

Campaign testimonial/presentation for MTAC Feb 2018. Brand information masked for posting purposes.
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SALEM ONE

Informed Delivery[®] Interactive Campaigns

Mailers' Technical Advisory Committee (MTAC)

February 2018

TRACY BROOKS

VP SALES
SALEM ONE

INVIGORATING BRANDS

Our capabilities come to life through our client partnerships with regional and national brands. The common thread in these relationships is our ability to enhance the brand and positively impact their bottom line.



PACKAGING



PRINT



DIRECT



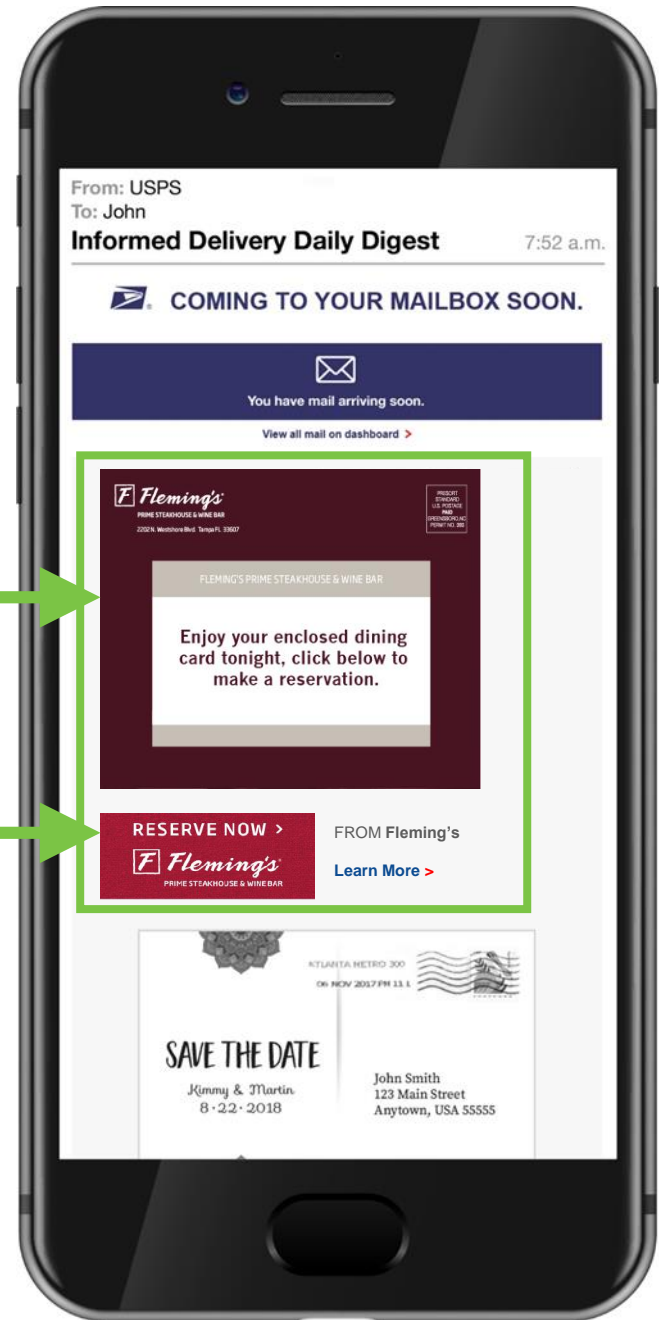
LOGISTICS

INFORMED DELIVERY IN ACTION

INTERACTIVE CAMPAIGN

Representative Image

Ride-along Image & Target URL



INFORMED DELIVERY CLIENTS

Salem One conducts Informed Delivery campaigns on behalf of several clients interested in enhancing and extending the mail moment.

Nationally Recognized Brands in the following categories:



RESTAURANT



FINANCIAL



HOME FURNISHINGS



DRIVING CAMPAIGN RESPONSE

Opt for a clean, simple **layout**

Don't be afraid to use **color**

Apply branding and **logo**

Choose a clear and compelling **call-to-action**

[CLICK HERE TO START YOUR SHOPPING EXPERIENCE](#)

Bassett

SAVE
\$100**
ON A PURCHASE OF
\$2000-\$3999

SAVE
\$200**
ON A PURCHASE OF
\$4000-\$5999

SAVE
\$300**
ON A PURCHASE OF
\$6000 OR MORE

MARCH 8-11 ONLY

FROM Bassett

[Learn More >](#)

**Discounts and floor sample items do not extend toward purchase total for coupon savings. Cannot be combined with other offers or used on prior purchases. Available only at participating stores. This coupon is valid thru 3/11/2019 only.

INTERACTIVE CAMPAIGN RESULTS

Salem One conducted over 20 campaigns since May 2017. Below is a snapshot of the last six months:

		BRAND	Physical Pieces sent to Informed Delivery Users	Percent (%) of Physical Pieces Included in Email Notifications	Email Open Rate (%)	Click-through Rate (%)	Email Click-to-Open Rate (%)
6-MONTH SNAPSHOT	August 2017	RESTAURANT	172	21.51%	83.78%	0.00%	0.00%
		HOME FURNISHINGS	204	33.33%	64.71%	0.00%	0.00%
		FINANCIAL	8761	31.75%	68.94%	0.37%	1.46%
	HOME FURNISHINGS	28391	30.58%	71.95%	0.20%	0.91%	
	FINANCIAL	26728	30.31%	69.25%	0.43%	1.94%	
	FINANCIAL	9169	39.00%	68.48%	0.36%	1.22%	
	FINANCIAL	28928	36.90%	66.03%	0.49%	1.89%	
	FINANCIAL	30369	36.62%	66.95%	0.43%	1.64%	
	HOME FURNISHINGS	44702	36.02%	74.09%	0.18%	0.65%	
	RESTAURANT	477	42.77%	72.55%	0.21%	0.68%	
	RESTAURANT	429	40.09%	70.35%	0.70%	2.48%	
	RESTAURANT	399	42.11%	71.43%	0.00%	0.00%	
	RESTAURANT	364	38.46%	70.00%	0.00%	0.00%	
	RESTAURANT	368	47.28%	66.67%	0.54%	1.72%	
	February 2018	FINANCIAL	41	39.02%	68.75%	0.00%	0.00%
FINANCIAL		918	44.77%	65.21%	1.85%	5.60%	
HOME FURNISHINGS		1583	4.42%	78.57%	0.00%	0.00%	

INSIGHTS SUMMARY

Opportunity for Us



- Early adopter of new USPS innovations that benefit our clients
 - IMb® Tracking, E-Induction, Seamless Acceptance, etc.
- Competitive advantage of being the first to have the conversation with clients

Opportunity for Clients



- No risk and “no brainer”
- Beginning to see tangible results

Next Steps



- Continue to improve creative
- Identify unique marketing tactics to maximize the power of Informed Delivery
- Use Informed Delivery to break down digital/traditional media barriers within our clients' marketing departments
- Partner with USPS for “piece level” campaigns

Recommendations



- Jump in...the water is warm!
- Test in the Mailer Campaign Portal – it's easy and will continue to improve
- Don't get hung up on penetration percentages or click-through metrics in the beginning