IMb Tracing™ Fact Sheet

IMb Tracing is a service that provides real-time tracking information for your automation-compatible letters and flats, giving advance notice for both incoming and outgoing mail.

- Destination IMb Tracing service (for outgoing mail) gives you advance information about when your mailpieces will reach their destination.

- Origin IMb Tracing service (for incoming mail) lets you anticipate when customers' checks, replies, or orders are on the way back to you.

How does IMb Tracing help my business?

For outgoing mail:

- Obtain near-real-time notification when your mail receives its last processing scan.

- Identify mail delivery trends and ensure delivery is within in-home dates.

- Know when your message reached your audience so you can synchronize multichannel marketing.

- Enable fulfillment, staffing, and inventory planning based on mail delivery.

For incoming mail:

- Obtain near-real-time notification when your return mail enters the mailstream.

- Know when return items are on the way so you can better manage your supply chain.

- Manage cash flow and accounts receivable more effectively.

- Evaluate the success of advertising campaigns in near real-time.

How do I get started with IMb Tracing?

To learn more or get started with IMb Tracing, visit our website or contact our customer support center.

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