

# Advertising Market Overview

## The Role of Direct Mail

and

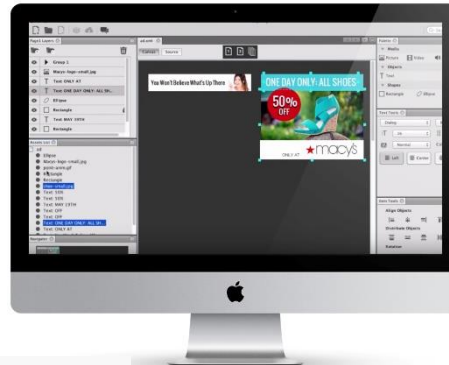
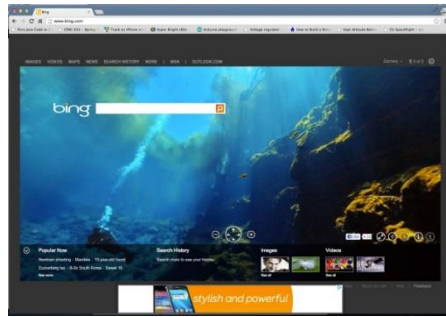
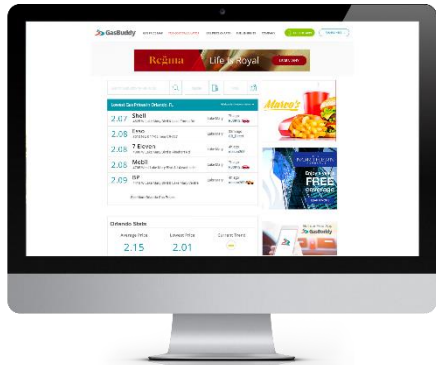
## USPS Mailing Innovations

January 2019

*Victoria K Stephen*  
*Director, Mailing Services*  
*US Postal Service Product Innovation*

# Today's Discussion

- Competitive Marketplace for Mail
- Innovation Strategy: encourage application of tech/mail that drives engagement, response rate and ROI
- Irresistible Mail – a reflection of the Mailing Innovations
- Share research, trends and examples
- Establish workshop challenge!



Banner Ads



Interstitals



Video



Native

**Control**

Only this widget

More personalized

**Variation 1**

6% increase in clicks on web

Create your own VAO laptop

**Variation 2**

Only this widget

Double the SSD storage for the VAO

20% increase in clicks on mobile

**SPECIAL OFFER**

159.99

Product Detail

2 YEAR

**7 WEB BANNERS**

STANDARD SIZES

LEADERBOARD (200x250)

SQUARE (300x250)

SMALL SQUARE (250x250)

RECTANGLE (300x60)

RECTANGLE (300x90)

RECTANGLE (300x120)

RECTANGLE (300x150)

RECTANGLE (300x180)

RECTANGLE (300x220)

RECTANGLE (300x250)

RECTANGLE (300x280)

RECTANGLE (300x310)

RECTANGLE (300x340)

RECTANGLE (300x370)

RECTANGLE (300x400)

RECTANGLE (300x430)

RECTANGLE (300x460)

RECTANGLE (300x490)

RECTANGLE (300x520)

RECTANGLE (300x550)

RECTANGLE (300x580)

RECTANGLE (300x610)

RECTANGLE (300x640)

RECTANGLE (300x670)

RECTANGLE (300x700)

RECTANGLE (300x730)

RECTANGLE (300x760)

RECTANGLE (300x790)

RECTANGLE (300x820)

RECTANGLE (300x850)

RECTANGLE (300x880)

RECTANGLE (300x910)

RECTANGLE (300x940)

RECTANGLE (300x970)

RECTANGLE (300x1000)

RECTANGLE (300x1030)

RECTANGLE (300x1060)

RECTANGLE (300x1090)

RECTANGLE (300x1120)

RECTANGLE (300x1150)

RECTANGLE (300x1180)

RECTANGLE (300x1210)

RECTANGLE (300x1240)

RECTANGLE (300x1270)

RECTANGLE (300x1300)

RECTANGLE (300x1330)

RECTANGLE (300x1360)

RECTANGLE (300x1390)

RECTANGLE (300x1420)

RECTANGLE (300x1450)

RECTANGLE (300x1480)

RECTANGLE (300x1510)

RECTANGLE (300x1540)

RECTANGLE (300x1570)

RECTANGLE (300x1600)

RECTANGLE (300x1630)

RECTANGLE (300x1660)

RECTANGLE (300x1690)

RECTANGLE (300x1720)

RECTANGLE (300x1750)

RECTANGLE (300x1780)

RECTANGLE (300x1810)

RECTANGLE (300x1840)

RECTANGLE (300x1870)

RECTANGLE (300x1900)

RECTANGLE (300x1930)

RECTANGLE (300x1960)

RECTANGLE (300x1990)

RECTANGLE (300x2020)

RECTANGLE (300x2050)

RECTANGLE (300x2080)

RECTANGLE (300x2110)

RECTANGLE (300x2140)

RECTANGLE (300x2170)

RECTANGLE (300x2200)

RECTANGLE (300x2230)

RECTANGLE (300x2260)

RECTANGLE (300x2290)

RECTANGLE (300x2320)

RECTANGLE (300x2350)

RECTANGLE (300x2380)

RECTANGLE (300x2410)

RECTANGLE (300x2440)

RECTANGLE (300x2470)

RECTANGLE (300x2500)

RECTANGLE (300x2530)

RECTANGLE (300x2560)

RECTANGLE (300x2590)

RECTANGLE (300x2620)

RECTANGLE (300x2650)

RECTANGLE (300x2680)

RECTANGLE (300x2710)

RECTANGLE (300x2740)

RECTANGLE (300x2770)

RECTANGLE (300x2800)

RECTANGLE (300x2830)

RECTANGLE (300x2860)

RECTANGLE (300x2890)

RECTANGLE (300x2920)

RECTANGLE (300x2950)

RECTANGLE (300x2980)

RECTANGLE (300x3010)

RECTANGLE (300x3040)

RECTANGLE (300x3070)

RECTANGLE (300x3100)

RECTANGLE (300x3130)

RECTANGLE (300x3160)

RECTANGLE (300x3190)

RECTANGLE (300x3220)

RECTANGLE (300x3250)

RECTANGLE (300x3280)

RECTANGLE (300x3310)

RECTANGLE (300x3340)

RECTANGLE (300x3370)

RECTANGLE (300x3400)

RECTANGLE (300x3430)

RECTANGLE (300x3460)

RECTANGLE (300x3490)

RECTANGLE (300x3520)

RECTANGLE (300x3550)

RECTANGLE (300x3580)

RECTANGLE (300x3610)

RECTANGLE (300x3640)

RECTANGLE (300x3670)

RECTANGLE (300x3700)

RECTANGLE (300x3730)

RECTANGLE (300x3760)

RECTANGLE (300x3790)

RECTANGLE (300x3820)

RECTANGLE (300x3850)

RECTANGLE (300x3880)

RECTANGLE (300x3910)

RECTANGLE (300x3940)

RECTANGLE (300x3970)

RECTANGLE (300x4000)

RECTANGLE (300x4030)

RECTANGLE (300x4060)

RECTANGLE (300x4090)

RECTANGLE (300x4120)

RECTANGLE (300x4150)

RECTANGLE (300x4180)

RECTANGLE (300x4210)

RECTANGLE (300x4240)

RECTANGLE (300x4270)

RECTANGLE (300x4300)

RECTANGLE (300x4330)

RECTANGLE (300x4360)

RECTANGLE (300x4390)

RECTANGLE (300x4420)

RECTANGLE (300x4450)

RECTANGLE (300x4480)

RECTANGLE (300x4510)

RECTANGLE (300x4540)

RECTANGLE (300x4570)

RECTANGLE (300x4600)

RECTANGLE (300x4630)

RECTANGLE (300x4660)

RECTANGLE (300x4690)

RECTANGLE (300x4720)

RECTANGLE (300x4750)

RECTANGLE (300x4780)

RECTANGLE (300x4810)

RECTANGLE (300x4840)

RECTANGLE (300x4870)

RECTANGLE (300x4900)

RECTANGLE (300x4930)

RECTANGLE (300x4960)

RECTANGLE (300x4990)

RECTANGLE (300x5020)

RECTANGLE (300x5050)

RECTANGLE (300x5080)

RECTANGLE (300x5110)

RECTANGLE (300x5140)

RECTANGLE (300x5170)

RECTANGLE (300x5200)

RECTANGLE (300x5230)

RECTANGLE (300x5260)

RECTANGLE (300x5290)

RECTANGLE (300x5320)

RECTANGLE (300x5350)

RECTANGLE (300x5380)

RECTANGLE (300x5410)

RECTANGLE (300x5440)

RECTANGLE (300x5470)

RECTANGLE (300x5500)

RECTANGLE (300x5530)

RECTANGLE (300x5560)

RECTANGLE (300x5590)

RECTANGLE (300x5620)

RECTANGLE (300x5650)

RECTANGLE (300x5680)

RECTANGLE (300x5710)

RECTANGLE (300x5740)

RECTANGLE (300x5770)

RECTANGLE (300x5800)

RECTANGLE (300x5830)

RECTANGLE (300x5860)

RECTANGLE (300x5890)

RECTANGLE (300x5920)

RECTANGLE (300x5950)

RECTANGLE (300x5980)

RECTANGLE (300x6010)

RECTANGLE (300x6040)

RECTANGLE (300x6070)

RECTANGLE (300x6100)

RECTANGLE (300x6130)

RECTANGLE (300x6160)

RECTANGLE (300x6190)

RECTANGLE (300x6220)

RECTANGLE (300x6250)

RECTANGLE (300x6280)

RECTANGLE (300x6310)

RECTANGLE (300x6340)

RECTANGLE (300x6370)

RECTANGLE (300x6400)

RECTANGLE (300x6430)

RECTANGLE (300x6460)

RECTANGLE (300x6490)

RECTANGLE (300x6520)

RECTANGLE (300x6550)

RECTANGLE (300x6580)

RECTANGLE (300x6610)

RECTANGLE (300x6640)

RECTANGLE (300x6670)

RECTANGLE (300x6700)

RECTANGLE (300x6730)

RECTANGLE (300x6760)

RECTANGLE (300x6790)

RECTANGLE (300x6820)

RECTANGLE (300x6850)

RECTANGLE (300x6880)

RECTANGLE (300x6910)

RECTANGLE (300x6940)

RECTANGLE (300x6970)

RECTANGLE (300x7000)

RECTANGLE (300x7030)

RECTANGLE (300x7060)

RECTANGLE (300x7090)

RECTANGLE (300x7120)

RECTANGLE (300x7150)

RECTANGLE (300x7180)

RECTANGLE (300x7210)

RECTANGLE (300x7240)

RECTANGLE (300x7270)

RECTANGLE (300x7300)

RECTANGLE (300x7330)

RECTANGLE (300x7360)

RECTANGLE (300x7390)

RECTANGLE (300x7420)

RECTANGLE (300x7450)

RECTANGLE (300x7480)

RECTANGLE (300x7510)

RECTANGLE (300x7540)

RECTANGLE (300x7570)

RECTANGLE (300x7600)

RECTANGLE (300x7630)

RECTANGLE (300x7660)

RECTANGLE (300x7690)

RECTANGLE (300x7720)

RECTANGLE (300x7750)

RECTANGLE (300x7780)

RECTANGLE (300x7810)

RECTANGLE (300x7840)

RECTANGLE (300x7870)

RECTANGLE (300x7900)

RECTANGLE (300x7930)

RECTANGLE (300x7960)

RECTANGLE (300x7990)

RECTANGLE (300x8020)

RECTANGLE (300x8050)

RECTANGLE (300x8080)

RECTANGLE (300x8110)

RECTANGLE (300x8140)

RECTANGLE (300x8170)

RECTANGLE (300x8200)

RECTANGLE (300x8230)

RECTANGLE (300x8260)

RECTANGLE (300x8290)

RECTANGLE (300x8320)

RECTANGLE (300x8350)

RECTANGLE (300x8380)

RECTANGLE (300x8410)

RECTANGLE (300x8440)

RECTANGLE (300x8470)

RECTANGLE (300x8500)

RECTANGLE (300x8530)

RECTANGLE (300x8560)

RECTANGLE (300x8590)

RECTANGLE (300x8620)

RECTANGLE (300x8650)

RECTANGLE (300x8680)

RECTANGLE (300x8710)

RECTANGLE (300x8740)

RECTANGLE (300x8770)

RECTANGLE (300x8800)

RECTANGLE (300x8830)

RECTANGLE (300x8860)

RECTANGLE (300x8890)

RECTANGLE (300x8920)

RECTANGLE (300x8950)

RECTANGLE (300x8980)

RECTANGLE (300x9010)

RECTANGLE (300x9040)

RECTANGLE (300x9070)

RECTANGLE (300x9100)

RECTANGLE (300x9130)

RECTANGLE (300x9160)

RECTANGLE (300x9190)

RECTANGLE (300x9220)

RECTANGLE (300x9250)

RECTANGLE (300x9280)

RECTANGLE (300x9310)

RECTANGLE (300x9340)

RECTANGLE (300x9370)

RECTANGLE (300x9400)

RECTANGLE (300x9430)

RECTANGLE (300x9460)

RECTANGLE (300x9490)

RECTANGLE (300x9520)

RECTANGLE (300x9550)

RECTANGLE (300x9580)

RECTANGLE (300x9610)

RECTANGLE (300x9640)

RECTANGLE (300x9670)

RECTANGLE (300x9700)

RECTANGLE (300x9730)

RECTANGLE (300x9760)

RECTANGLE (300x9790)

RECTANGLE (300x9820)

RECTANGLE (300x9850)

RECTANGLE (300x9880)

RECTANGLE (300x9910)

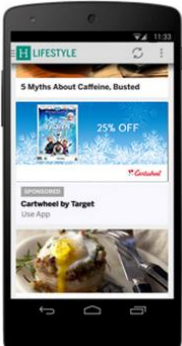
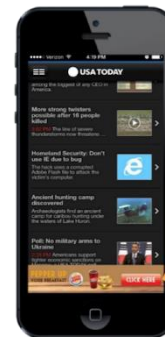
RECTANGLE (300x9940)

RECTANGLE (300x9970)

RECTANGLE (300x10000)

100% Editable EPS Vector Files  
Easy to Use  
Easy to Change Colors  
All Elements are Grouped

#151384188

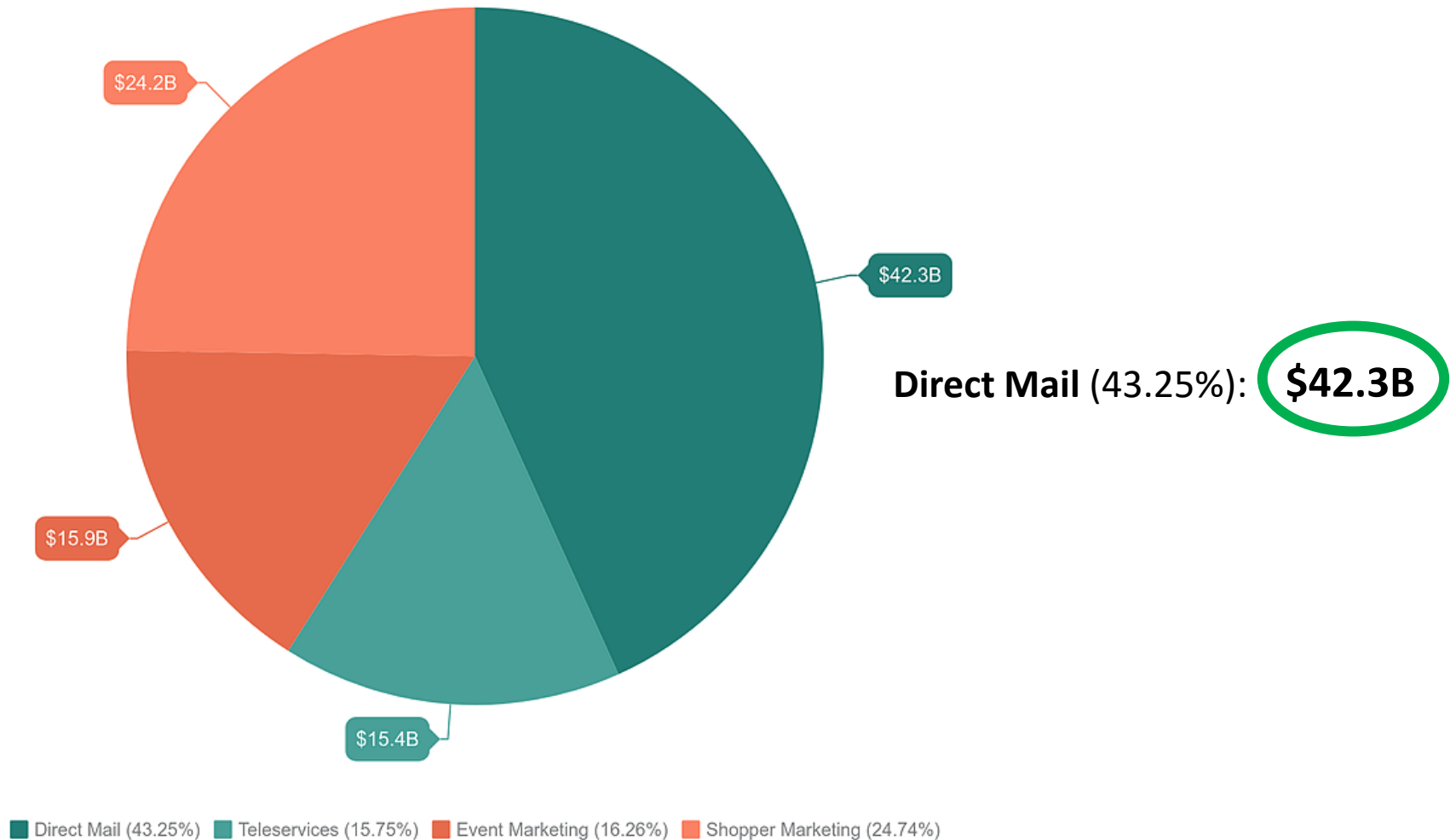


## US Total Media Ad Spending, by Media, 2016-2022

*billions*

|                      | 2016            | 2017            | 2018            | 2019            | 2020            | 2021            | 2022            |
|----------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| <b>Digital</b>       | <b>\$72.85</b>  | <b>\$88.40</b>  | <b>\$111.14</b> | <b>\$132.32</b> | <b>\$156.74</b> | <b>\$172.39</b> | <b>\$187.88</b> |
| —Mobile              | \$47.09         | \$57.45         | \$76.17         | \$93.25         | \$113.21        | \$127.93        | \$141.36        |
| —Desktop/<br>laptop  | \$25.76         | \$30.94         | \$34.97         | \$39.07         | \$43.53         | \$44.46         | \$46.52         |
| <b>TV*</b>           | <b>\$71.29</b>  | <b>\$70.22</b>  | <b>\$69.87</b>  | <b>\$69.17</b>  | <b>\$69.52</b>  | <b>\$68.82</b>  | <b>\$68.13</b>  |
| <b>Print</b>         | <b>\$25.49</b>  | <b>\$22.81</b>  | <b>\$18.74</b>  | <b>\$15.41</b>  | <b>\$12.92</b>  | <b>\$11.02</b>  | <b>\$9.63</b>   |
| —Newspapers**        | \$13.33         | \$11.86         | \$9.76          | \$7.96          | \$6.44          | \$5.29          | \$4.44          |
| —Magazines**         | \$12.16         | \$10.94         | \$8.97          | \$7.45          | \$6.48          | \$5.74          | \$5.19          |
| <b>Radio***</b>      | <b>\$14.33</b>  | <b>\$14.33</b>  | <b>\$14.41</b>  | <b>\$14.43</b>  | <b>\$14.46</b>  | <b>\$14.49</b>  | <b>\$14.52</b>  |
| <b>Out-of-home</b>   | <b>\$7.60</b>   | <b>\$7.70</b>   | <b>\$8.08</b>   | <b>\$8.16</b>   | <b>\$8.43</b>   | <b>\$8.51</b>   | <b>\$8.60</b>   |
| <b>Directories**</b> | <b>\$2.35</b>   | <b>\$1.83</b>   | <b>\$1.47</b>   | <b>\$1.19</b>   | <b>\$0.99</b>   | <b>\$0.84</b>   | <b>\$0.74</b>   |
| <b>Total</b>         | <b>\$193.91</b> | <b>\$205.29</b> | <b>\$223.70</b> | <b>\$240.68</b> | <b>\$263.05</b> | <b>\$276.07</b> | <b>\$289.50</b> |

2018 U.S. Offline Media/Marketing Spending, Projected: \$97.8B



Source: *The Winterberry Group, 2018 Media Spending Preview*

The yearly outlook is based on an amalgamation of extensive research, including the firm's own findings along with studies from sources such as Accenture, eMarketer, Forrester Research, IAB, IDC, JP Morgan, McKinsey, and PwC.

## Ad Exposure in the US

Americans are:

- Exposed to: >3000 ads each day! <sup>1, 2,3</sup>
- Will pay attention to: 50 ads per day
- And will positively remember..... **4** ads per day

<sup>1</sup>CDMP Course, USPS

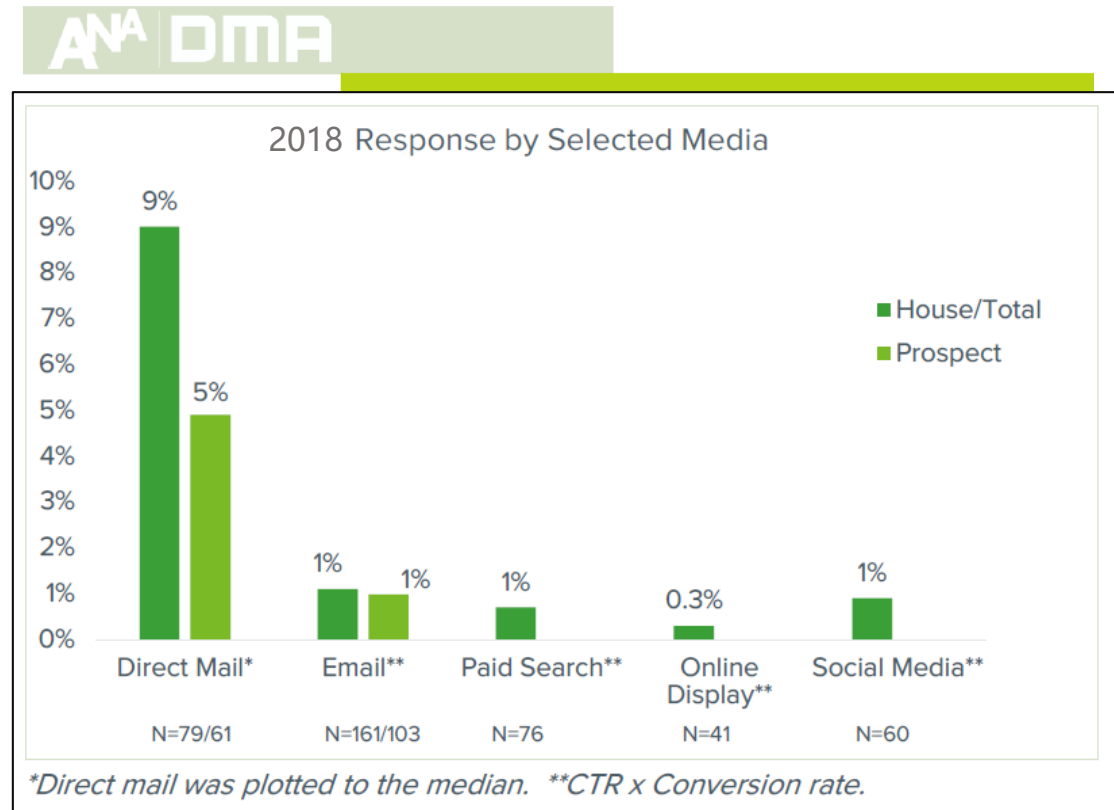
<sup>2</sup>Forbes, "Finding Brand Success in a Digital World," Aug 2017

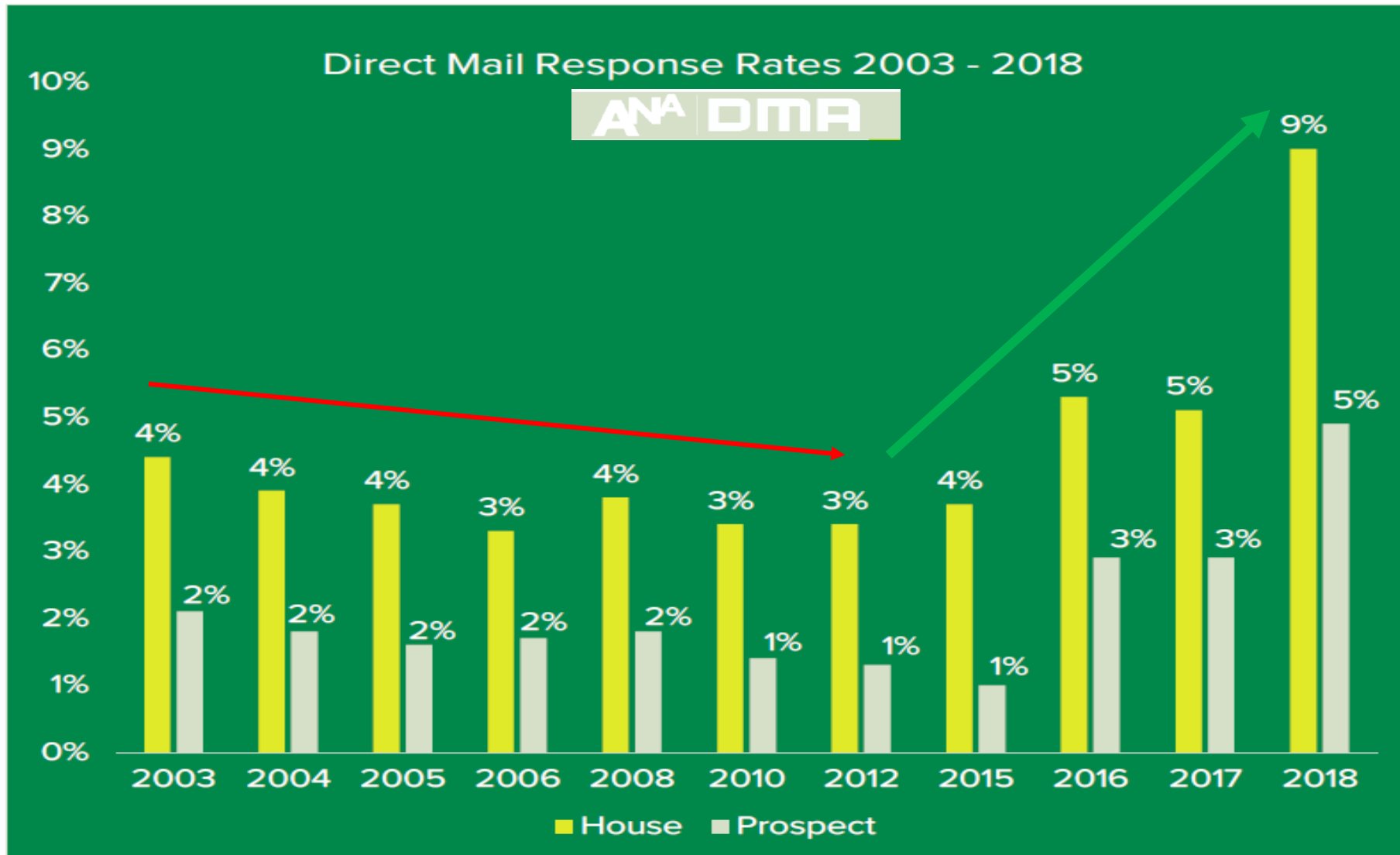
<sup>3</sup>The Business Journal, Sept 2017



## Impact on Response Rates

- Direct Mail Response Rate up **2.3x** in last three years!
  - Digital fatigue, print innovations
  - All channels improved vs 2017
  - DM response **9X** above any media!
- Direct Mail out performs all other media *combined* by >270%!
- DM *with* other media, not instead





*For 2018, N=79 (House) and N=61 (Prospect).*



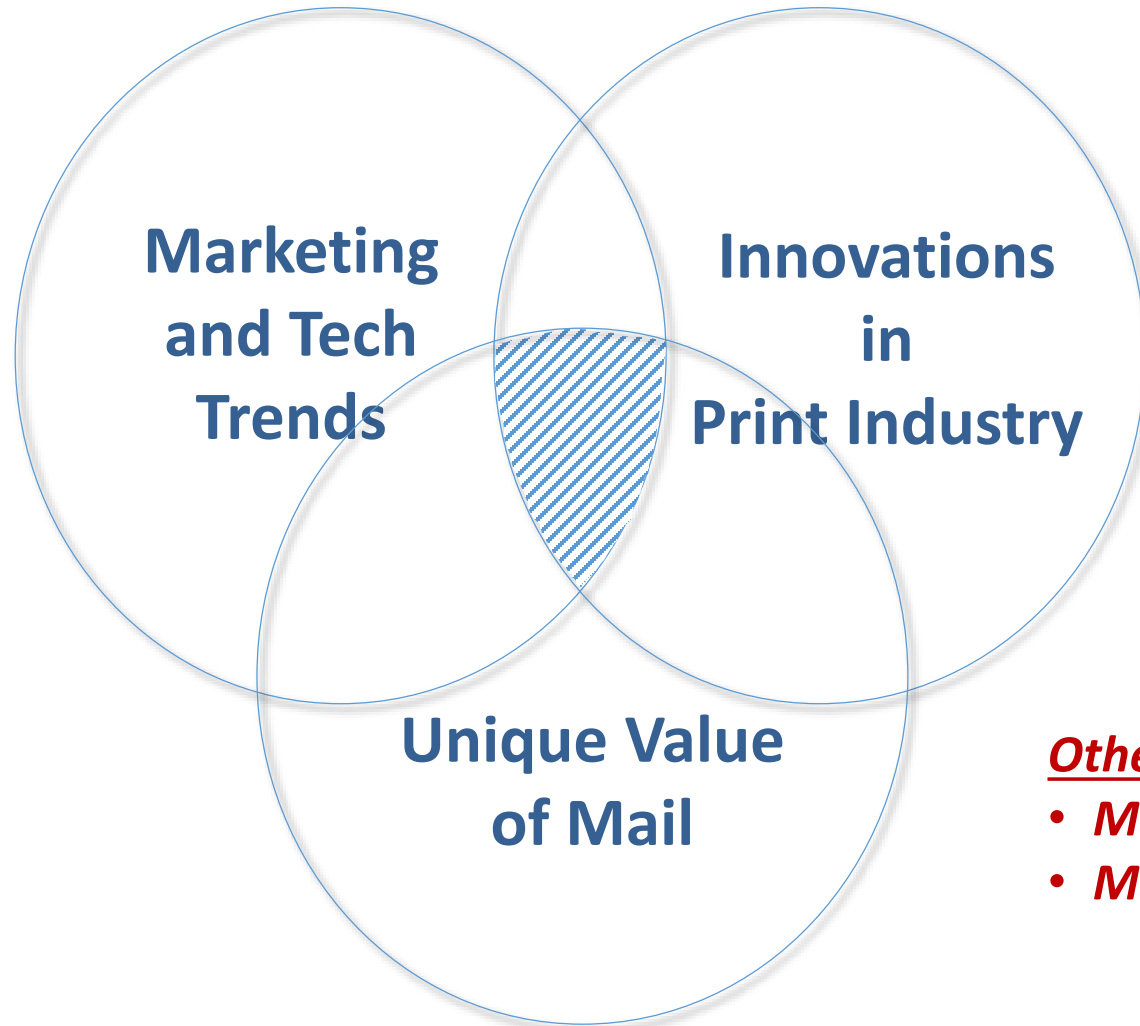
# Key Observations

- Huge growth in digital spend and growth in last few years
- Direct Mail represents significant spend
- Direct mail response rates have increased to record highs during the growth of digital

*... so how do we drive mail GROWTH?*

- Extensive market research
- Encourage application of technology and capabilities that drive engagement, response rate and ROI
- Long term growth/retention strategy
- Developed **Mailing Promotions** – small financial incentive for mailers/marketers to leverage these techniques with mail
- “Irresistible Mail” – showcase of mail/tech

# Mailing Promotions Consider....



**Other Influences:**

- **Millennials**
- **Mobile**

- Despite digital ethos, Millennials value the Mail!
- Respond favorably to relevant, well-designed interactive mailpieces
- Spend more time with their mail, even though they get less
- Take action on mail!
  - 40% of consumers make purchases because of mail received
  - 77% of Gen X and 63% of Gen Y - purchased because of Mail



..... **HUGE opportunity!!**  
HUGE

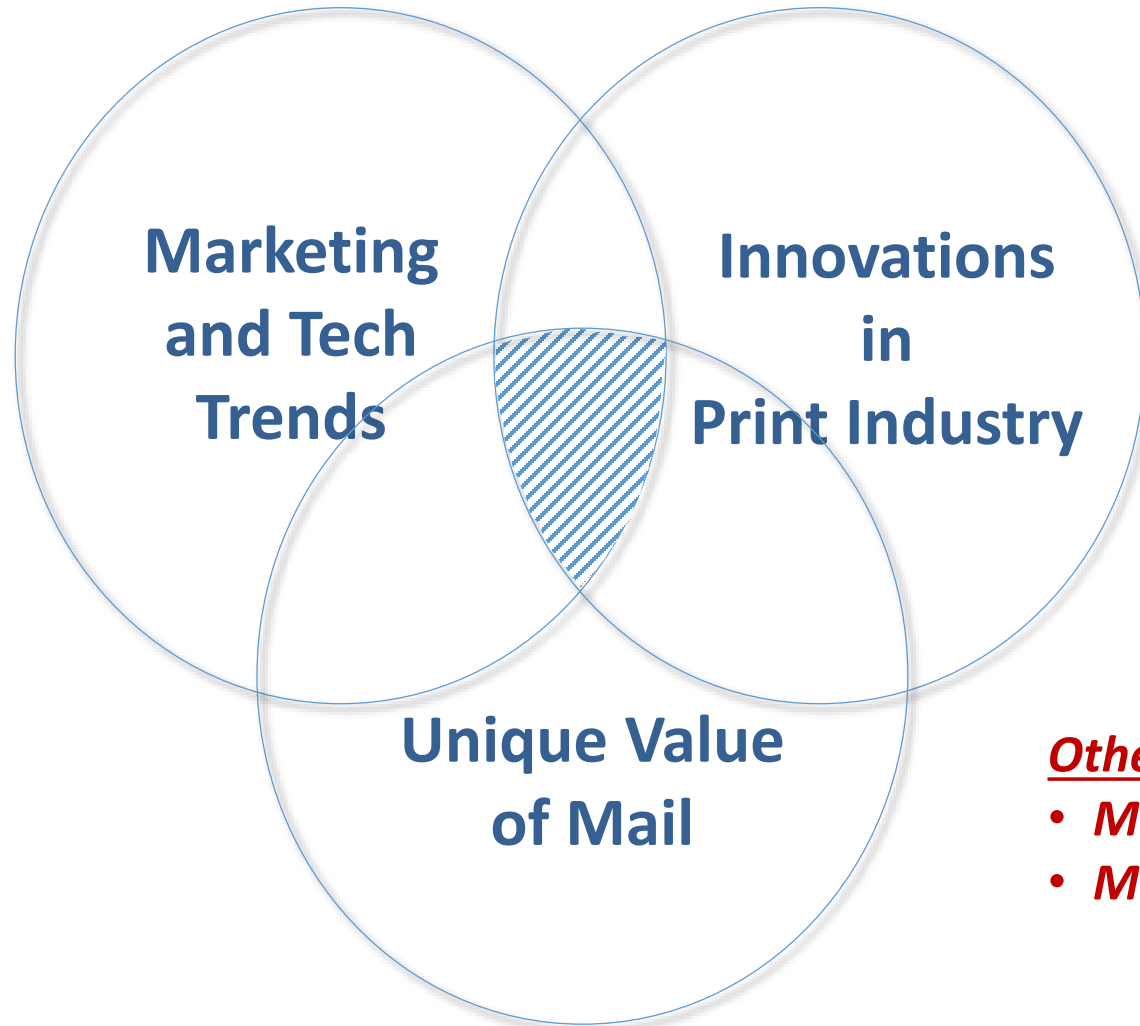


# Mobile Trends

- **2015:** Mobile ad spend increased 84% to \$32.7B;<sup>1</sup> 25% of digital<sup>2</sup>
- **2016:** Mobile ad spend exceeded \$100B; 2.1B users.
  - Black Friday: first \$1B mobile shopping day in history<sup>3</sup>
- **2017:** smartphones = #literate adults<sup>4</sup>, and 77% will make purchases via mobile
  - Black Friday: first \$2B mobile shopping day!<sup>3</sup>
- **2018:** smartphone ad spend will triple
- **2020:** 2.8B users; Internet of Things (IoT) - 75B connected devices



# Mailing Promotions Consider....



**Other Influences:**

- **Millennials**
- **Mobile**

# When Paper and Pixels Converge, it's...

2015:



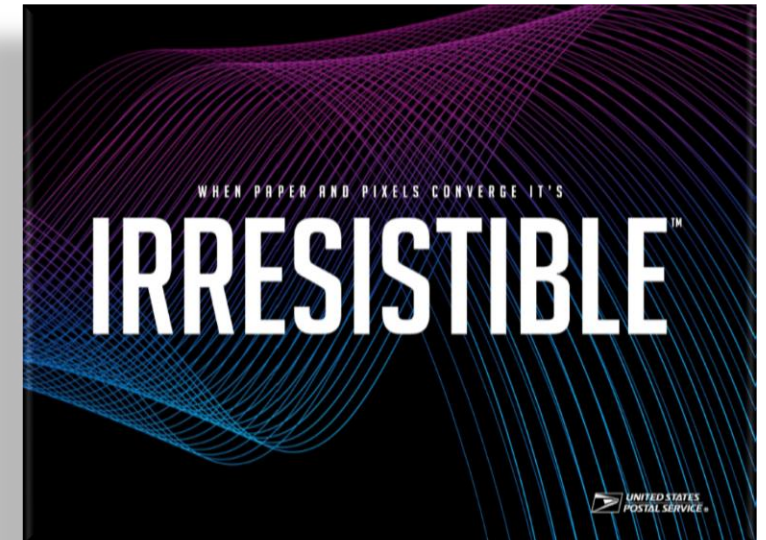
**46% volume increase  
11B pieces**

2016:

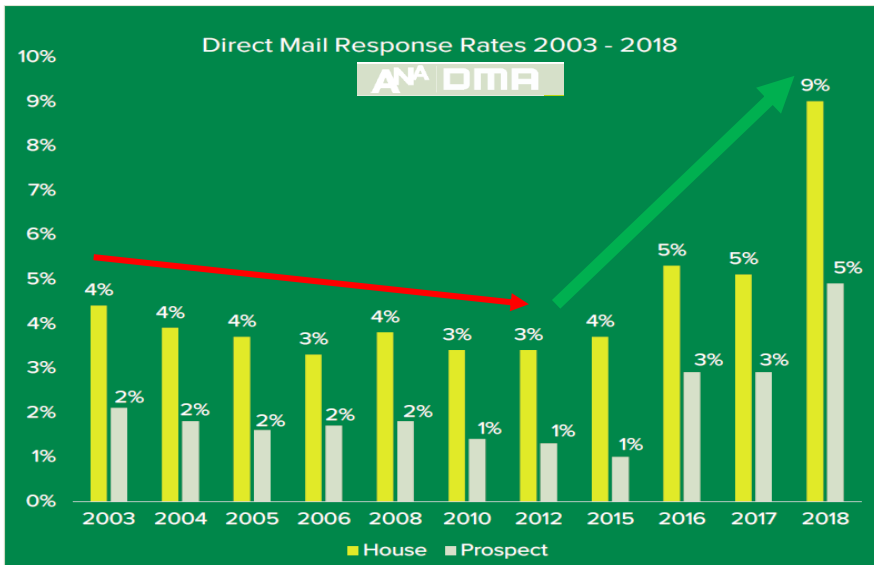


**23% volume increase  
14.9B pieces**

2017:

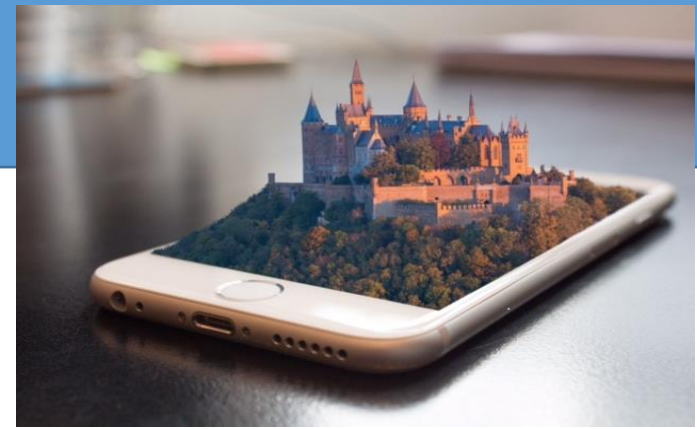


**7.1% volume increase  
16B pieces**









# Augmented Reality

- Tech giants all offer AR features<sup>1</sup>

Snapchat World Lenses; Facebook AR camera features/Messenger; Apple's AR Kit in iOS11; Android AR Core; Amazon's AR View<sup>2</sup> (built w/AR-Kit)

- In 2017, 40M people in the US engaged with AR at least monthly – up over 30% from 2016<sup>3</sup>, and projected 59M by 2019<sup>4</sup>
- Estimated \$80B-125B market for AR/VR<sup>5</sup>
- Pokemon Go, Snapchat Filters, Facebook. Virtual “try on” apps (Sephora, Gap, Topshop, Nickelodeon); Wayfair; Apple/Ikea<sup>6</sup>, Wimbledon app<sup>7</sup>

<sup>1,3</sup>eMarketer, April & May 2017

<sup>4</sup>eMarketer, May 2017 and March 2018

<sup>6</sup>CoDesign, June 2017

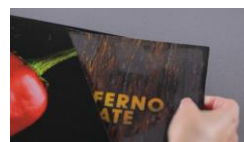
<sup>2</sup>Recode, November 2017

<sup>5</sup>Digi-Capital estimates, February 2017

<sup>7</sup>MarketingWeek, June 2017

# Augmented Reality

- Dramatic growth in application of AR in mail in last 2 years
- 2016 Promotions saw a 53% increase above SPLY
- 2017 – over 5.1B pieces mailed with AR!



See these experiences at [www.IrresistibleMail.com](http://www.IrresistibleMail.com)



# Virtual Reality

- “There are two kinds of people....”
- Record level investments, 2016: \$2.3B, >300% over SPLY<sup>1</sup>; \$9.1B in 2017; \$17.8B for 2018<sup>2</sup>; expected to jump 69% in 2019<sup>3</sup>
- All the tech giants actively developing/implementing
  - Facebook’s “React VR” developer kit; YouTube’s “Heatmaps” tools; Google Spotlight...
- Desired content areas: travel/exploration, gaming, shopping<sup>4</sup>
- Pave the way for MR/XR -Mixed Reality (combination of VR/AR)

<sup>1</sup>Digi-Capital estimates, February 2017

<sup>3</sup>GamesIndustry, IDC estimates, December 2018

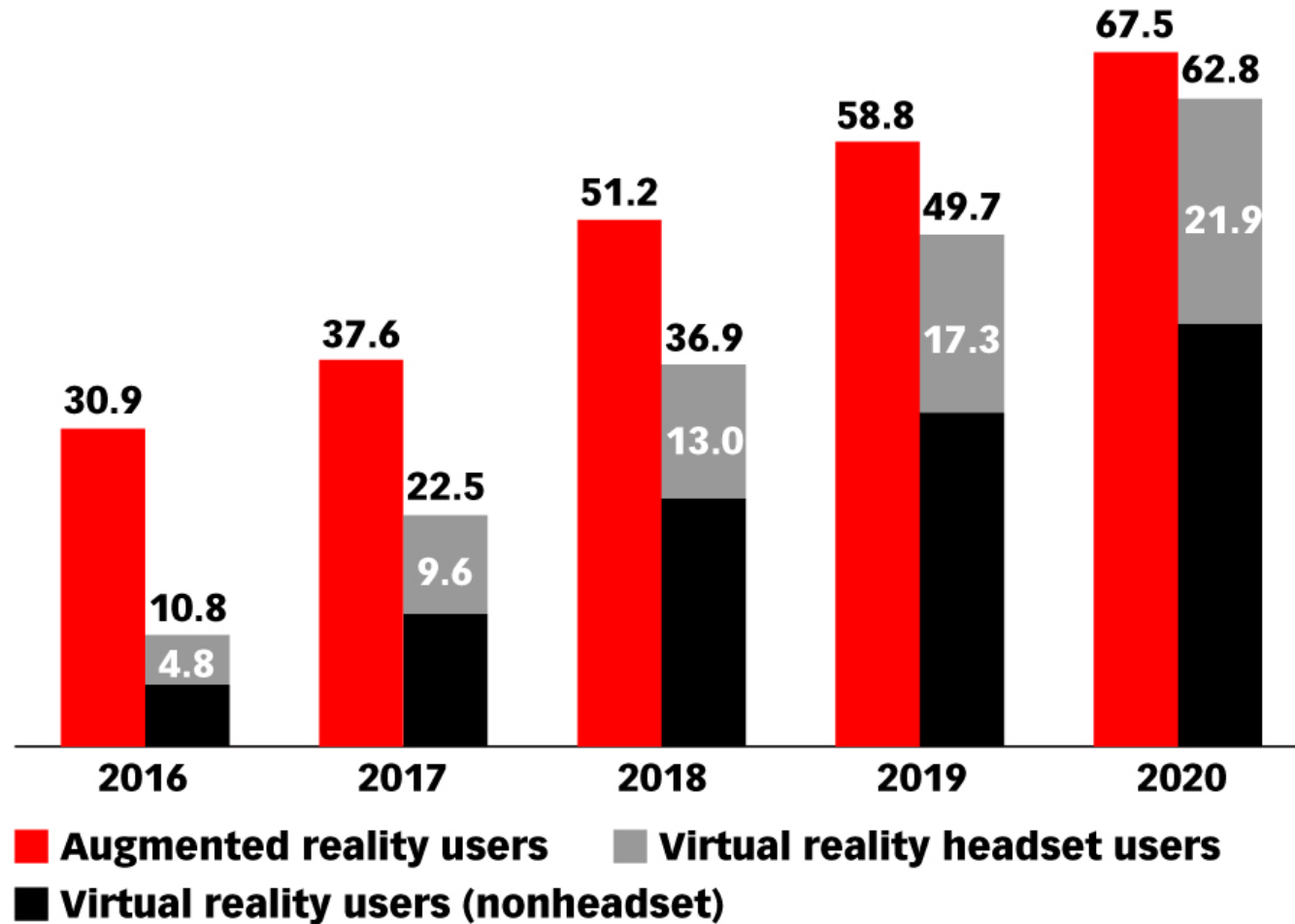
<sup>2</sup>International Data Corp, January 2018

<sup>4</sup>Goldman Sachs, Equity Research, January 2016



## US Virtual Reality and Augmented Reality Users, 2016-2020

millions





# Virtual Reality

- Provides immersive storytelling
- Immersive experiences evoke 27% higher engagement<sup>1</sup>
- Can monetize through shopping/purchase features
- Many companies already incorporating via:
  - Print catalogs - connect to virtual shopping experience
  - Mail connects to virtual experiences, bookings, training/learning, gaming



<sup>1</sup>YuMe, Nielsen, 2017

# Transition to Mixed Reality

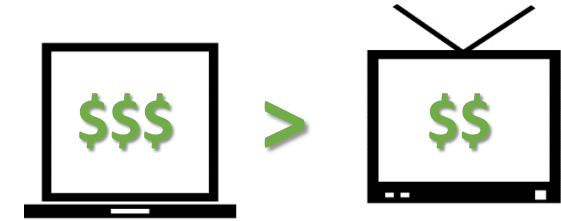
- Think Xbox Kinect or Wii gaming systems
- Where AR meets VR




Imagine this kind of splash from a mailpiece!



# Digital to Direct Mail



- Massive, continued growth in programmatic advertising
- As of 2016, digital display ad spend exceeded TV spend<sup>1</sup>
- In 2019, \$46B, or 84% of digital display ad spend will be purchased programmatically<sup>2</sup>
- Attention spans.... 
- Only 9% of digital ads get > 1 second's worth of attention<sup>3</sup>
- Display response rate plummeted to <0.1% in 2017; 0.3% in 2018<sup>4</sup>

<sup>1</sup>eMarketer, Programmatic Advertising Estimates, April 2017

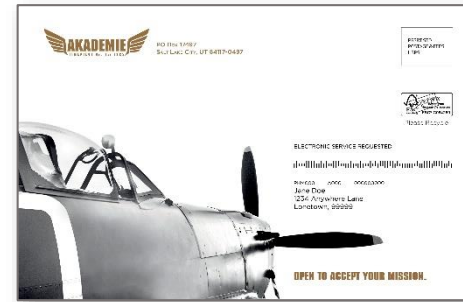
<sup>3</sup>MarketingWeek, Marketers Waste Money, July 2016

<sup>2</sup>eMarketer, April 2017

<sup>4</sup>DMA 2017 Response Rate Report, May 2017, and 2018



# Digital to Direct Mail



- Irresistible – inspirational Digital to Direct Mail
- Many possible implementations!
- Leverages the *best* of the physical and digital channels
- Avoids issues with fraud, bots, brand safety





# NFC

- Used primarily as Payment technology
  - Global contactless payments will reach \$1.3Trillion by 2019<sup>1</sup>
- Apple opened NFC beyond ApplePay in iOS11
  - Now over 100M iPhones – 65% can support NFC
- No App Required!
- Creates great opportunities with Mail



# NFC

- Turn on NFC in settings
- Tap back of phone to tag (near battery)
- No App Required!



## Video & Print

- In 2019, >175M people<sup>1</sup> in the US will use their mobile device to view video, 82% of internet users<sup>2</sup>
- US consumers now spend >5 hrs per day on mobile devices<sup>3</sup>
- Tech links print pieces with video experiences
  - Print Pieces with Integrated Video Screen
  - Video Enhanced Print
  - Personalized, Interactive video
  - Shoppable Video

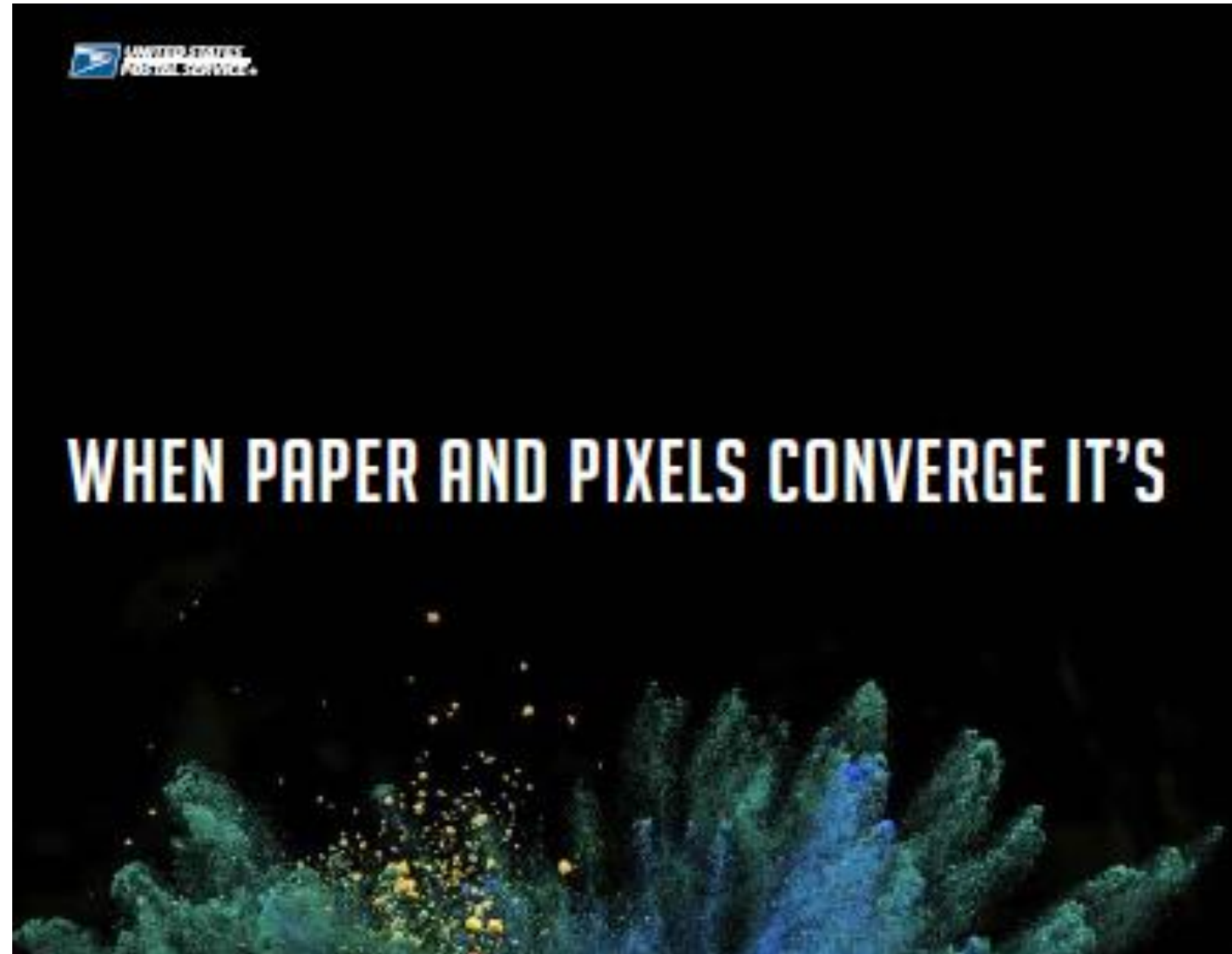


<sup>1</sup>Statista, 2019

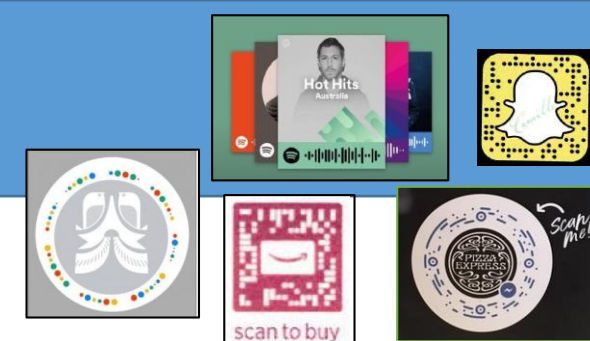
<sup>3</sup>TechCrunch, March 2017

<sup>2</sup>TechCrunch, March 2017

## Video in Print







# QR Codes / Mobile Barcodes

- 34% of mobile users have scanned QRs in-store<sup>1</sup>
- Americans scanned over 27.7M QR codes each month in 2017<sup>2</sup>
- Mobile barcodes; mobile optimized website; purchases
- Payment QR codes



<sup>1</sup>Exact Target, January 2016

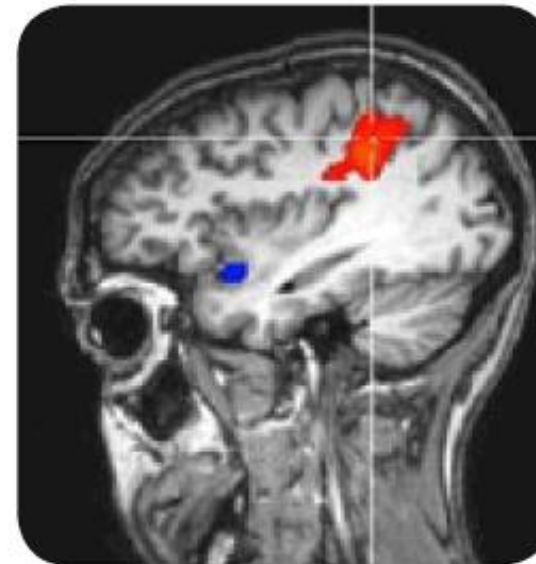
<sup>2</sup>Statista, May 2017



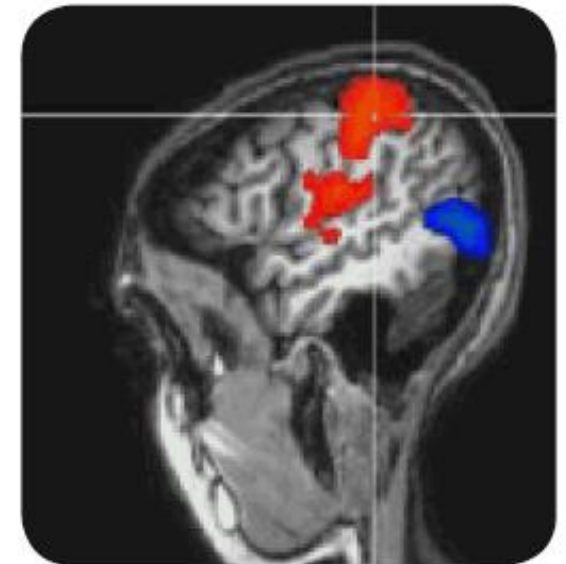


## Tactile/Sensory/Interactive Mailpieces

- Multiple independent neuroscience research studies
- Show that physical materials activate the brain more deeply to yield:
  - ✓ Better recall over longer periods
  - ✓ Deeper emotional connection
  - ✓ Stronger brand associations



Right parietal



Left parietal

<sup>1</sup> Millward Brown: Case Study Understanding Direct Mail with Neuroscience

<sup>2</sup> USPS OIG Research "Enhancing the Value of Mail: The Human Response"

<sup>2</sup> Canada Post: "A Bias for Action: the neuroscience behind the response-driving power of direct mail"

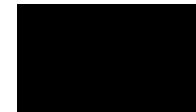
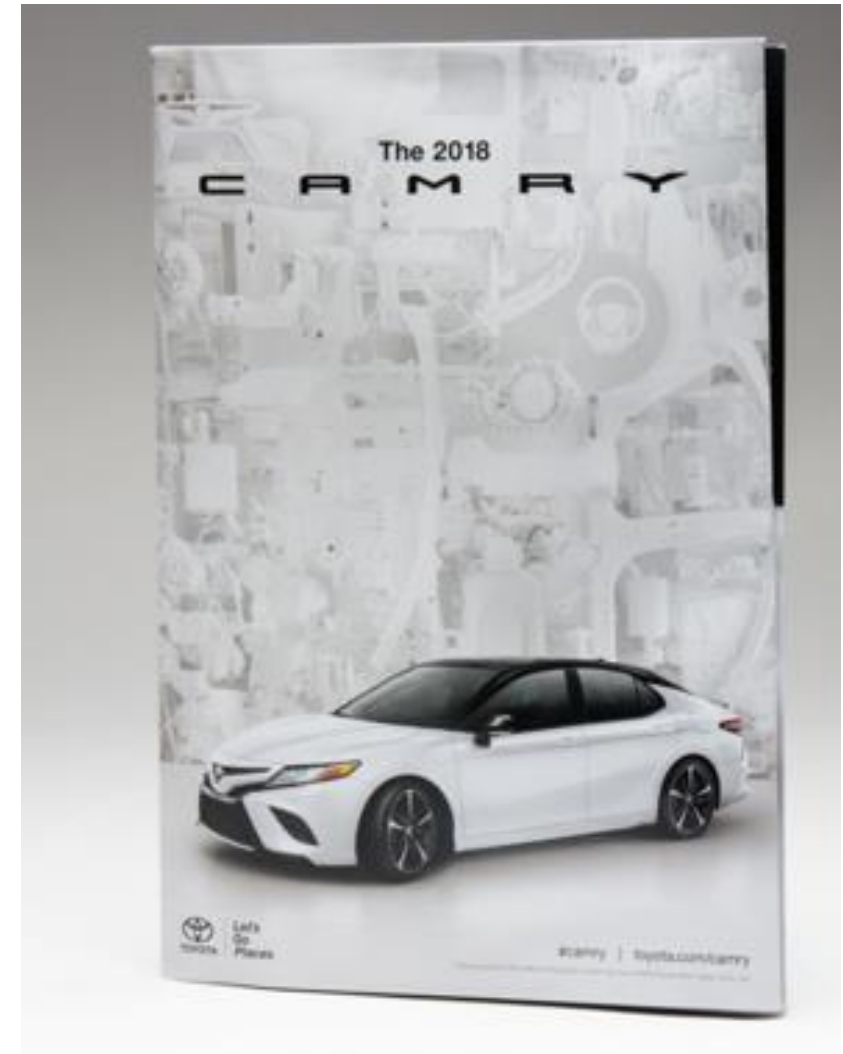
## Tactile/Sensory/Interactive Mailpieces

- Incorporate advances in print tech to leverage neural advantages
- Inks, papers, substrates, finishing techniques, unique folds, interactive features
- Dimensional pieces can yield 3-4x response rates



## Toyota Camry & Structural Graphics

- Grip handles with “pulse monitors”
- 3D Pop-up format
- New car scent
- LED screen “beeps” and depicts heart rate





*Be sure to visit our companion website: [www.IrresistibleMail.com](http://www.IrresistibleMail.com)*



**IRRESISTIBLE MAIL™**

**INNOVATIONS**

**THE AWARD**

**GALLERY**

**GET A BOOK**



WHEN PAPER AND PIXELS CONVERGE IT'S

# IRRESISTIBLE



## *New Tech & Opportunities:*

- Informed Delivery promotion
- VR shifts to MR
- “Shoppable” Video
- Payment QRs and new barcode formats
- Addressable TV / multichannel with mail
- Chatbot integration with mail
- Integration with Voice/digital assistants

***These technologies will be added to the 2019 promotions!***



# INFORMED DELIVERY

## OVERVIEW



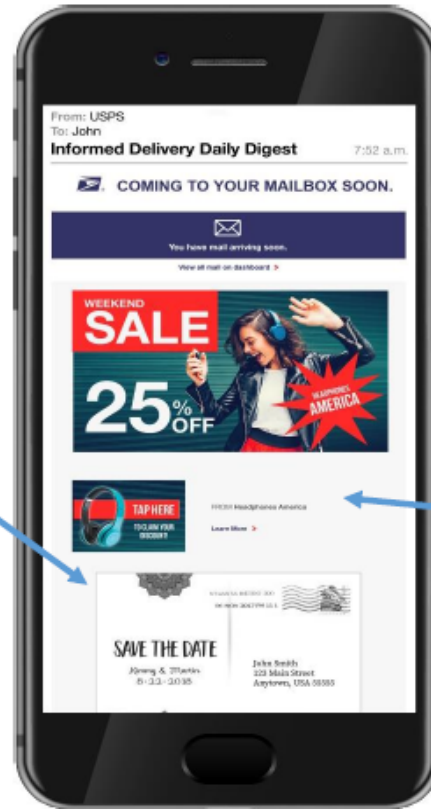
---

## What is Informed Delivery?

Informed Delivery is a **consumer-facing feature** that **enhances hardcopy mail** delivery by providing consumers daily mail images via email and online dashboard



Subscribers receive a morning **email that includes scanned images of the exterior** of incoming letter-sized mailpieces (processed through automated equipment)



If a Mailer participates in an Informed Delivery operational test, **supplemental content, referred to as “interactive campaigns”** will be shown (for Letters or Flats)

Informed Delivery integrates hardcopy mail and digital marketing, providing **multiple impressions and interactivity** for subscribers in current eligible ZIP Code™ locations

# Informed Delivery

## Quick Facts

12.2M



- Registered Households

1300+



- Participating Brands\*

~~14.6M~~



- Registered Users

6900+



- Campaigns

8.4M



- Email-enabled Users

63.2%



- Average Email Open Rate\*\*

Now 15M!

Email Click to Open Rates as High as 6-7%

Stats as of 5/31/18

\*Based on each unique Brand Display Name for a campaign, a freeform field intended to reflect the messages owner's name

\*\*6-month average open rate for all emails sent, not just emails containing mailer campaigns as of January 2017

## Recap:

- In a digital world, mail provides distinct advantages
- Marketing, Tech and Print Industry innovation creates opportunity
- Informed Delivery – omnichannel solution!
- Apply new tools to drive engagement, response and **IRRESISTIBLE** results!

*Questions?*

Thank You!

[victoria.k.stephen@usps.gov](mailto:victoria.k.stephen@usps.gov)

[www.IrresistibleMail.com](http://www.IrresistibleMail.com)

<https://postalpro.usps.com/promotions>