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# USPS Marketing Update

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## Mailer's Technical Advisory Committee



Jakki Krage Strako

Chief Customer & Marketing Officer

June 20, 2019



THANK YOU!

For your  
**Partnership**  
and  
**Your Business**





# *Growth Driven*

Fueling Your Mailing and Shipping Success

INDIANAPOLIS | 2019

# NPF RESULTS

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## **Total Attendance – 4471**

- Mailing Industry – 3742
- Best Industry Attendance over the last 10 years

## **First Time Attendees**

- This year we had 30% first time attendees
- More first time companies than in previous years

## **Exhibitors**

- 136 Exhibiting Companies – the most since 2008
- 31 First Time Exhibitors

# INFORMED DELIVERY UPDATE

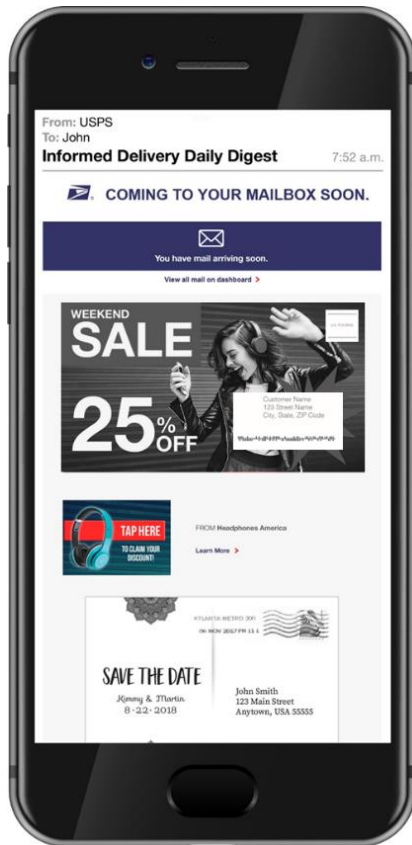


# INFORMED DELIVERY – BY THE NUMBERS



**17.2M**  
Registered Users

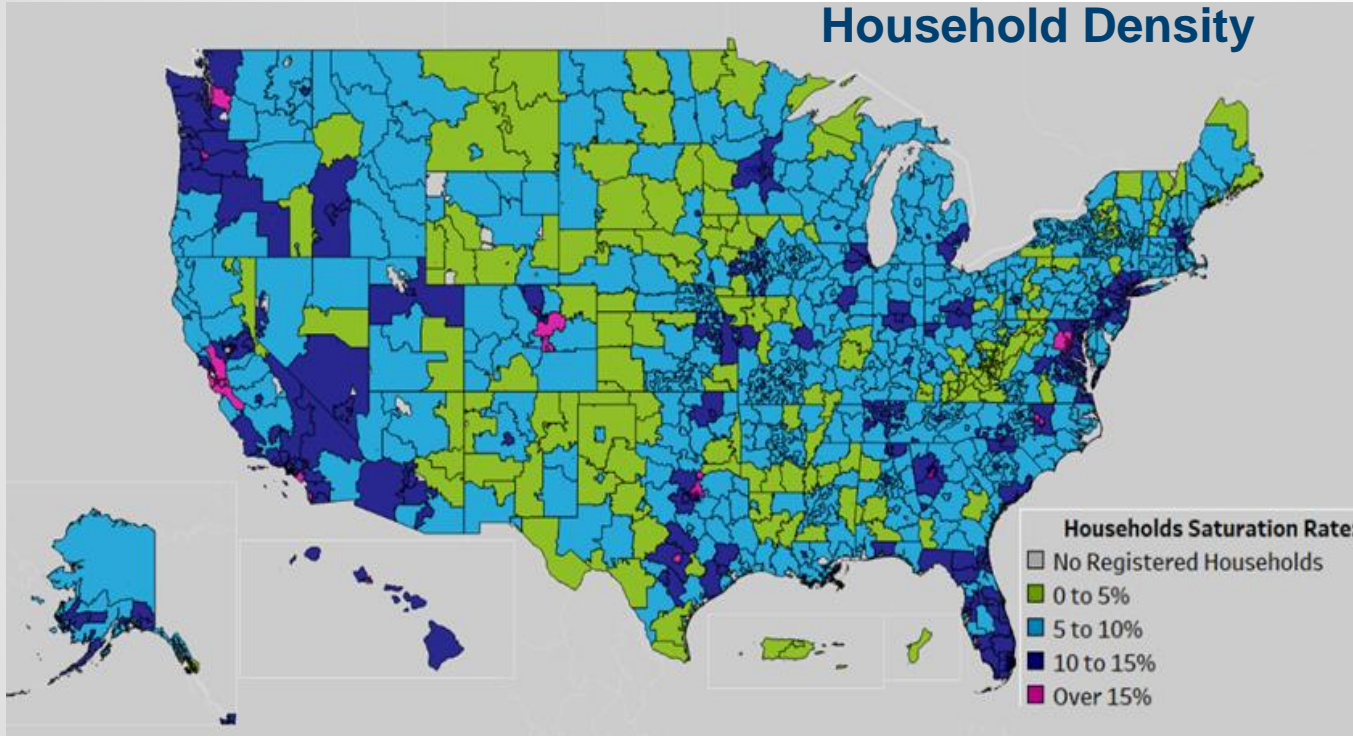
**12.3M**  
Email-enabled Users



**13,170**  
Campaigns Completed

**2,447**  
Brands Represented

# MAIL AS PART OF THE DAILY DIGITAL ROUTINE



**11.0%**

National saturation of eligible deliveries

**62.7%**

Average Email Open Rate


**87.0%**


check 3+ days a week ID notification



# INFORMED DELIVERY - PACKAGES


From: **USPS**  
To: **John**  
**Informed Delivery Daily Digest** 7:52 a.m.

 **COMING TO YOUR MAILBOX SOON.**

 **PACKAGES**  
[View all packages on dashboard >](#)

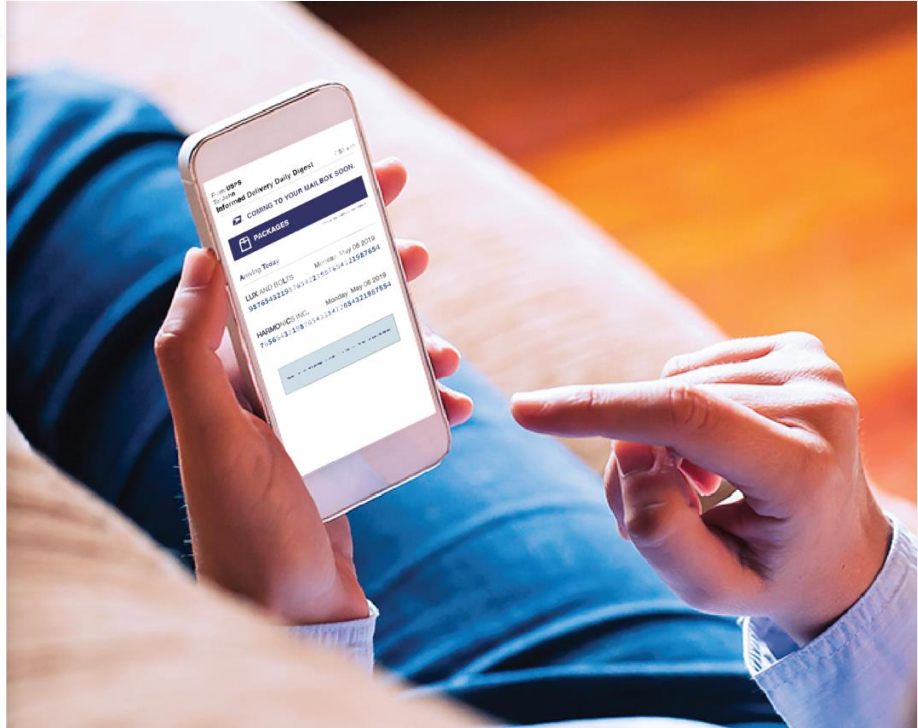
**Arriving Today**

**LUX AND BOLTS** Monday, May 06 2019  
987654321987654321987654321987654

  
**TAP HERE**  
**RATE YOUR EXPERIENCE**

**HARMONICS INC.** Monday, May 06 2019  
765654321987654338472654321987654

You may have more mail or packages than are shown in your Daily Digest. To check, go to your [Dashboard](#)



# SHIPPING - POWERFUL POINT OF ENGAGEMENT

2018

**\$517B**

**SPENT ONLINE**  
w/ U.S. Merchants<sup>1</sup>

RECEIVE

**27**

**E-COMMERCE  
DELIVERIES  
PER YEAR<sup>2</sup>**

Increase

**↑15%**

**FROM 2017**



**26%**

**AMERICANS  
RECEIVE  
DELIVERIES  
ONCE A WEEK<sup>2</sup>**



# SHIPPING AND RETURNS

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**SHIP FROM STORE**



**EASY-TO-MANAGE  
RETURNS**



# RETURNS EXPERIENCE

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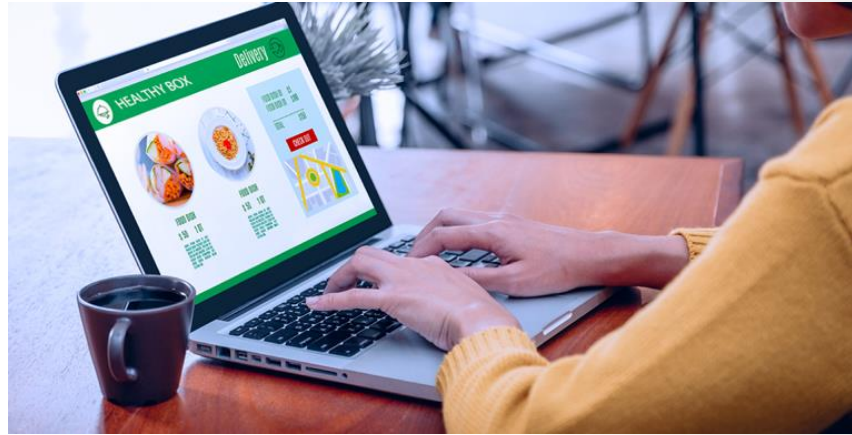
**40%**

**OF SHOPPERS WILL COMPLETE  
PURCHASE IF RETURNS ARE EASY<sup>1</sup>**



**95%**

**OF CUSTOMERS WILL PURCHASE  
AGAIN IF SATISFIED W/ RETURNS<sup>2</sup>**



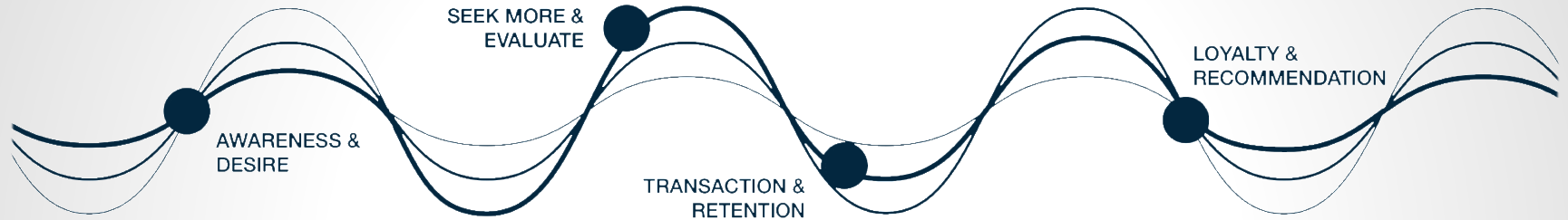


# MAIL

Increasing the Share and Market



# MAIL'S ROLE ACROSS THE CUSTOMER JOURNEY



## Consideration

turns interest into active evaluation.



## Leads

turns prospects into valuable leads.



## Sales

turns leads into paying customers.



## Repeat Sales

turns a single sale into a repeat customer.

# POSITIONING MAIL

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With mail **“every interaction creates action”**  
(top benefit identified by marketers we surveyed)

The percentage of marketers using new mail innovations have increased:

Website visits (68%)

Response rate (63%)

ROI (60%)

Leads (53%)

# THE CAMPAIGN LAUNCH OF MAIL

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There Are Three Essential Audiences.



Educate & Excite Key  
USPS Stakeholders



Introduce Efforts  
to the Industry



Launch Messaging  
to Marketers



# AS WE ROLL OUT

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## Developing proof points to strengthen the message

- 3<sup>rd</sup> party research validating mail's ability to drive action
- Regular surveys with Marketers who have used new innovations
- Cross-industry case studies (starting with NPF winners)
- Brand partnerships on campaigns using new innovations
- Recruiting influencer brands as advocates
- Surveys + ongoing comms

## Advertising Targeting Diverse Marketers

- Travel/Hospitality (Summer Travel)
- Retail/eCommerce (Back to School, Holidays)
- Automotive
- Digitally Native Brands/Startups (High Digital Spenders)
- Current Mailers (Informed Delivery, Informed Visibility)
- “Evolution of a Medium” book
- USPSDelivers.com whitepaper

## Collaborating With the Industry to Lead the Charge

- MSP outreach and training program
- Co-branded sales materials
- Industry events + meetings (AIM, PCC, ANA, DMA, NPF)
- Webinars + training modules
- Surveys on MSP experiences with marketers and additional needs
- Ongoing communications + updates on efforts

# THE ASK FROM THE INDUSTRY

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- Be a Part of the Movement
- Case Studies
- Leverage Innovations and Promotions
- Share Materials
- Get Excited!

# Thank You





# A/Vice President Sales

**Sharon Owens**  
(A)Vice President Sales



## **Vision**

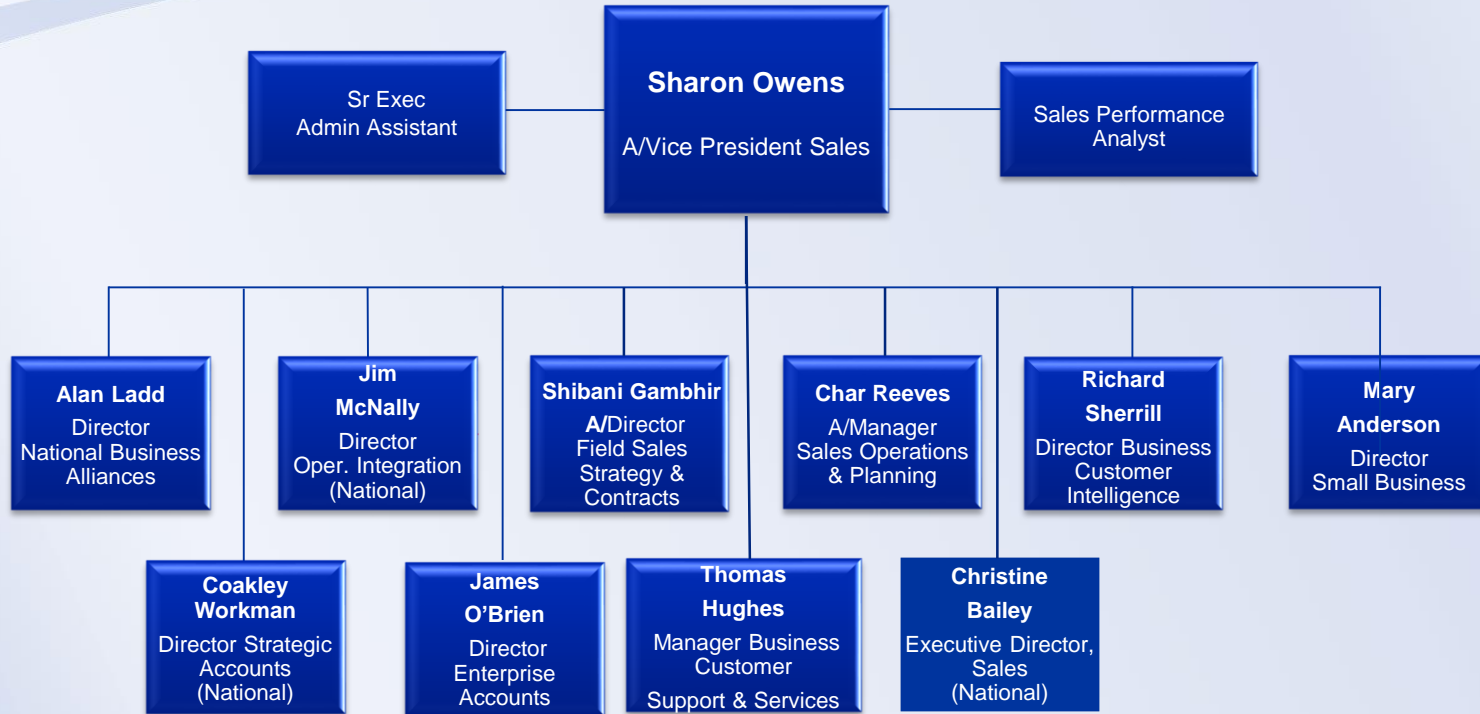
"The USPS will pursue and close profitable sales opportunities within targeted major markets while maintaining existing account relationships to ensure a profitable and predictable USPS revenue stream."

## **Philosophy**

Our philosophy is to build a "best in class" sales organization based on excellence of execution aligned with effective and consistent sales processes. Every Sales employee has a role to play in our pursuit of an expanding, profitable and predictable revenue stream. Our challenge is to ensure that every potential and existing business customer with a need for our products and services is informed of our offerings and our ability to deliver value to their business.



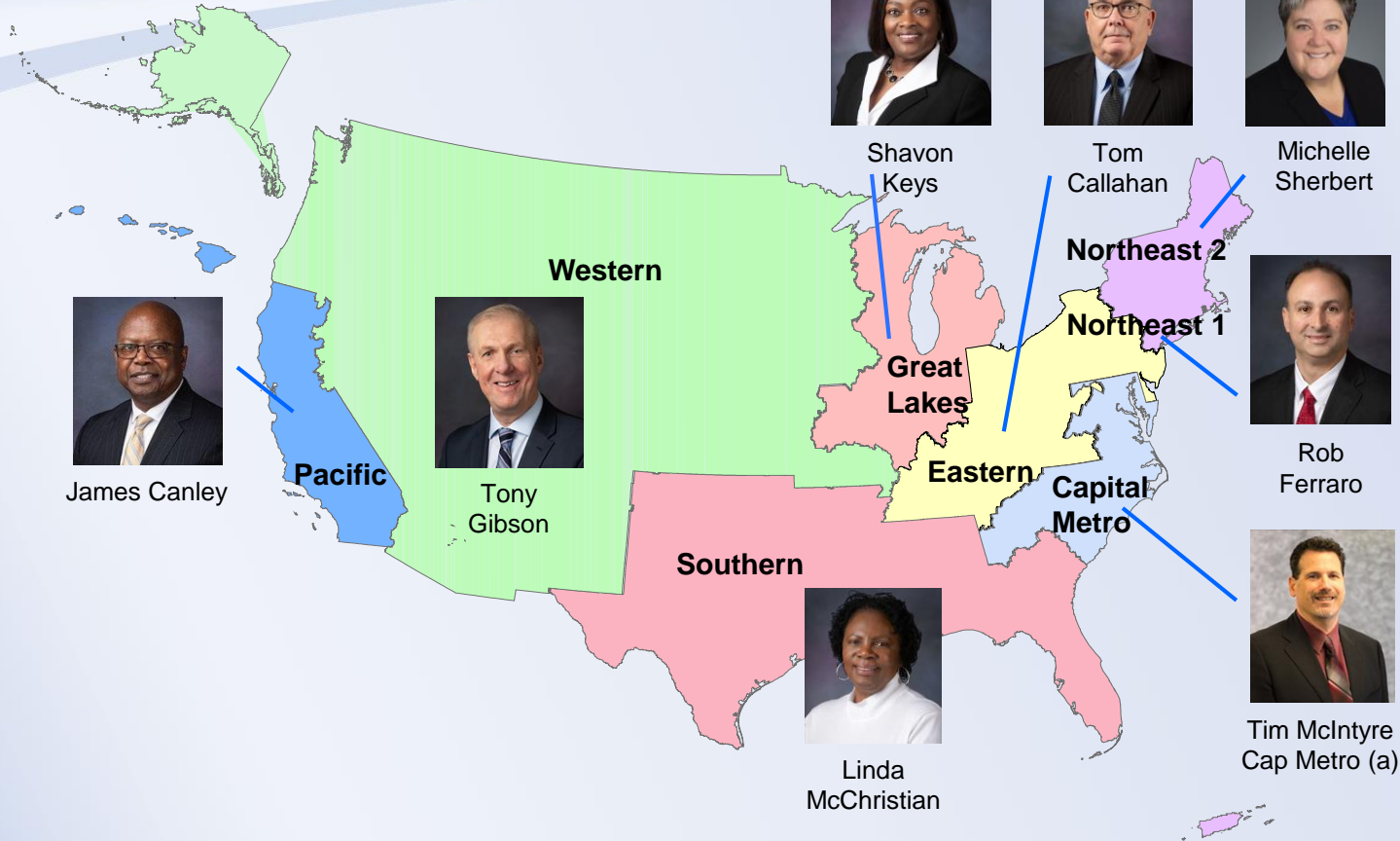
# VP Sales And Directs Reports





## Area Sales Directors (# of Employees)

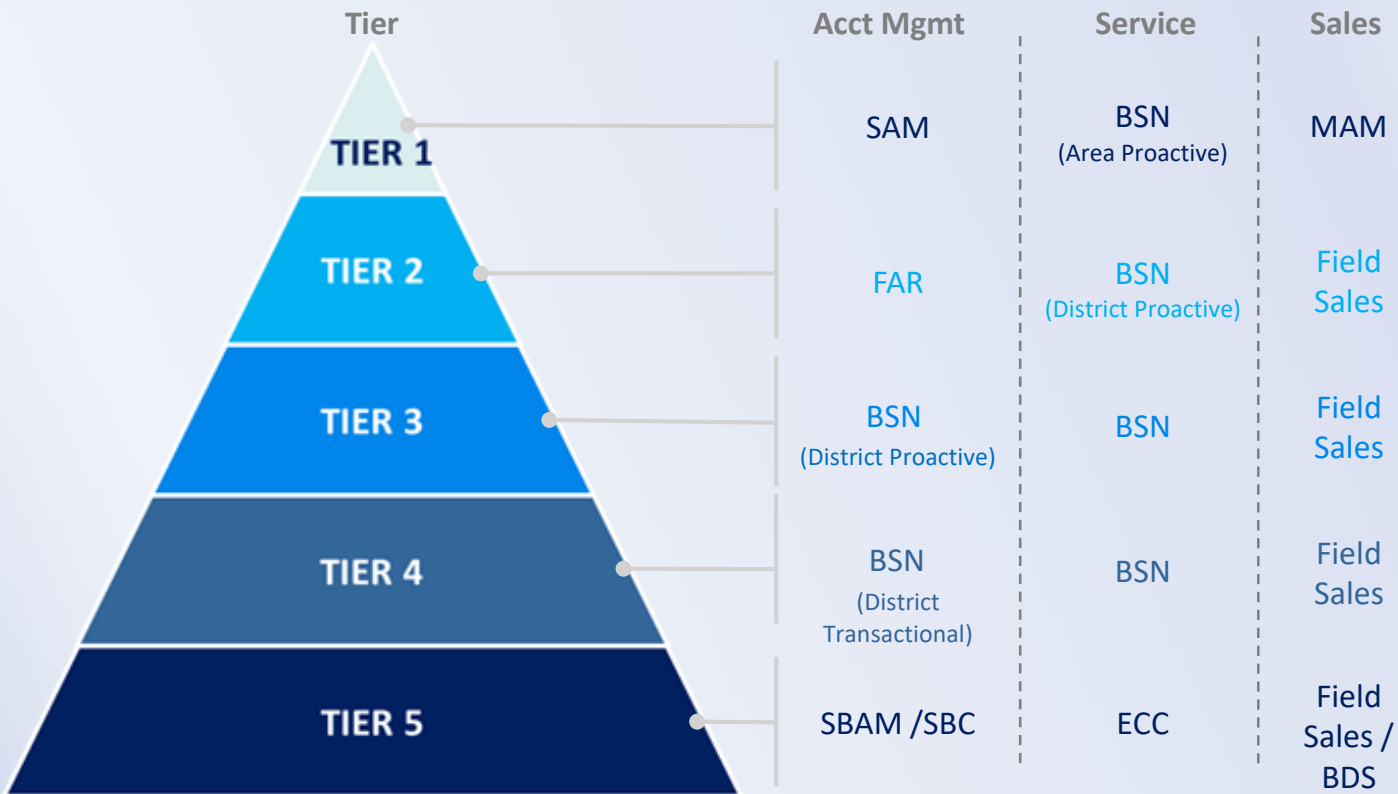
## National Sales





# Tiered Operating Model

*Our new treatment strategy intends to simplify coverage from 20+ account types to 5 tiers, engaging business customers when and how they need it, and no longer leaving customers behind.*



# Thank You

