Campaign Parameters

Opt-in/Opt-out Scenarios Explained





OPTED-IN & CAMPAIGN PARAMETERS USED BY TARGET WEBSITE





done by the target website.

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household.

OPTED-IN & CAMPAIGN PARAMETERS NOT USED BY TARGET WEBSITE



Mail pieces with unique serials get scanned and sent to Informed Delivery.



Informed Delivery appends the MID and Serial from each mail piece to the URL supplied by the mailer, making the URL unique to each household. When recipients click the Informed Delivery URL, they are all directed to the same website.

www.denimisback.com?usps mid-123456&usps sn=789012345

www.denimisback.com?usps mid-123456&usps sn=789012346

www.denimisback.com?usps mid-123456&usps sn=789012347

If the destination website has no software or data to be able to present different experiences or different offers to mail recipients, all users will get the same offer.



30% off Denim Jackets

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30% off Denim Jackets

30% off

Denim Jackets

User A

User B

User C

OPTED-OUT OF CAMPAIGN PARAMETERS



