
USPS Marketing Update

Mailer's Technical Advisory Committee



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Chief Customer & Marketing Officer (A)

October 2, 2018

THANK YOU!

For your
Partnership
and
Your Business



NATIONAL PCC WEEK 2018 RESULTS

September 24 – 28, 2018

Nearly 100 Events (joint & individual combined.)

141 PCCs participating

Three HQ Workshops Offered

- ✓ Informed Delivery (Basic)
- ✓ Informed Delivery (Advanced)
- ✓ Informed Visibility (How to Get Data)

Rich Content

- ✓ PMG Welcome
- ✓ Video
- ✓ State of the Business
- ✓ Academic Outreach

Staff onsite at all events to register customers for Informed Delivery

Successes for Academic Outreach

CUSTOMER EXPERIENCE



INCREASED FOCUS

Improving at Every
Touch Point

WHY CX IS IMPORTANT

The most satisfied customers...

...spend more

2.5x

more revenue compared to least satisfied customers.¹

...cost less to serve

33%

lower cost-to-serve driven by improved customer experience.¹

...are less likely to leave

up to 76%

of variation in customer loyalty can be explained by customer experience.²

Beyond measurement, the right thing to do is always the right thing to do for the business.

INFORMED DELIVERY UPDATE



INFORMED DELIVERY – BY THE NUMBERS



12.82M

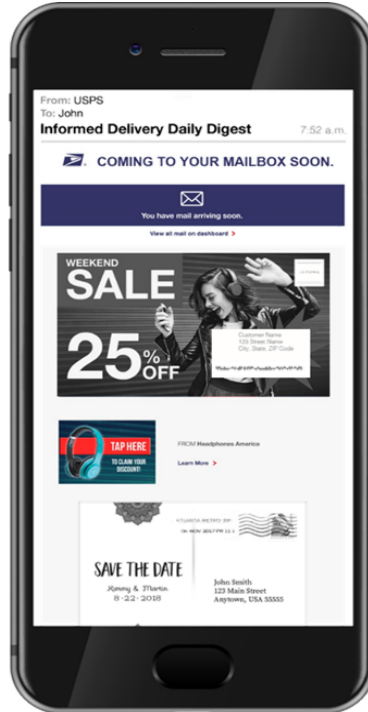
Registered Users

10.76M

Registered Households

8.16M

Email-enabled Users



4,175

Campaigns Created

948

Brands Represented

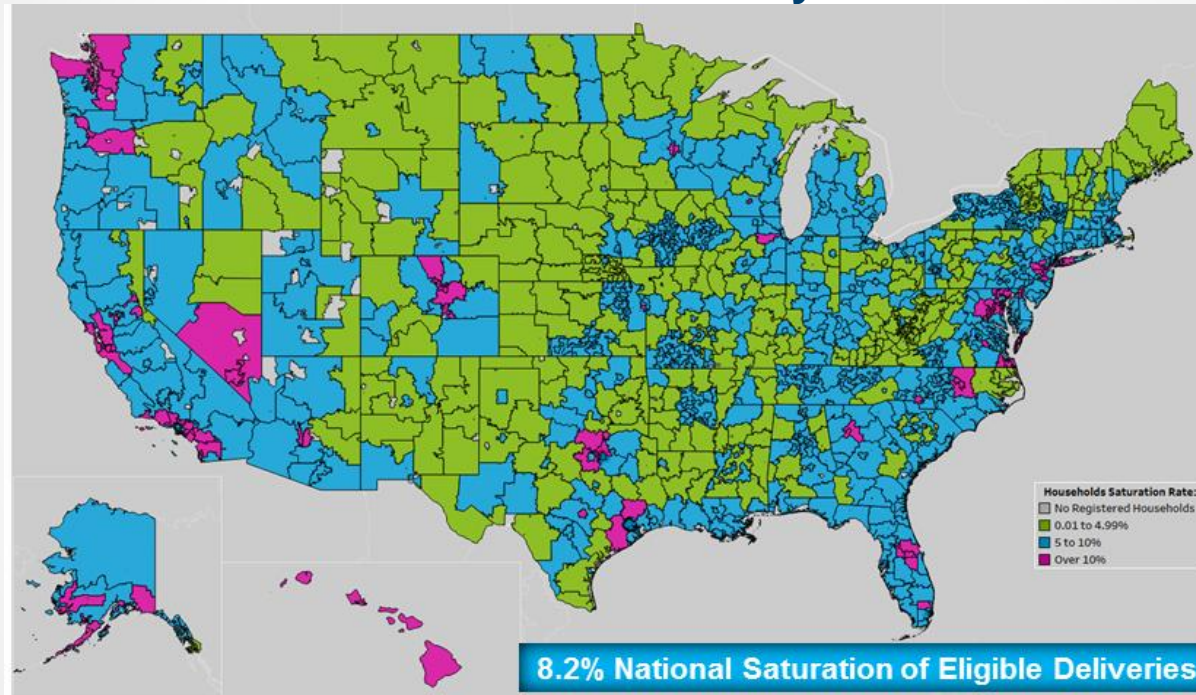
65%

Average Email Open rate

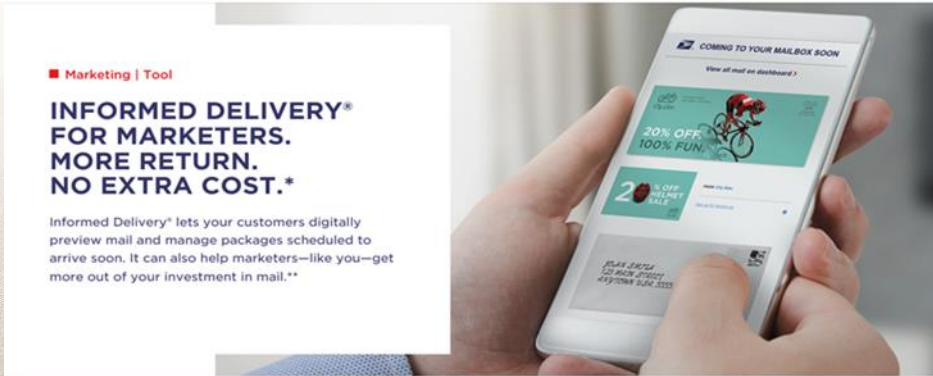
MAIL AS PART OF THE DAILY DIGITAL ROUTINE

Informed Delivery® maintains the relevance of mail in an increasingly digital society.

Household Density



HELPFUL RESOURCES



■ Marketing | Tool

INFORMED DELIVERY® FOR MARKETERS. MORE RETURN. NO EXTRA COST.*

Informed Delivery® lets your customers digitally preview mail and manage packages scheduled to arrive soon. It can also help marketers—like you—get more out of your investment in mail.**

Informed Delivery
[Informedelivery.usps.com](https://informedelivery.usps.com)

Informed Delivery Calculator

www.usps.com/idcalculator

Calculate your potential return by entering your numbers below:

MAIL VOLUME:

MAIL SPEND:

CLEAR ALL

Results

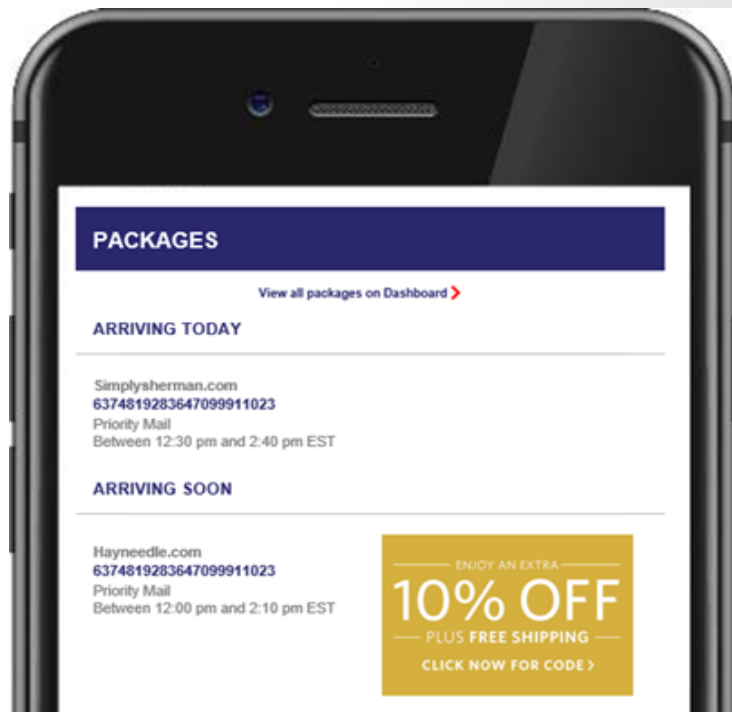
■ BASELINE ■ INFORMED DELIVERY*



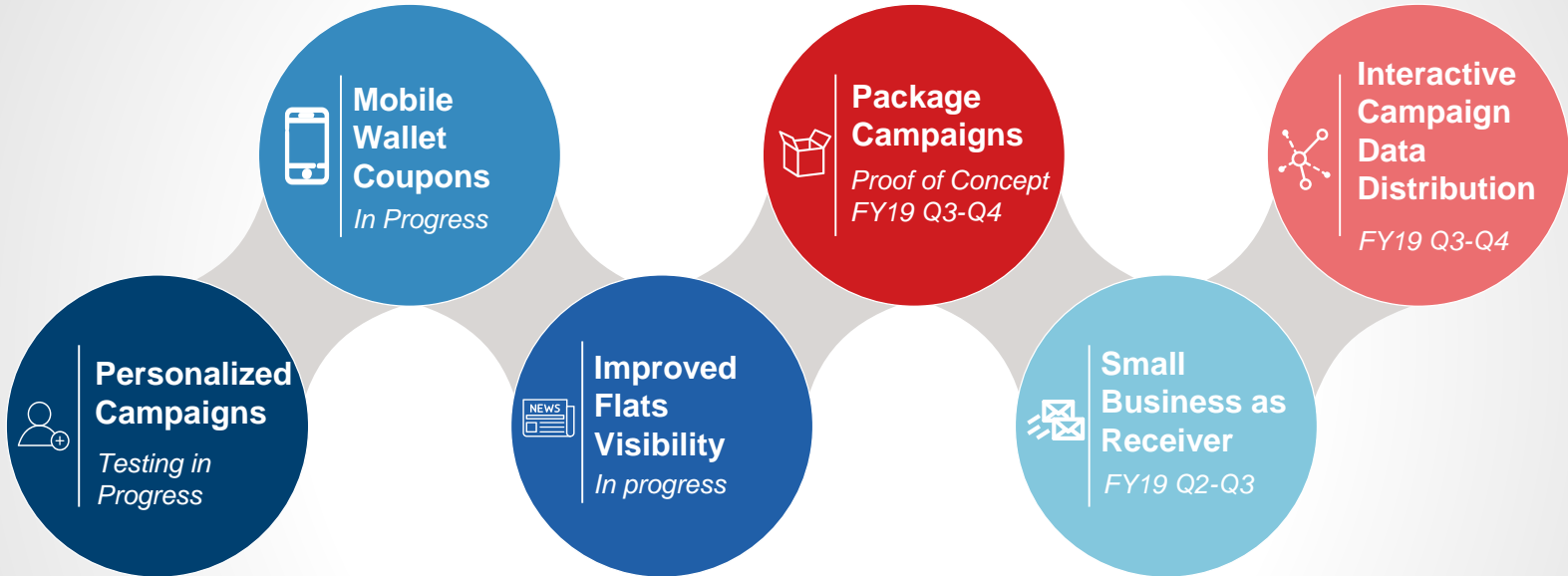
PACKAGE CAMPAIGNS TEST

Summer 2019

Enables mailers to include interactive ride-along for any packages in the daily digest



UPCOMING FEATURES



INTEGRATED HOLIDAY CAMPAIGN

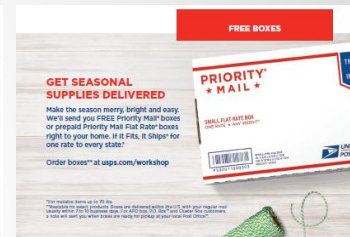
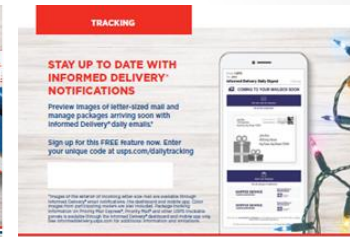
2018 Stamps for the Season



INTEGRATED HOLIDAY CAMPAIGN

Playbook for Customers –Delivered to All Households

- Direct Mail
- Print
- Retail
- Operation Santa
- TV
- Radio
- Holiday Microsite
- Digital Banners
- Social Posts



Thank You

