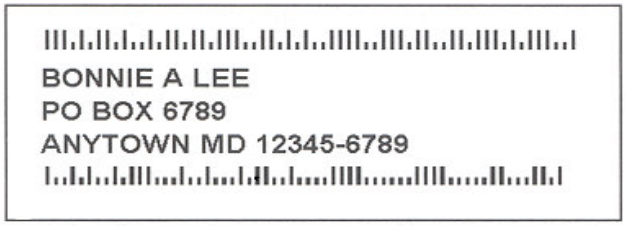
CONFIRM Planet Code Service From the USPS

Confirm using Planet Code allows you to track your mail electronically. Confirm gives you information in advance about:

- Incoming hard copy reply mail
- Outbound mail going to your customers



Confirm can provide valuable information about a letter mail piece such as:

- Date and time of when the mail piece was processed
- At what facility the mail piece was processed

Confirm offers two forms of service: Origin and Destination

With Origin (incoming) Confirm service you are notified when a customer is returning a mail piece—an electronic version of the "The check's in the mail." With Destination (outgoing) Confirm service you will be notified of the expected delivery date of outgoing mail.

Confirm offers many benefits for outgoing mail such as knowing if customers have received bills, credit cards, insurance cancellations, notices, direct mail pieces and other important types of mail. You can increase response rates by synchronizing telemarketing, broadcast fax or even eMessaging efforts with the delivery of the direct mail piece. You can also use it to know if your customers have received fulfillment of mail orders and use the information to accurately staff call centers.

Many of the same benefits can be achieved with incoming mail. Additionally, you can know in advance of incoming payments, evaluate the success of ad campaigns and know that recipients may be responding to a direct mail piece.

Confirm can only be used on letter mail and has two bar codes, one below and one above the address. One barcode is for automation and the other is used for Confirm. See figure above.

Some customers that can benefit from using Confirm are:

- Direct Mail Advertisers
- Utilities / Telephone Companies
- Advertising Agencies
- Banks
- Financial Firms
- Insurance Companies
- Catalog Companies
- Fulfillment companies

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