

What is the Mailer Scorecard?

The USPS has a new reporting system called the “Mailer Scorecard.” Mailers are now getting scored on how well or poorly they are performing when processing mailings using USPS programs.

The Scorecard provides a complete performance summary for Full-Service Electronic, eInduction, Seamless Acceptance, Mail Anywhere™ and SingleSource ACS™. Mailers can easily view the metrics on a dashboard by logging in through the USPS Business Customer Gateway: <https://gateway.usps.com/eAdmin/view/signin>.

How often is the Scorecard updated?

The Scorecard will be updated monthly using color codes to address areas of concern: Green, Red, and Yellow.

Each month mailings will be combined to create scores, and areas needing attention will be color coded in Green, Red, and Yellow:

- Green - Percent metric value has improved by more than 5% from previous month
- Red - Percent metric value has declined by more than 5% from the previous month
- Yellow – Exceeds threshold established by the USPS

Different USPS programs may have different review periods. For example, Full-Service and Seamless Acceptance will review data from a calendar month while SingleSource ACS will review data from the prior quarter.

Mailers should review the Scorecard on a regular basis since the results can provide an idea of where to concentrate ones efforts.

How does the USPS use the Mailer Scorecard to bill for errors?

Each month, the Postal Service will use the Scorecard to examine the total Full-Service volume from the previous calendar month to evaluate whether the established mail quality thresholds are met. The threshold varies as follows:

- Service Type ID (STID) 2%
- Mailer ID (MID) 2%
- Unique IMb/IMtb/IMcb 2%
- Co-palletization 5%
- Entry Facility 5%
- By/For 5%

If mail quality thresholds are surpassed, an invoice will be generated 10 days after the end of the month. If mail quality errors exceed USPS thresholds, Full-Service discounts (.001 or .003 cents per piece) will be forfeited as a penalty. Mailers will have an opportunity to review the invoicing reports and request a review if they feel any of the penalties is a mistake.

Check the eDoc data and make sure it is accurate. Avoid common Full-Service errors by checking that the following are correct:

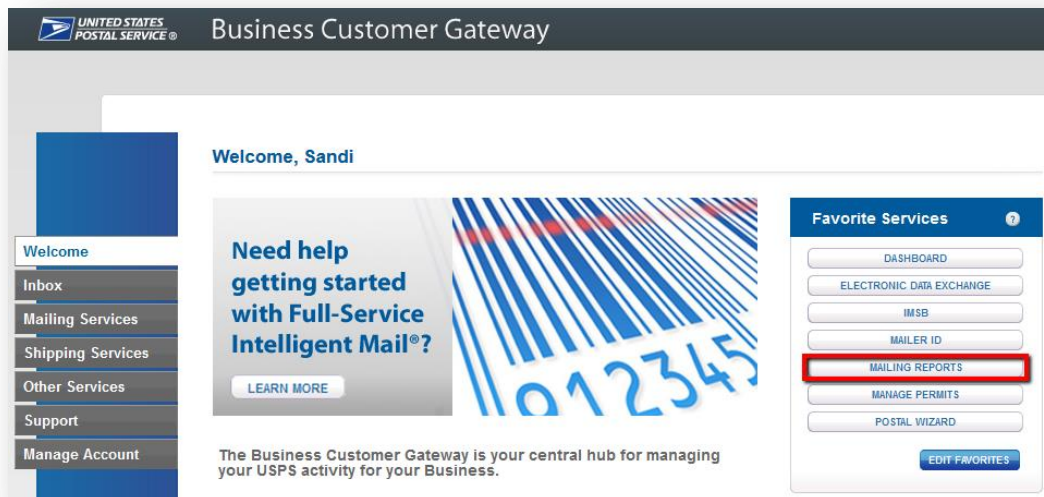
- The STID in the IMb on the mail piece is appropriate for the class of mail and service level of the piece
- The MID in your barcodes is valid

- The barcodes are unique
- Mailings that have eDoc submitted for copalletized mail have had pallet data submitted by the consolidator for third party copal or the mailer for internal copal
- Entry facility locations listed in the eDoc are correct
- By/For information correctly identifies the appropriate Mail Owner and Mailing Agent

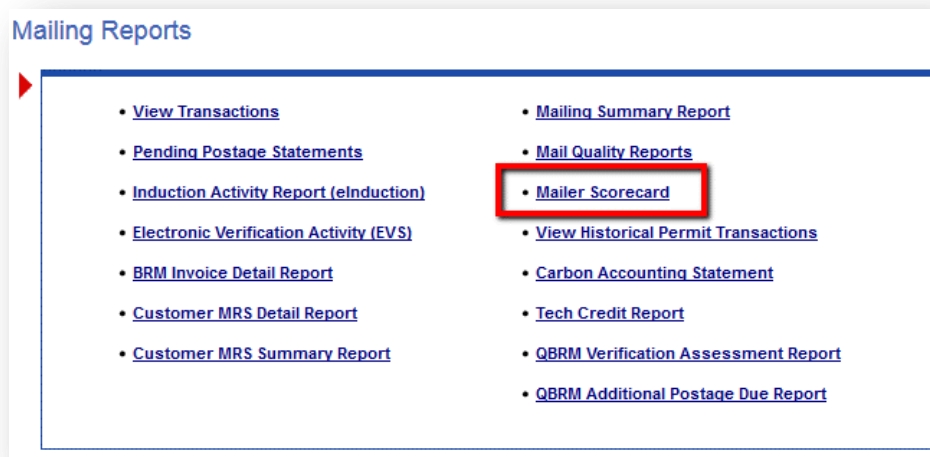
Mailing pieces that are not documented in eDoc could raise a red flag, leading to a potential fine. If the USPS finds mail pieces with barcodes that are not included in eDoc, it makes it difficult for the Postal Service to decipher whether the pieces were actually paid for. Invoice reports for any penalties will be sent to the Verification Assessment Evaluator (VAE) 10 days after the end of each month. Mailers will need to designate their VAE for each CRID using the Business Customer Gateway.

How do I view my Scorecard?

1. Go to <https://gateway.usps.com>
2. Login to your account
3. Click on Mailing Reports:



4. Then click on Mailer Scorecard:



What is the "By/For" and how do I resolve these errors?

For Full-Service mailings, the United States Postal Service® (USPS®) requires that electronic documentation (eDoc) includes identification of the Mail Owner, the Mail Preparer, and the eDoc Submitter. This is often referred to as the "By/For" data: the Mail Preparer is the company who is preparing the mail (the "By" part) and the Mail Owner is the company responsible for the content of the mailpiece and receives the benefit of the mailing (the "For" part). Likewise, the eDoc Submitter is the company submitting the electronic documentation ("By") for the Mail Owner ("For"). All of these entities are identified in the eDoc using their Mailer ID numbers (MIDs) or Customer Registration ID Numbers (CRIDs). For companies preparing and submitting their own mailings, all of these entities may be the same company. For companies that use Mail Service Providers, these three entities may be three different companies.

The first thing you need to do in order to make any corrections is to verify that you have the correct MIDs and CRIDs for the participants in the mailing. If you are preparing and submitting your own mailings, this is fairly easy. However, if you are a Mail Service Provider, you will need to verify this information for your clients. You may have to log in to their Business Gateway or have them do this.

Once you have the correct CRIDs and MIDs, you then need to update this information in your presort, then recreate your Mail.dat files.

If you continue to receive "By/For" error reports after making these corrections, it may be that the USPS has multiple CRIDs or MIDs on file for your clients, in which case you will need to contact the PostalOne! Help Desk for assistance in determining which CRIDs and MIDs are valid for the mailings you are preparing or submitting.

To find more information go to:

- a. **Accessing & Understanding Mail Quality Reporting:**
https://ribbs.usps.gov/mtac/documents/tech_guides/webinararchives/2014Webinars/AccessingUnderstandingMailQualityReportingMay132014.pdf
- b. **Mailers Scorecard User Guide:**
https://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/MailerScorecardUserGuide.pdf
- c. **Mail Quality User Guide:**
https://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/MailQualityReportingUserGuide.pdf
- d. **Mailer Scorecard Tips and Tricks:**
https://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/MicroStrategyTipsandTricks.pdf