



USPS PLANET® Code Tracking

A USPS PLANET Code is a barcode placed on a mailpiece that enables the Postal Service to report mail movement back to a mailer. The PLANET barcode is in addition to the POSTNET barcode and, when combined with the POSTNET code, can provide very specific information about a particular mailpiece, regardless of the size or class of a mailing.

USPS PLANET Codes allow mailers to watch either their inbound or outbound pieces flow through the mail. The benefits of this service are dependent on how the service is utilized. Typically, there are four ways that PLANET Codes are used:

- Destination (outgoing) *including*:
 - All destination addresses
 - Nth Record (ie: first and last in a tray or bag or random selection)
 - Confirm Smart Seed (PLANET Coding only seed addresses)
- Origin (for reply mail)

Destination PLANET codes offer the mailer several important opportunities:

- Recognize potential delivery problems before the mail “is late”;
- Know when all the mail is being delivered – ie the customers have received their bills;
- Time follow up to mailings perfectly by knowing precisely when it hits;
- Provides proof that a mailing went out and when.

Origin PLANET codes can be used to:

- Know in advance when payments are being returned by who;
- Process mail orders more effectively with proper planning and staffing;
- Track mailed responses to an ad campaign to evaluate its success, immediately.

Generally, for destination PLANET Coding, Mailings Unlimited recommends coding all destination addresses. The ability to recognize problems with a mailing while the mail is moving is very powerful. When coupled with the opportunity to follow up on a mailing in very specific time frame, PLANET coding can have a very positive effect on mail conversion rates.

