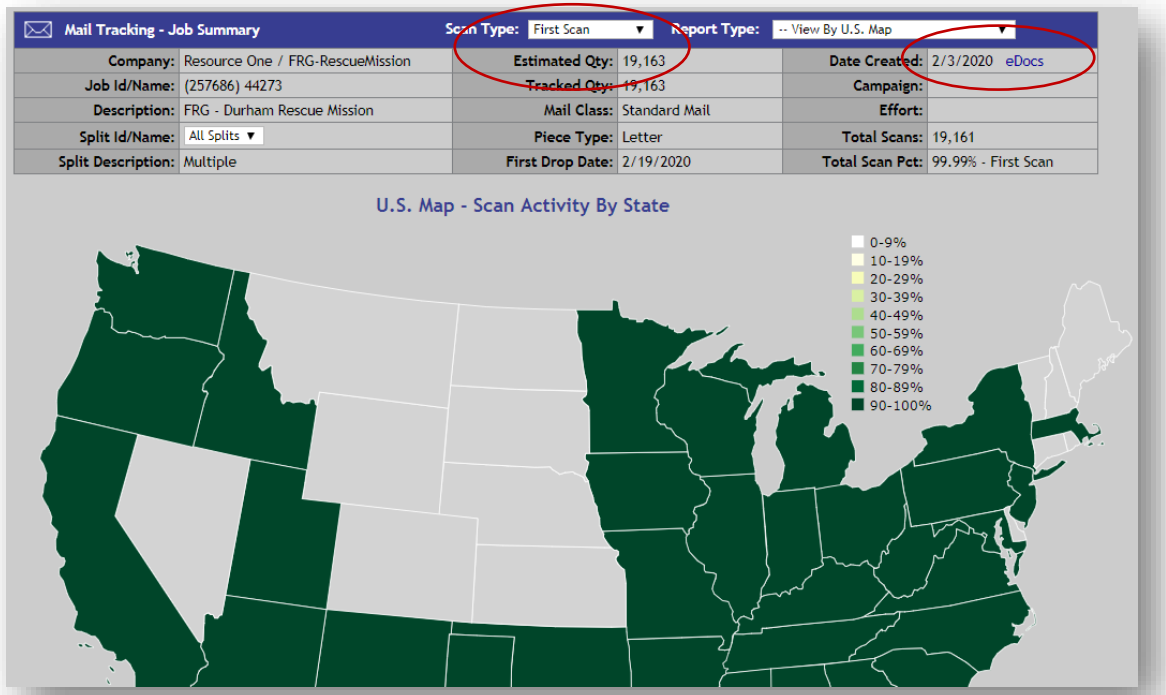
Informed Visibility - Container Scans

IMcb	Container ID	Appointment ID	Bundles	Container ZIP	Parent Container	Sibling Container	Submitter CRID	Description	Class	Shape
99M898811D92900000125	000125	125442914	48	275			11722522	Actual	Standard	Letter

WHY TRACK YOUR OUTBOUND MAIL?

Document that you have inducted all of your mail

- Seamless
- Comingled



WHY TRACK YOUR OUTBOUND MAIL?

Provide due diligence of mailing cancellation notices, other legal notices

- IV proves piece was mailed, can replace Certificate of Mailing

INFORMED VISIBILITY AND SEAMLESS

- IV provides documentation of mailing. Seamless proves you paid for what you mailed. IV proves you mailed what you were paid for.
- IV provides protection against undocumented mail assessments. A tracked piece is a documented piece. USPS only keeps eDoc data 45 days – IV…as long as you like

INBOUND (ORIGIN) TRACKING

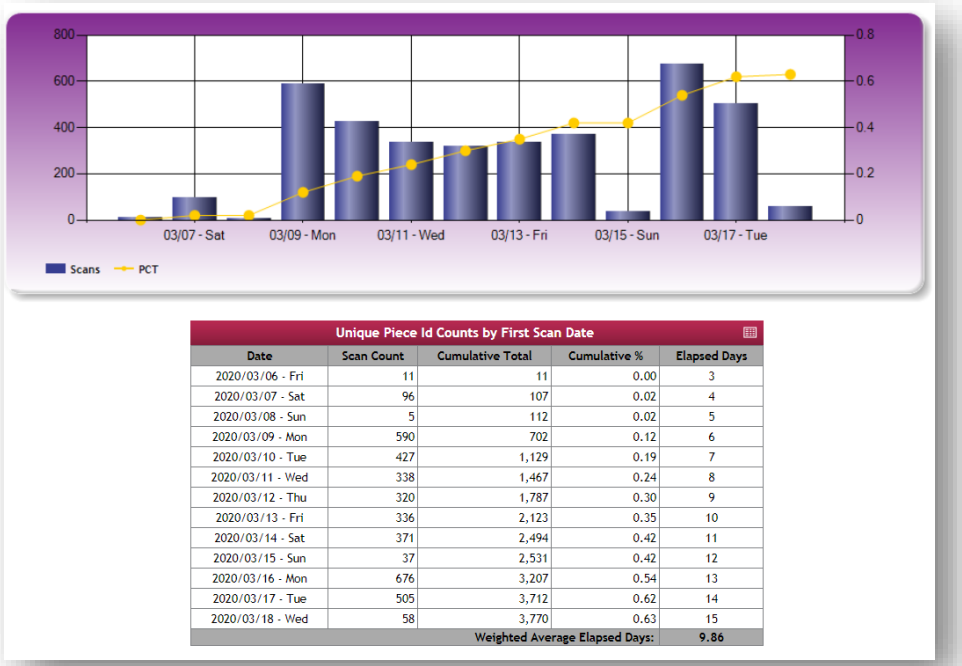
- Mail is gathered and inducted at Sectional Center
- Run through facer/canceller or sorter
- Intelligent Mail barcode scanned

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

WHY TRACK YOUR INBOUND MAIL?

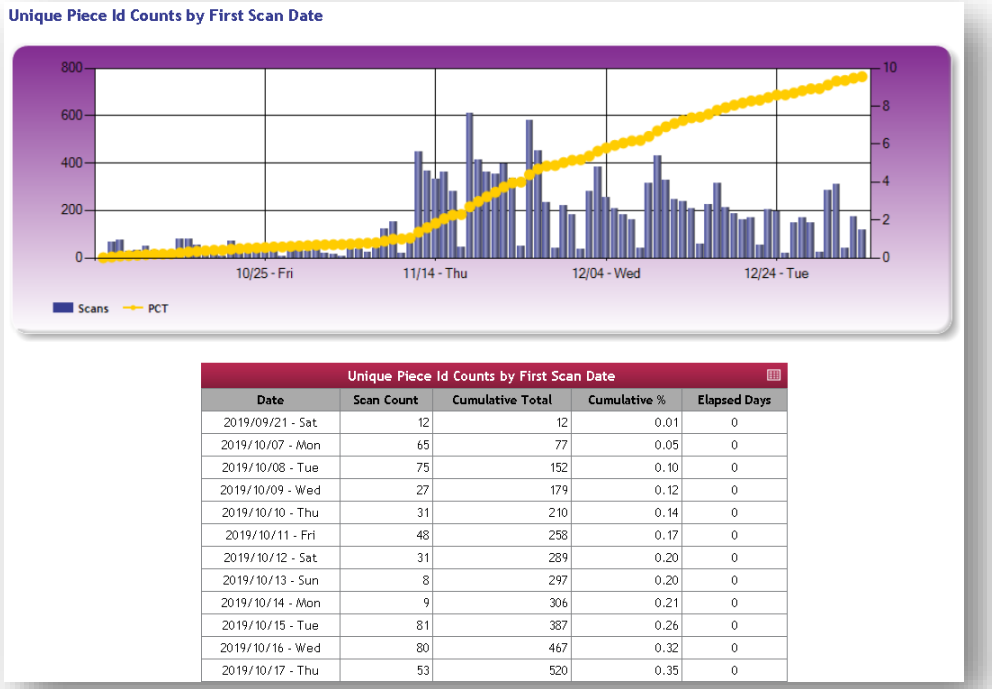
Measure response as soon as it's mailed



Unique Piece Id Counts by First Scan Date

Date	Scan Count	Cumulative Total	Cumulative %	Elapsed Days
2020/03/06 - Fri	11	11	0.00	3
2020/03/07 - Sat	96	107	0.02	4
2020/03/08 - Sun	5	112	0.02	5
2020/03/09 - Mon	590	702	0.12	6
2020/03/10 - Tue	427	1,129	0.19	7
2020/03/11 - Wed	338	1,467	0.24	8
2020/03/12 - Thu	320	1,787	0.30	9
2020/03/13 - Fri	336	2,123	0.35	10
2020/03/14 - Sat	371	2,494	0.42	11
2020/03/15 - Sun	37	2,531	0.42	12
2020/03/16 - Mon	676	3,207	0.54	13
2020/03/17 - Tue	505	3,712	0.62	14
2020/03/18 - Wed	58	3,770	0.63	15
		Weighted Average Elapsed Days:		9.86

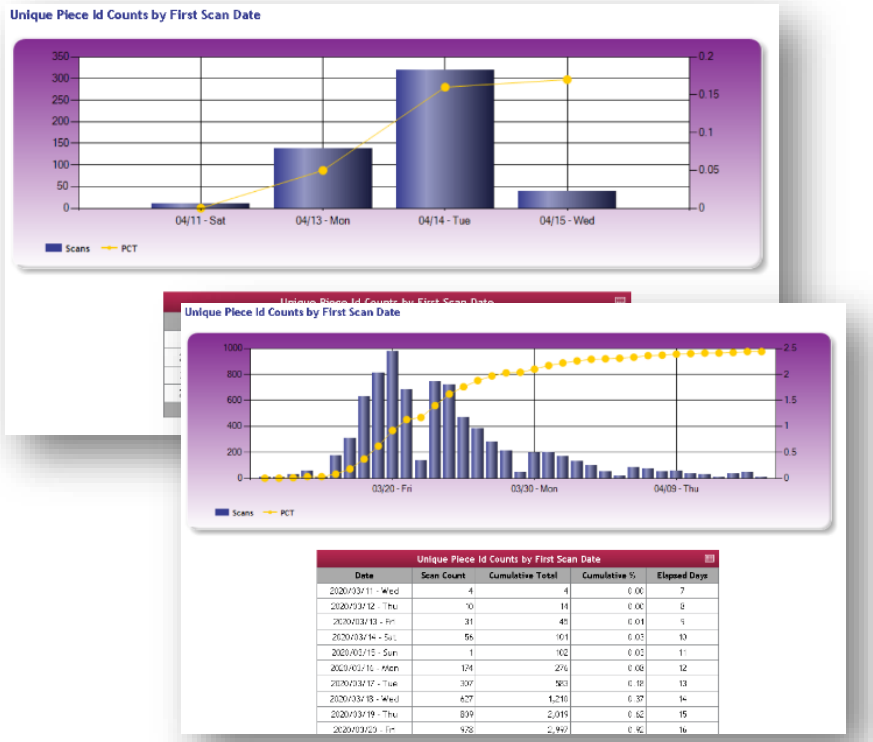
CREATING REPORTS



Unique Piece Id Counts by First Scan Date

Date	Scan Count	Cumulative Total	Cumulative %	Elapsed Days
2019/09/21 - Sat	12	12	0.01	0
2019/10/07 - Mon	65	77	0.05	0
2019/10/08 - Tue	75	152	0.10	0
2019/10/09 - Wed	27	179	0.12	0
2019/10/10 - Thu	31	210	0.14	0
2019/10/11 - Fri	48	258	0.17	0
2019/10/12 - Sat	31	289	0.20	0
2019/10/13 - Sun	8	297	0.20	0
2019/10/14 - Mon	9	306	0.21	0
2019/10/15 - Tue	81	387	0.26	0
2019/10/16 - Wed	80	467	0.32	0
2019/10/17 - Thu	53	520	0.35	0

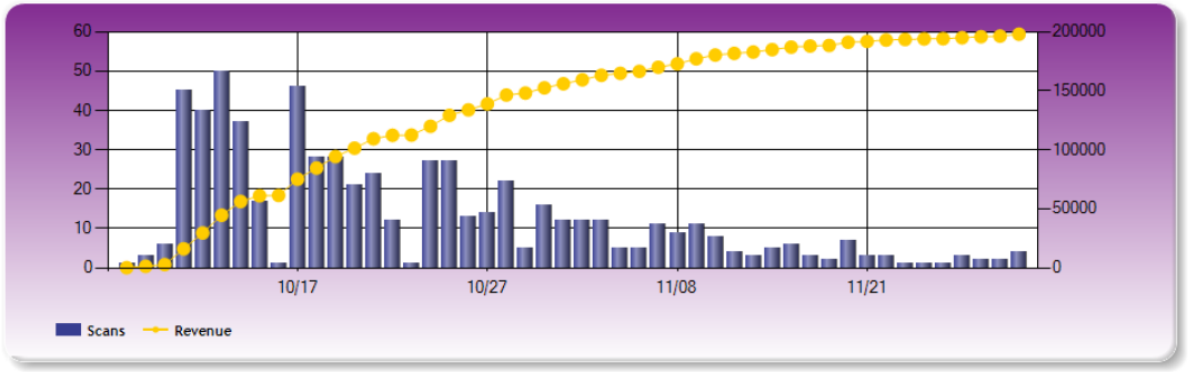
Same envelope, many renewals



One envelope each project

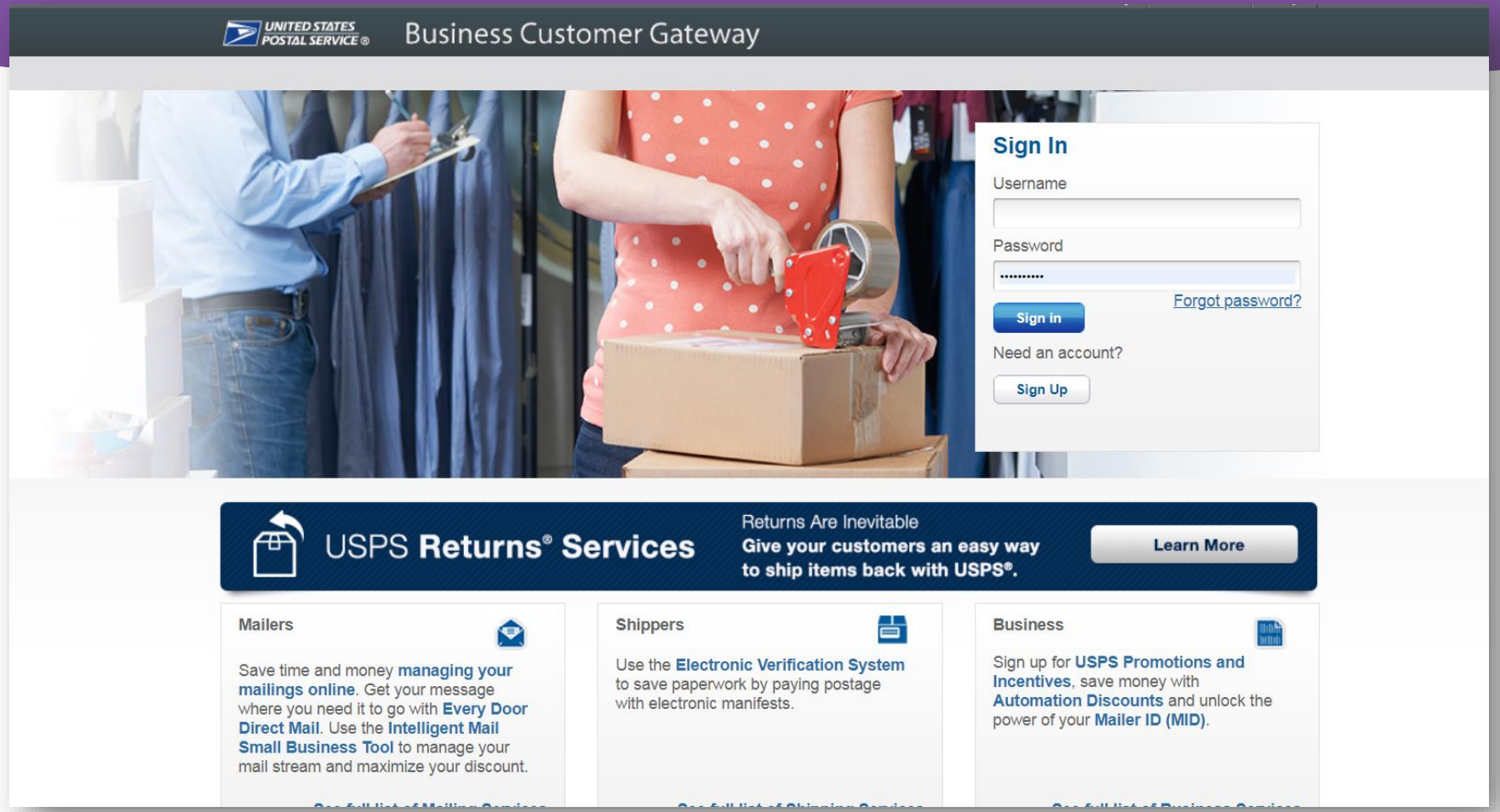
WHY TRACK YOUR **INBOUND** MAIL?

- Anticipate revenue with Unique IMb
- Suppress further billing/collection efforts



Total Revenue: $6,496,980		Inbound Revenue By Scan Date			
Date	Scan Count	Cumulative Scans	Cumulative %	Revenue	Cumulative Revenue
2016/10/07	1	1	0.00	$140.00	$140.00
2016/10/08	3	4	0.01	$1,145.00	$1,285.00
2016/10/10	6	10	0.01	$1,415.00	$2,700.00
2016/10/11	45	55	0.08	$13,368.75	$16,068.75
2016/10/12	40	95	0.13	$13,462.08	$29,530.83
2016/10/13	50	145	0.20	$15,038.75	$44,569.58
2016/10/14	37	182	0.26	$11,592.50	$56,162.08
2016/10/15	17	199	0.28	$4,940.00	$61,102.08
2016/10/16	1	200	0.28	$255.00	$61,357.08
2016/10/17	46	246	0.35	$13,768.75	$75,125.83
2016/10/18	28	274	0.39	$9,420.00	$84,545.83
2016/10/19	28	302	0.43	$9,800.00	$94,345.83
2016/10/20	21	323	0.46	$7,033.75	$101,379.58

WORKING WITH IV



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
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27676,463,10/26/2015 06:24:20,27604221400,00271107323060164840
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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

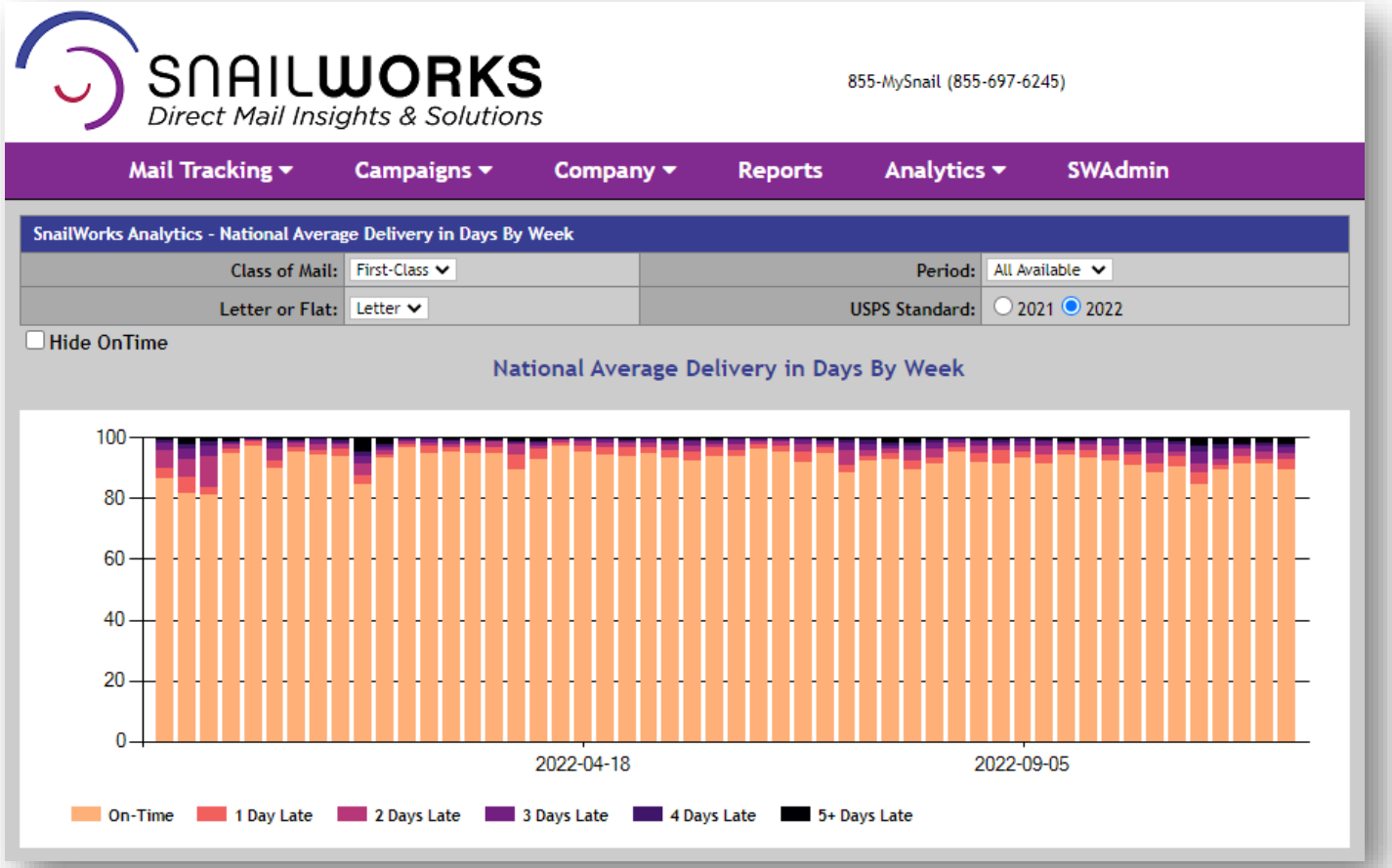
Mail Tracking Vendors (not affiliated with USPS)

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.

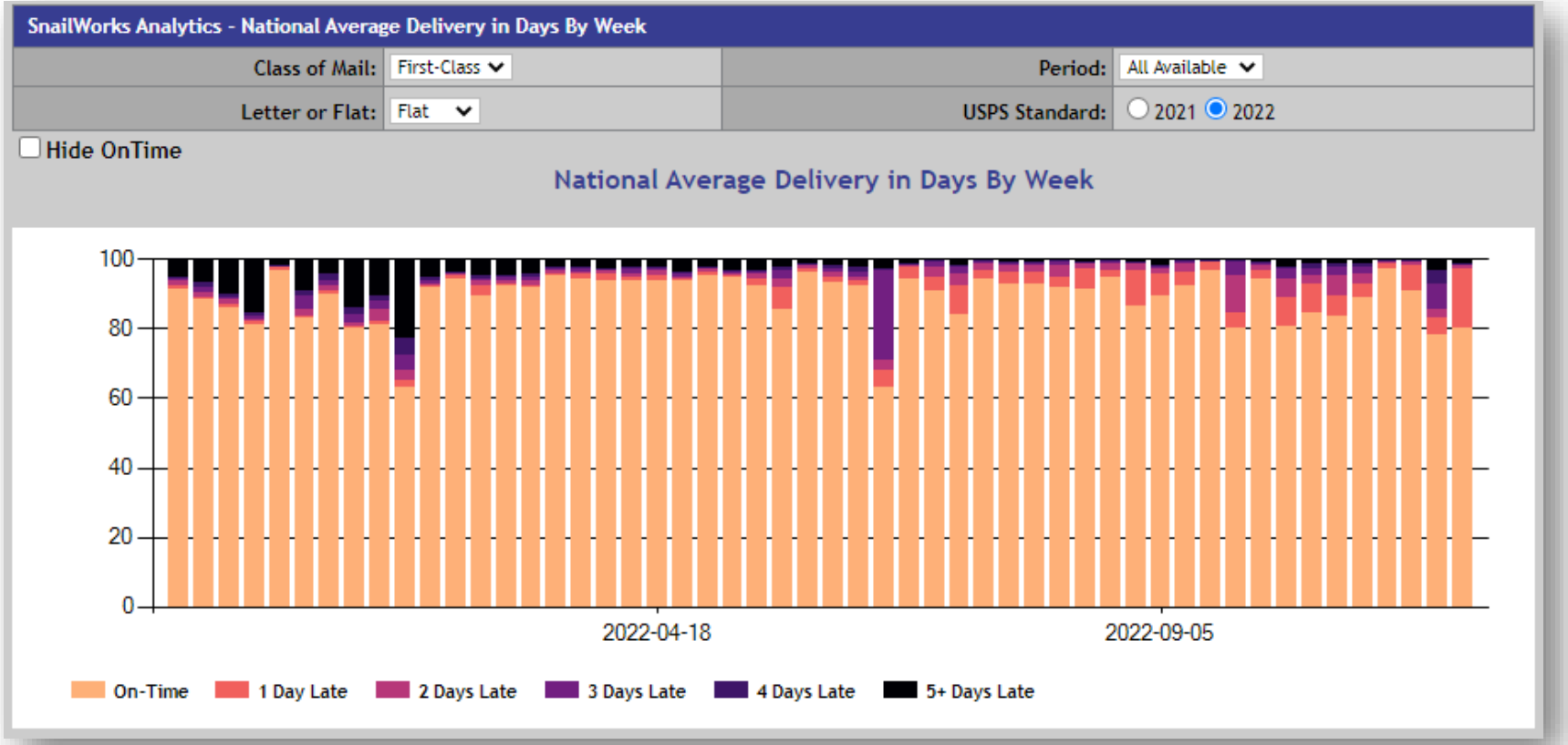
The listed vendors are provided as a convenience and for informational purposes only. **This list does not constitute endorsement or approval by the United States Postal Service.** The list is open to all interested third party vendors. To be added to the list, please use the form below.

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

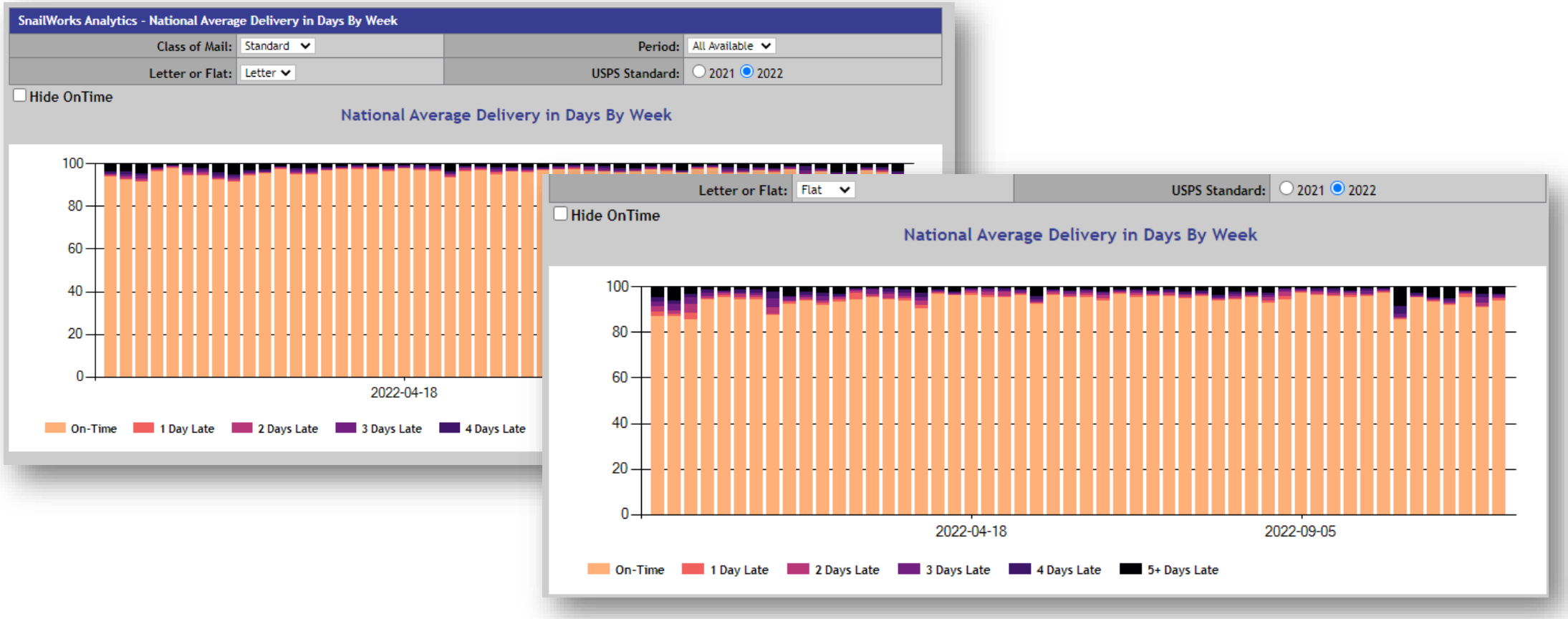
DELIVERY TODAY



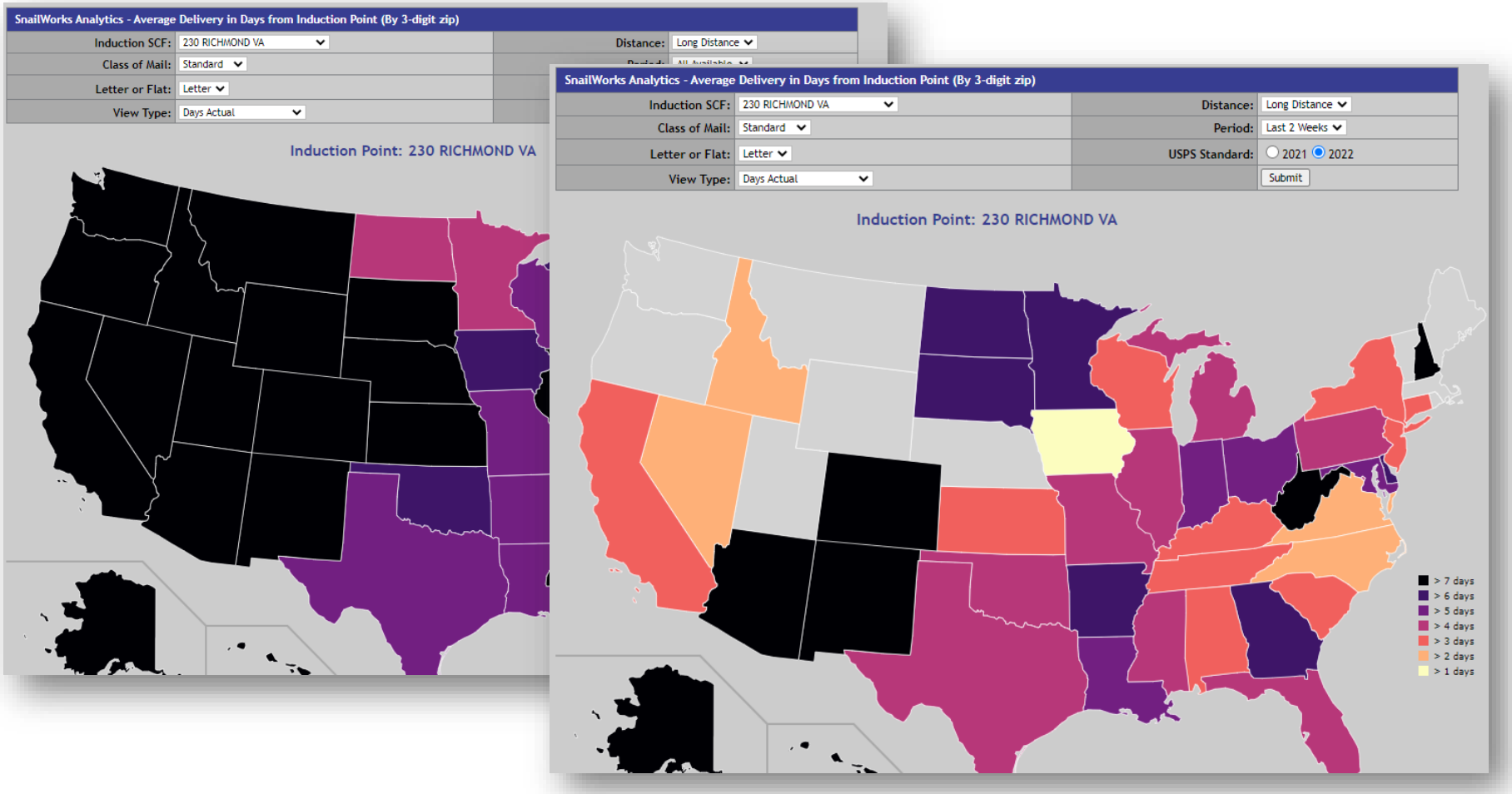
FIRST-CLASS FLATS



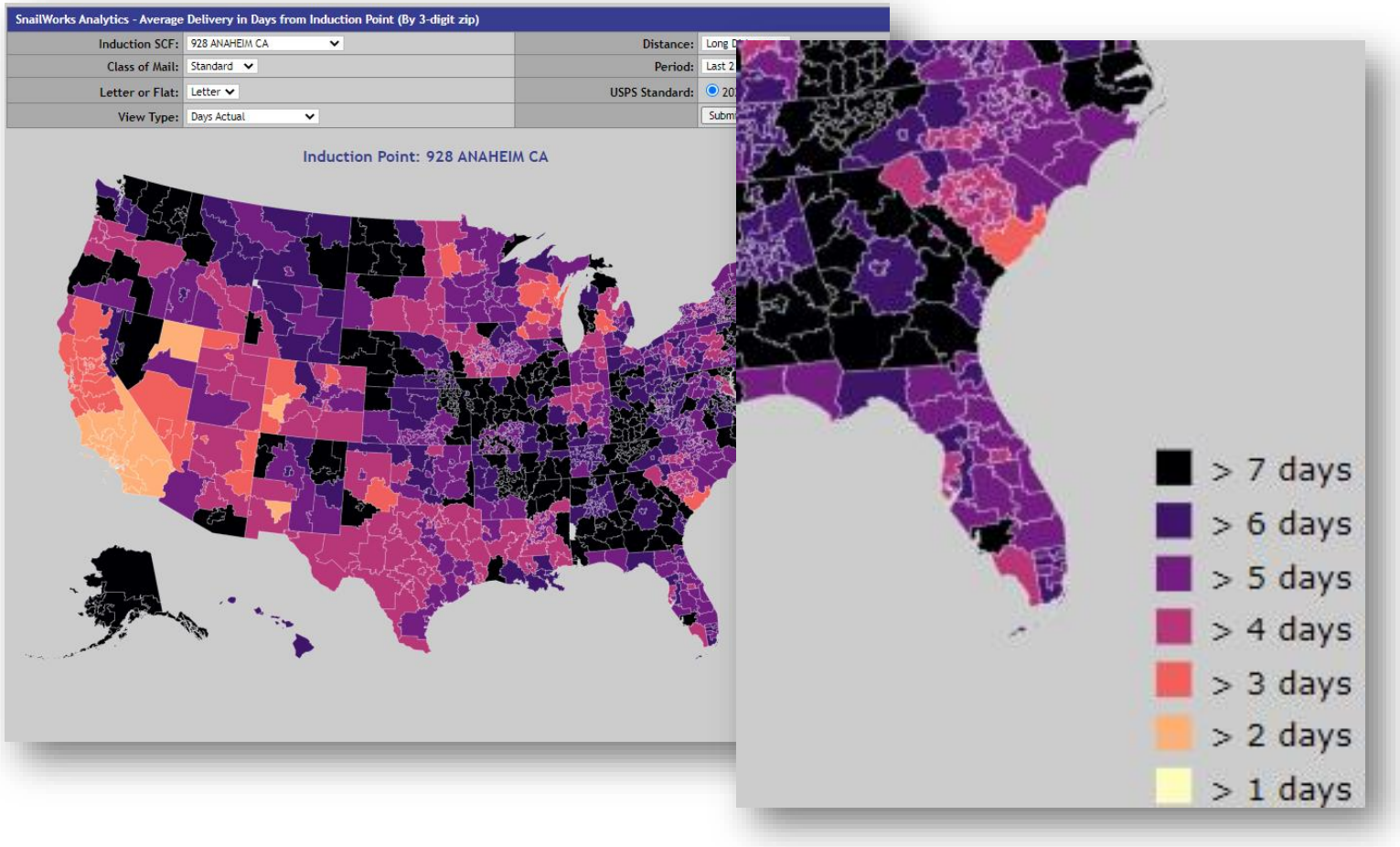
MARKETING MAIL



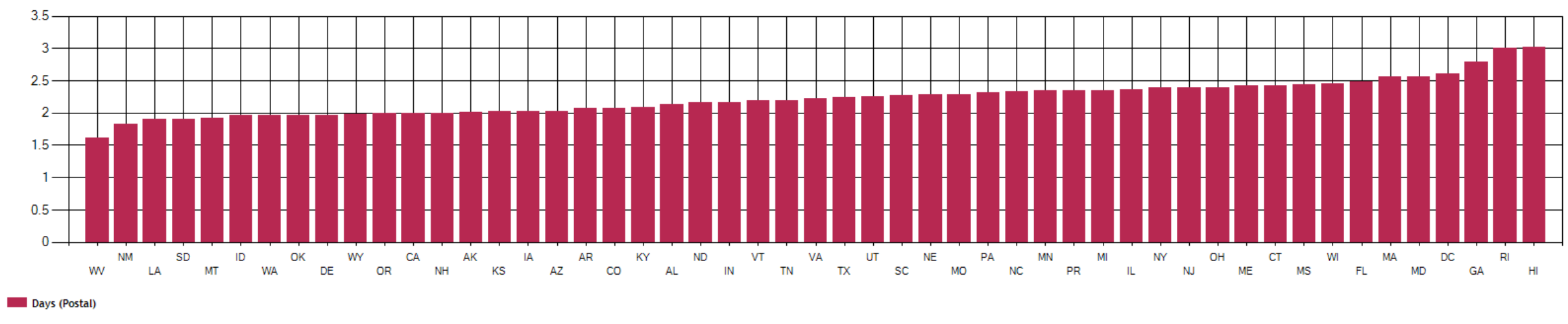
MARKETING MAIL FROM RICHMOND



MARKETING MAIL FROM ANAHEIM, CA



INTRA-SCF MARKETING MAIL



TRACKING TODAY

In an uncertain environment, add reassurance for your clients by adding control and insight into their mail

RESOURCES

Postalpro.usps.com

SnailWorks.com

Your local USPS rep

SNAILWORKS™
Direct Mail Insights & Solutions

My mother-in-law never got the mail piece.

Did anybody?

Questions?

Dlewis@SnailWorks.com
SnailWorks.com