

Identifying Mail Owner and Mail Preparer in Full-Service Electronic Documentation

MAIL OWNER

- Makes business decisions regarding the mailpiece content
- Directly benefits from the mailing
- Pays for postage on the mailpiece directly or by way of a Mailing Agent

MAILING AGENT (MAIL SERVICE PROVIDER)

- Acts on behalf of one or more Mail Owners
- Provides mailing service for which the Mail Owners compensate the Mailing Agent
- Includes, but is not limited to:
 - Printer
 - Letter Shop
 - Address List Provider/Manager
 - Mail Preparer
 - Postage Payment Provider
 - Advertising Agent
 - Mailing Information Manager

ADDITIONAL RESOURCES

Contact your software provider to learn how to enter By/For information correctly.

For details on Full-Service data and data delegation, access the RIBBS Getting Started page: <https://ribbs.usps.gov/index.cfm?page=intelligentmail>

Full-Service Requirement: Mailing Agent (By) and Mail Owner (For) information must be identified in the electronic documentation for all Full-Service mailings.

Things to Consider:

- ✓ Providing By/For Data
- ✓ Small Mailer Exception
- ✓ Receiving Full-Service Data
- ✓ Data Delegation

SMALL MAILER EXCEPTION

The Mail Owner does **not** need to be identified in electronic documentation when the Mail Owner is mailing 5,000 pieces or less in a Full-Service IMb mailing. This exception is not applicable to non-profit mailpieces.

PROVIDING BY/FOR DATA

- Mail Owner and Mailing Agent data may be provided through a Mailer ID (MID), Customer Registration ID (CRID), Permit Number, or Publication Number. The USPS recommends providing only **one** of the fields for any Mail Owner in the mailing.
- If multiple fields are provided for a single Mail Owner or Mail Preparer, the USPS will follow an order of precedence: highest priority is given to MID, second priority to CRID, and third priority to Permit/Publication Number.
- Mail Owners and Mail Preparers can choose to send their Full-Service data to a third party. This feature, called Data Delegation, is only available when Mail Owner and Mail Preparer are identified in the eDoc using the **MID**.

RECEIVING FULL-SERVICE DATA

One of the key benefits of participating in Full-Service is the data provided by the Postal Service. Data is made available to the Mail Owner and Mail Preparer based on the By/For information provided in the electronic documentation. Full-Service data is available through reports in *PostalOne!*, MicroStrategy, or downloaded via Mail.XML.

Data Type	Mail Owner (For)	Mail Preparer (By)	PostalOne!	Microstrategy	Mail.XML™
Address Correction	Yes	No	Yes	No	Yes
Start-the-Clock	Yes	Yes	Yes	No	Yes
Container Scans	Yes	Yes	Yes	No	Yes
Tray Scans	Yes	Yes	Yes	No	Yes
Bundle Scans	Yes	Yes	Yes	No	Yes
Full-Service Compliance	Yes	Yes	No	Yes	Yes

*Mail Owners only have access to container, tray, and bundle scans when their mailpieces are included in the container, tray or bundle. Mail Owners will not be able to see information on any portion of the mailing that does not include their mailpieces.