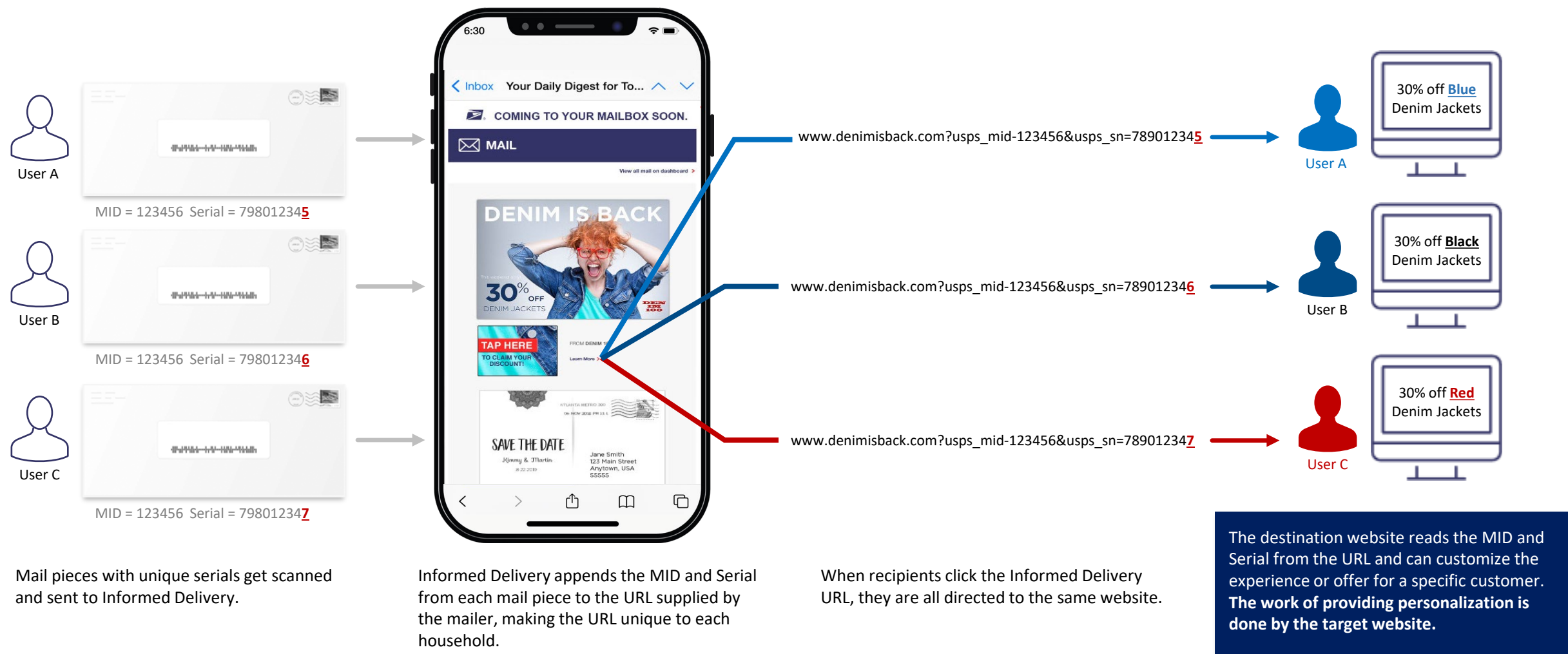


Campaign Parameters

Opt-in/Opt-out Scenarios Explained



OPTED-IN & CAMPAIGN PARAMETERS USED BY TARGET WEBSITE

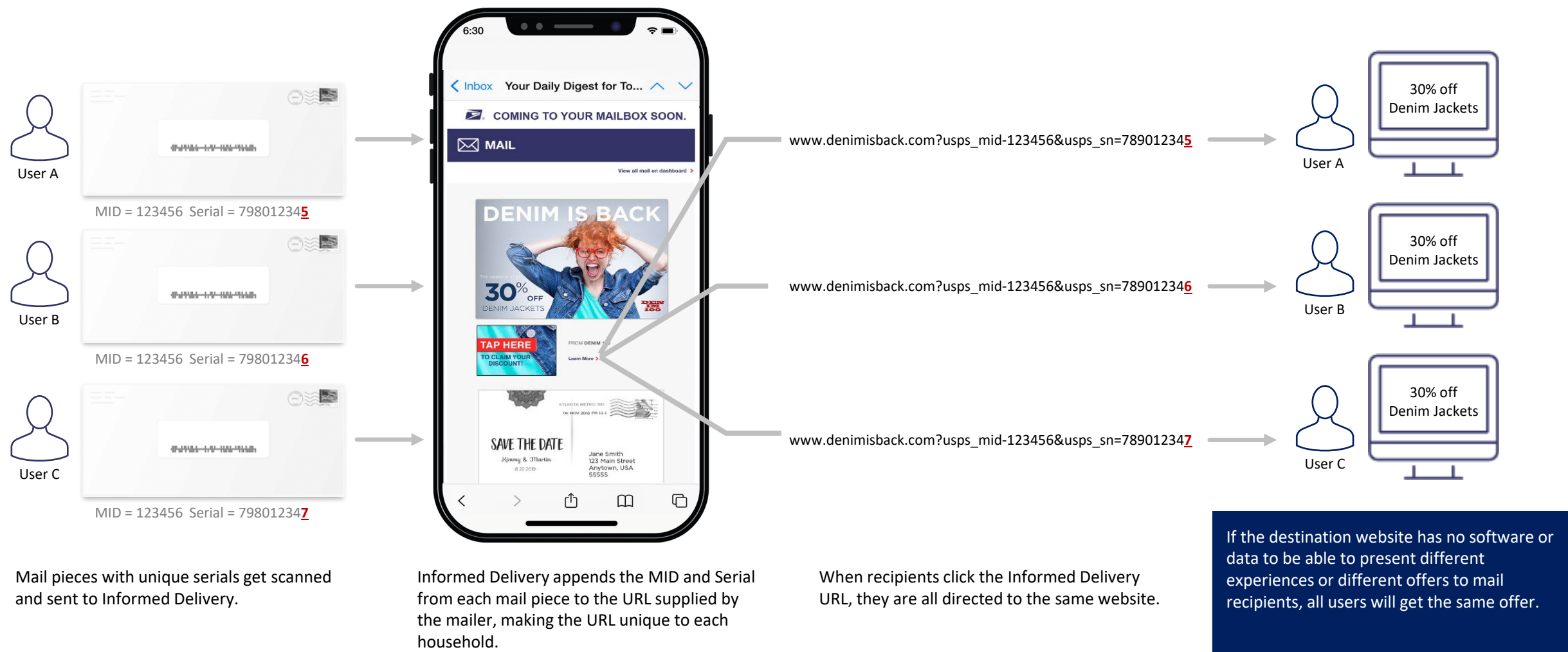


Mail pieces with unique serials get scanned and sent to Informed Delivery.

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.

OPTED-IN & CAMPAIGN PARAMETERS NOT USED BY TARGET WEBSITE



OPTED-OUT OF CAMPAIGN PARAMETERS

