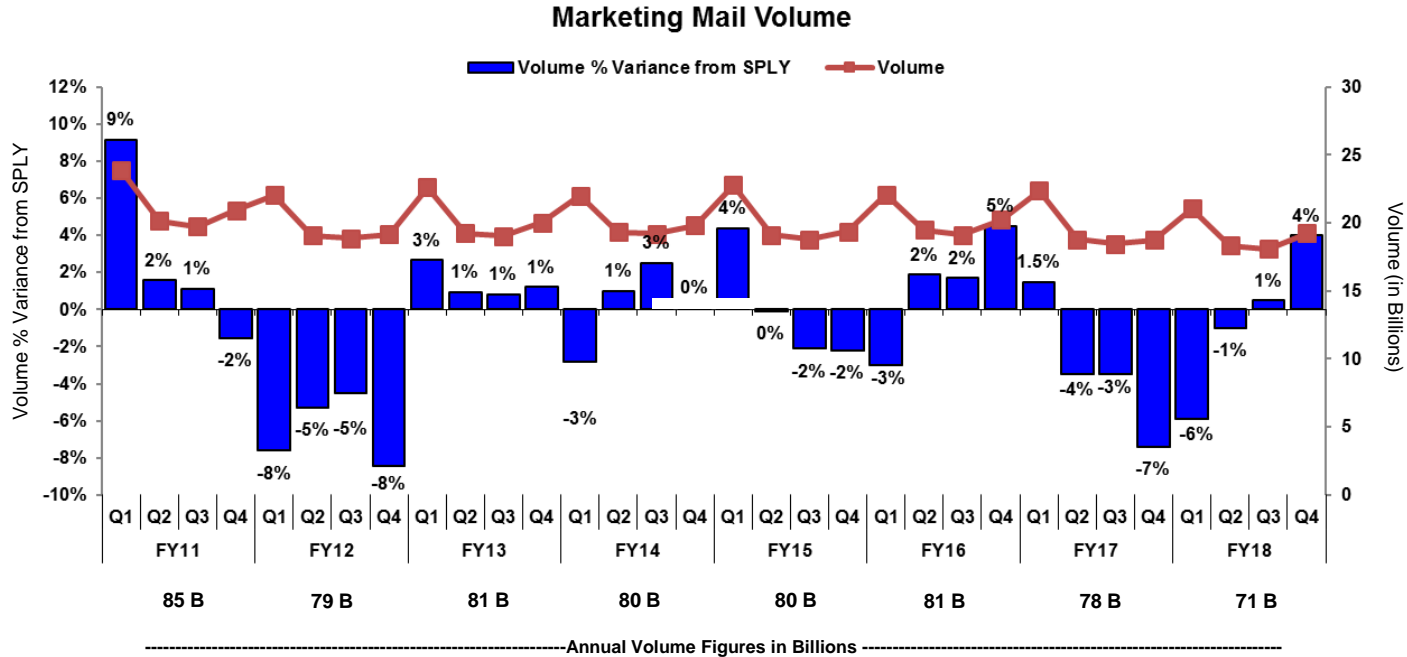


USPS Product Development Marketing Mail

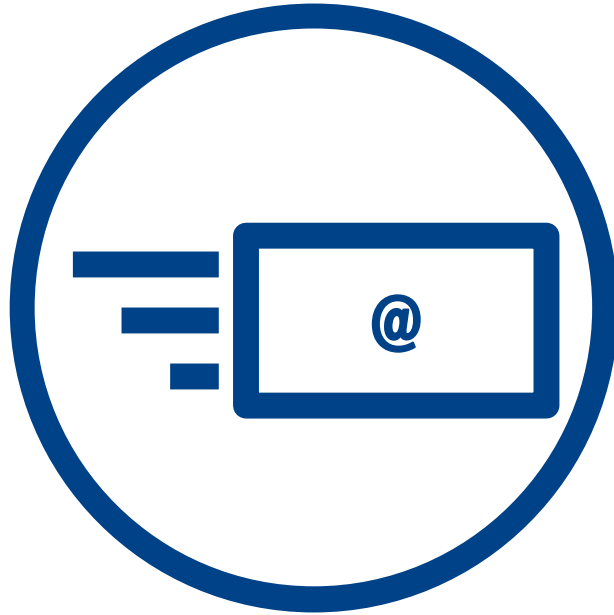
Topic	Lead
Pulse of the Industry Summary	Industry, USPS
Marketing Mail updates	Gary Reblin
Informed Address Update	Gary Reblin
Informed Delivery Update	Marc McCrery
Product Management Update	Tom Foti
Open Discussion	Industry, USPS

Pulse of the Industry



Notes:

- 1/ Sources include RPW Quarterly Reports; Excludes Parcels and International Mail volumes
- 2/ Annual volume figure for FY18Q4 includes YTD data (October – August 2018)



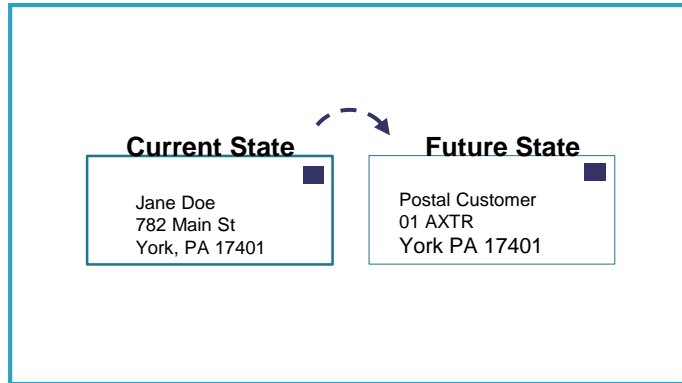
**USPS Informed Address
Offers in Your Area Prototype**

October 2018

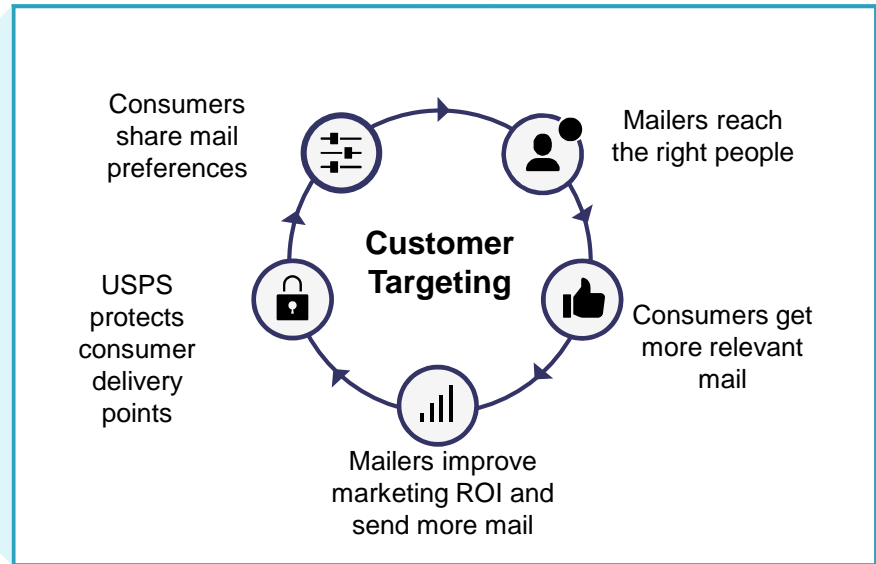
Informed Address

Informed Address obscures an individual's delivery point with a unique code, enabling consumers to securely share their mail preferences, mailers to improve prospecting outcomes, and USPS to make mail more valuable

Informed Address Technology

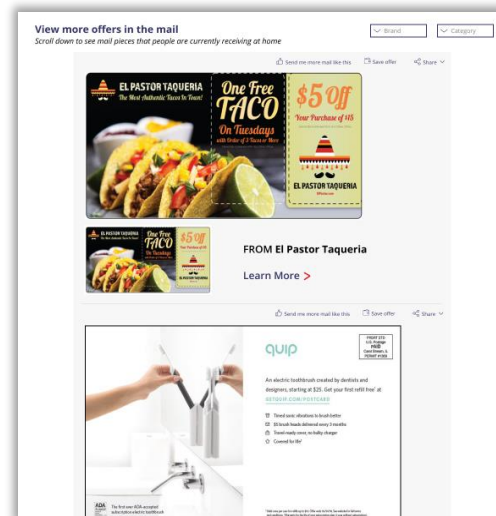
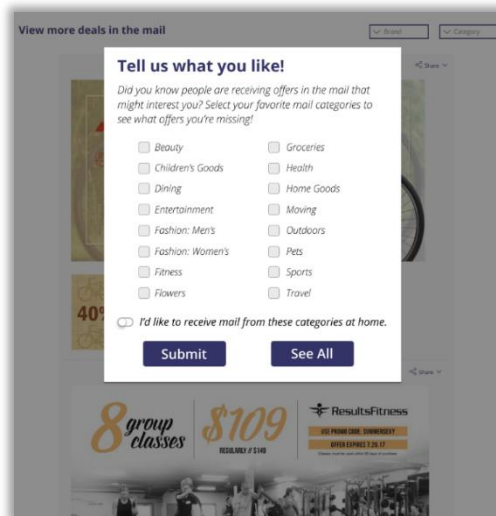
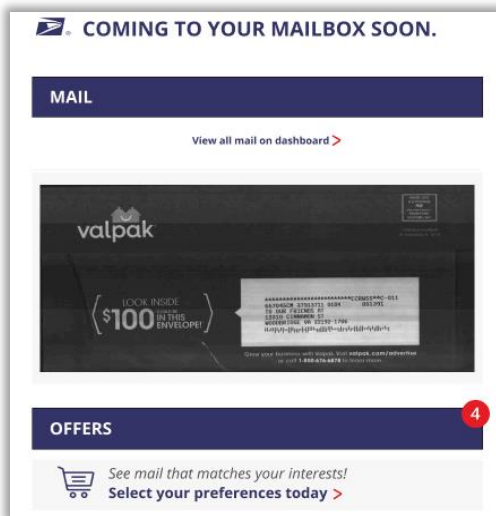


Customer Targeting Application



Offers in Your Area

Offers in Your Area, a use case for Customer Targeting, enables mailers to expand the reach of their Informed Delivery campaigns and find new interested customers for prospecting by providing choices to consumers with preferences to sign up for more mail like that or see existing Informed Delivery campaigns. This would be an Opt-in services for mailers’.



Webinars & Research

Mail & Tech Webinar Series

Purpose: To share research, trends, ideas on how to apply some of the identified technologies that pair well with mail and help to drive response rates and ROI.

- Scheduling webinar series focused on specific technologies/tools
- First webinar tentatively planned for mid/late-October
 - Connected/Over the Top TV Technology
- Other planned topics
 - Video in Print/Shoppable Video
 - Direct to Digital Mail/Programmatic and Retargeting
 - New Developments in Print Technology
- Seeking industry co-presenters to share experience / results

USPS Research

- USPS is seeking to publish research in 2019
- Possible topics include developing proof points for:
 - Integrating Mobile “call to actions”
 - Use of advanced print methods and color techniques
 - How Informed Visibility can help mail campaigns
- Are there proof points that would be beneficial to CMOs making marketing decisions about mail?
- Interest in working with USPS on research?

Academic Outreach Update

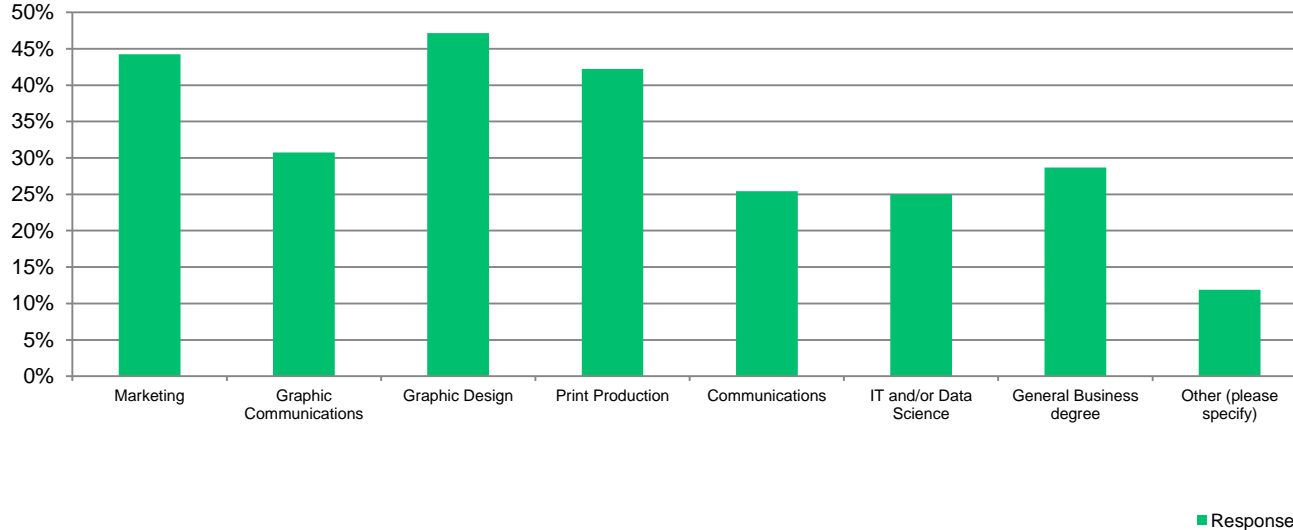
- The USPS has developed an Academic Outreach program to reach future marketers and demonstrate the value of direct mail
- The average consumer wants to move seamlessly between the physical and digital worlds...
- ...And yet, traditional marketing channels like direct mail are not often taught at the college level anymore.
- USPS in association with industry experts and educators developed college level course content about direct mail and its role in providing seamless experiences for consumers through integrated marketing.



- To date, approximately 750 people have responded
- Excellent insights into
 - entry-level hiring needs
 - college graduate “readiness”
 - developmental opportunities for students
 - preferred experience sets
- *Close to fifty percent (47%) of respondents hire or manage new hires*

The industry recruits from a variety of majors:

When recruiting for entry level positions, which majors/degrees are most desirable (check all that apply)?



- *Well over half (68%) offer some sort of internship or work study, and most offer paid internships!*
- *While only about 18% of our industry new hires had any experience with Direct Mail, as an industry, we say that experience with and knowledge of Direct Mail is important in entry-level positions (75%)...*
- *For those making hiring decisions in our industry, most wanted candidates with real world experience – either through internships (#1) or experiential learning (#2) – which is consistent with students interest as well*

University of North Florida

University of Akron

University of Wisconsin – Stout

University of Houston



12.8M

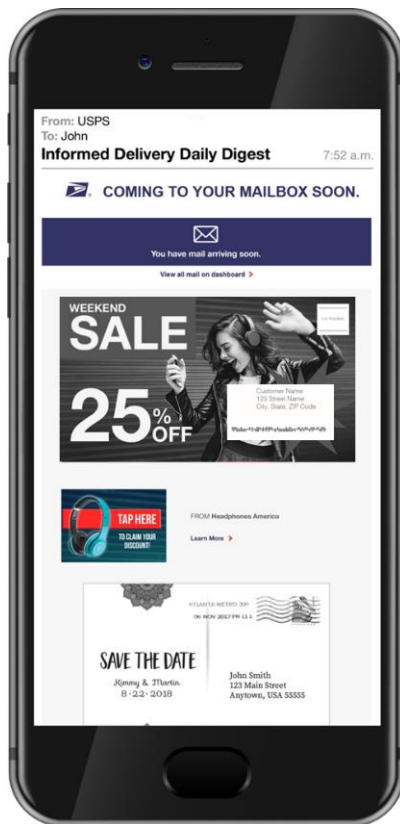
Registered Users

8.1M

Email-enabled Users

185K+

Weekly User Registrations



4,175

Campaigns Completed

948

Brands Represented

65%

Average Email Open Rate

Integration with *PostalOne!*®

Mailer Campaign Portal displays interactive campaigns submitted via *PostalOne!*

Completed

Improved process for generating Post-campaign Reports

Altered the timeout window for reports generation to improve Post-Campaign Report timeouts in production

Completed

Improved Informed Delivery sign-up process

Consumers can validate their identity by requesting a code in the mail rather than attempting online questions

Completed

Improved flats visibility

Increased the timeout to wait for Informed Visibility bundle scans to 60 seconds to improve consistency of the “% Physical Pieces” statistic between the Post-Campaign Summary and Detailed reports

Completed

Electronic Signature Online

Allows users to store an Electronic Signature Online to sign for their packages from the Informed Delivery dashboard

FY19 Q2

Data Distribution

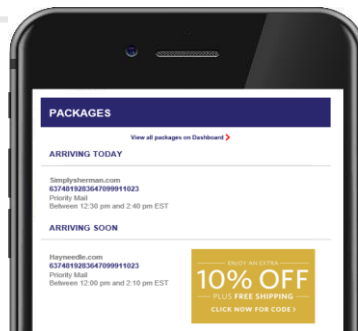
Provisioning Post-Campaign data outside of the Mailer Campaign Portal

FY19 Q3-4

Package Campaigns

Launch pilot that enables mailers to include interactive Ride-along content and a target URL for any packages in the daily digest

FY19 Q3-Q4



- ❑ **2019 Next Generation Campaign Award contest will have two categories:**
 - Campaigns that feature Informed Delivery® compete to become Grand Champion
 - B2B campaigns can win the “Innovative B2B Campaign Award”

- ❑ **Recognition**
 - Winners receive trophies at 2019 NPF
 - Winning entries will be showcased in Next Generation Campaign book

- ❑ **Entry Deadline** – Feb 15th 2019



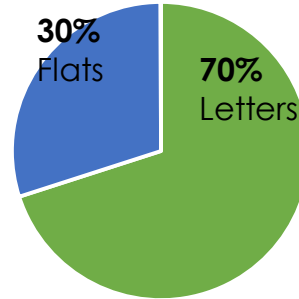
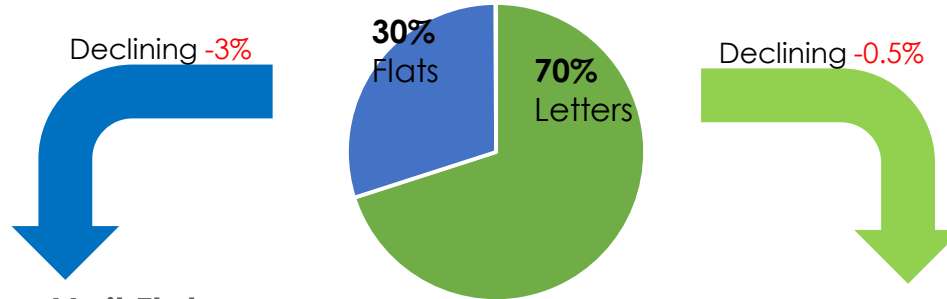
Product Management Update

**MTAC
Product Innovation/Emerging Technology Focus Area
Marketing Mail
October 3, 2018**

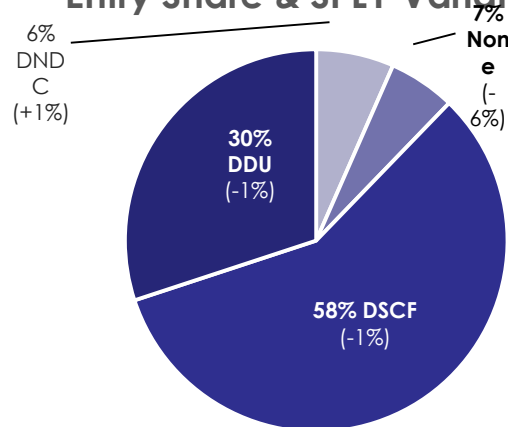
- Pulse of the Industry Summary**
- Marketing Mail Updates**
- Informed Delivery Update**
- Product Management Update**
- Open Discussion**

Product Management Update

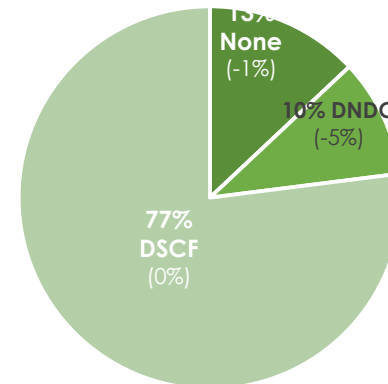
Marketing Mail Volume by Shape



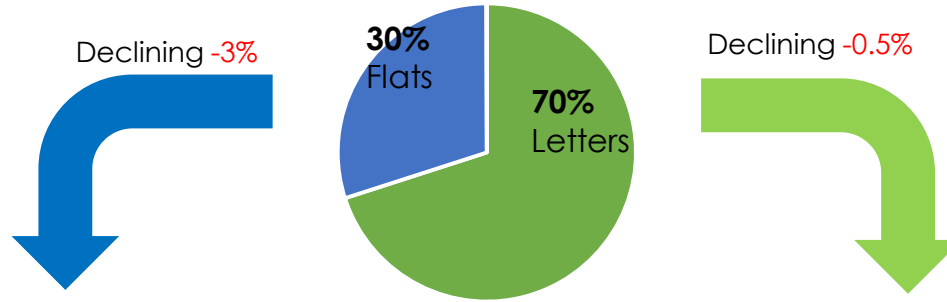
Marketing Mail Flats Entry Share & SPLY Variance



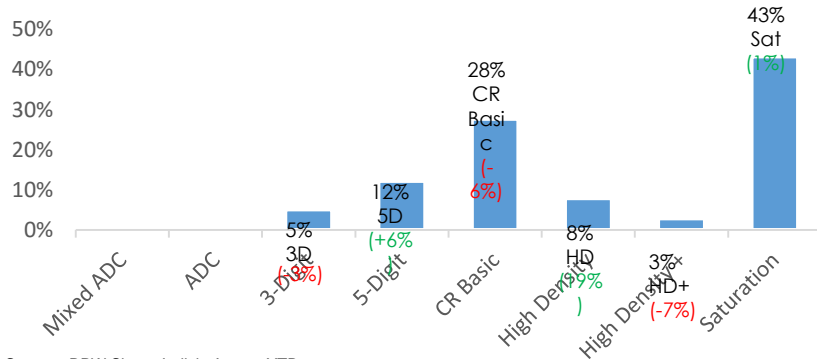
Marketing Mail Letters Entry Share & SPLY Variance



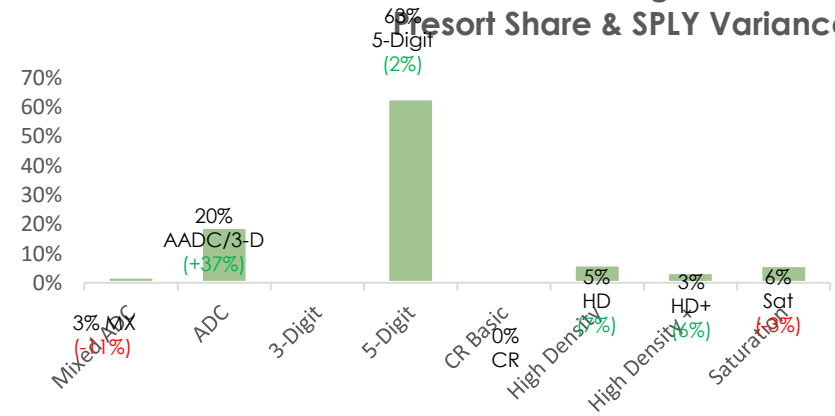
Marketing Mail Volume by Shape

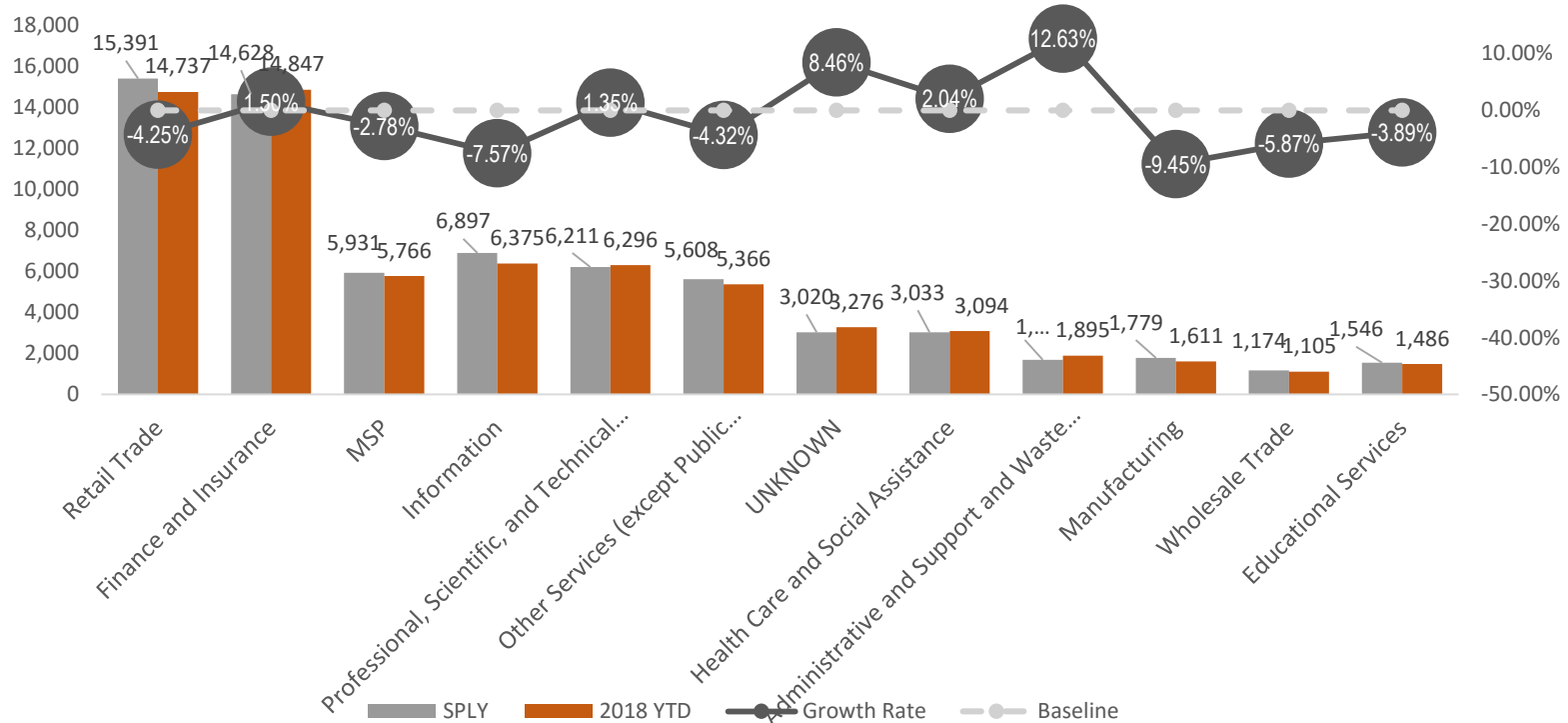


Marketing Mail Flats Presort Share & SPLY Variance



Marketing Mail Letters Presort Share & SPLY Variance





➤ **Postcard Analysis**

- Estimating financial impact from shifts from letters to postcards within FCM
- Need industry input on
 - use of postcards,
 - potential shifts from Marketing Mail letters (e.g., basic CR to FCM 5-D)
 - estimated shifts from presorted FCM letters to presorted postcards

➤ **Household Diary Study**

- Not on usps.com because of costs related to 508 compliance
- Investigating other possibilities for customers to access reports

➤ **Simplification of Picture Permit (onboarding process)**

➤ **Marketing Mail Indicia Update**

- No other tests have been performed

Open Discussion