

Informed Visibility[®] Mail Tracking and Reporting (IV[®]–MTR)

Make your next move your best move

Winning the battle for attention is crucial to connect with voters, but today's political media landscape is crowded with messaging both on and offline. A well-orchestrated omni-channel campaign is key to capturing voter attention.

The free Informed Visibility feature tells you when USPS[®] has accepted your mail, your mail's expected delivery date, and its status throughout the journey. Knowing this timeline will help you execute complementary omni-channel messaging at the perfect moment.

FOR EXAMPLE:

Once your mailing reaches voters, your call center volume may increase. The IV feature lets you know your mail's expected delivery date, so you can coordinate engagement with recipients via email, text, and social media—and even know when to increase your call center resources to handle the response.

Direct mail is your political ally

Surveyed voters still find political mail to be more trustworthy than other channels,¹ and its message cuts through the noise of digital by reaching them in person. No matter what channels your voters frequent, direct mail could increase engagement. In fact, 90% of surveyed marketing executives say direct mail enhances engagement and conversions across digital channels, boosting performance in email, social media, and online ads.²

How can the IV feature improve your campaign?

-  **OPTIMIZE CAMPAIGN STRATEGY**
Knowing when your mailpiece is sorted, en route, and delivered helps you coordinate every part of your omni-channel campaign to make your message as effective as possible.
-  **CONNECT WITH VOTERS**
By optimizing your strategy to deliver engaging messages through the most relevant channels—and do so with optimal timing—you are far more likely to capture voter attention and make a real impression.
-  **DO MORE WITH YOUR BUDGET**
The free IV feature can power-up your entire campaign with strategic timing, helping you make the most of campaign funds.

How exactly does it work?

The Informed Visibility feature gives you invaluable insights from drop-off to delivery—so what happens at each stage?

-  **PREMAILING**
When you submit an upcoming mailing, you'll include an Intelligent Mail[®] Barcode (IMb[®]), which includes the Service Type Identifier (STID), Mailer Identifier (MID), and delivery point ZIP Code[™] area. This barcode is the key to tracking insights to where and when your mail is delivered.
-  **MAILING**
You can follow your mailpiece's journey at every step it's scanned, and you can filter data to quickly see the information you're most interested in. These insights are delivered to you in a progress report at the frequency you choose.
-  **DELIVERY**
You'll be notified when your mailpiece is delivered, signaling the end of its journey—and the opportune time to launch complementary campaigns to reach and connect with targeted voters.
-  **POST-DELIVERY**
Make future campaigns even more effective by analyzing your new insights to create a plan based on delivery timing, engagement, and area saturation.

Ready to power up your campaign?

If this is your first time using the IV feature

Connect with a USPS[®] Campaign Mail Expert at deliverthewin.com/contact.

If you've used the IV feature before

Sign in to the Business Customer Gateway to create, submit, and manage Informed Visibility campaigns at gateway.usps.com.

If you work with a Mail Service Provider

Your mail vendor can enable Informed Visibility, handle mailing data, and delegate access to reports.³

To learn more before you get started, visit deliverthewin.com/informedvisibility.

1. "USPS Political Mail Post-Election Voter Survey Findings," KRC Research conducted on behalf of USPS, December 2024.

2. "2025 State of Direct Mail Report," Lob, 2025.

3. Affiliate providers may add charges not associated with USPS services. For a list of Mailing and Printing vendors, visit usps.com/business/vendors.htm.