

Informed Delivery Offers

Pilot Overview

Informed Address (IA) Technology

Informed Address technology will provide the groundwork for many new USPS applications.

The Informed Address (IA) technology will...

...substitute a consumer's physical address with a unique code, providing greater value to mailers through several IA-powered applications while maintaining consumer privacy

Current State

Jane Doe
701 Main St, Apt. 34
Arlington, VA 22005

Illustrative
- - - - ->

Future State

Preferred Postal Customer
99*01 CJNXZMPKYY 34
Arlington, VA 22005

This technology will enable USPS to...

...implement a number of new applications, including **Targeted Offers Powered by IA**

Consumer Experience

Consumers in pilot region will learn about the new feature via their Daily Digest and will express preferences, indicate interest in receiving targeted mail at home, and interact with offers on a new USPS webpage.



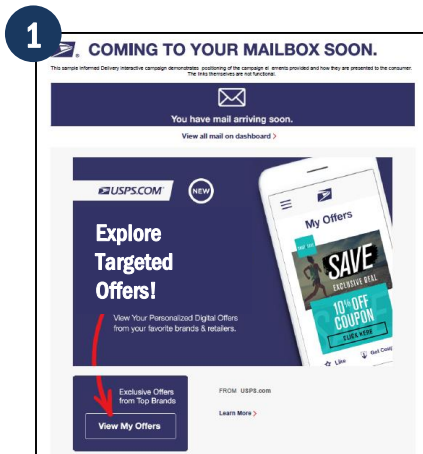
1. Consumer shares preferences

2. Consumer receives targeted mail

Digital

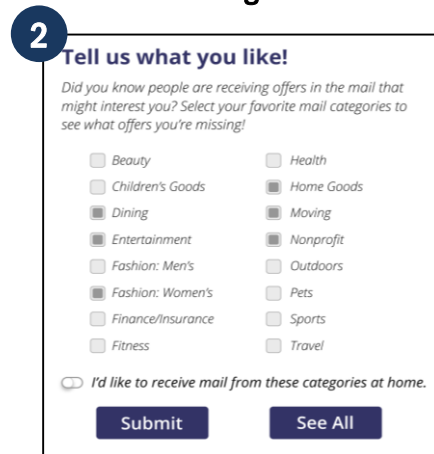
Physical

Informed Delivery® Daily Digest



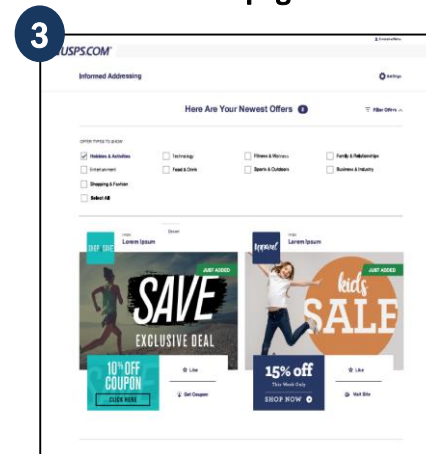
Consumers will receive a link to access Targeted Offers via their Informed Delivery® Daily Digest

Preference Survey & Opt-in Page



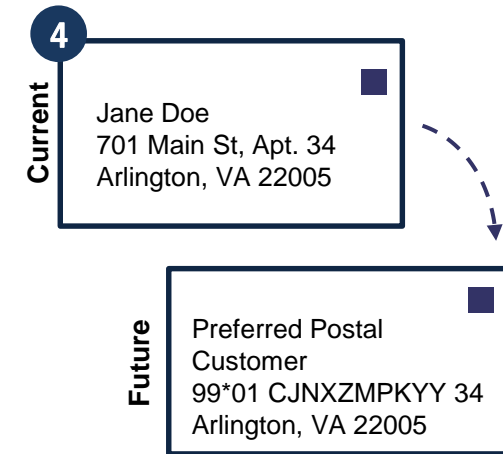
Consumers will complete a preference survey and opt-in for physical mail

Targeted Offers Homepage



Consumers will gain access to a webpage featuring various mail-based offers that they can save or click

IA-Enabled Mailing



Consumers will receive mail that matches their preferences at home via Informed Address technology

*All images are for illustrative purposes only

Pilot Concept Overview

The Targeted Offers pilot will enable Informed Delivery® users to express their preferences for various mail categories in order to receive offers (digitally and at home) tailored to their interests.

What are “Targeted Offers”?

“Targeted Offers” refers to deals or discounts in the mail that match a consumer’s preferences.

Consumers who wish to receive more relevant mail will have the ability to:

- ✓ Learn about new offers that other consumers are receiving at home
- ✓ Indicate interest in receiving mail aligned with their preferences in the future
- ✓ Interact with mail offers online

Pilot Overview

In Spring 2019, USPS will conduct a small-scale concept test in Merrifield, VA to test the **value and feasibility of the concept**, gather **customer insights**, and lay the groundwork for **potential scalability**.

Pilot Objectives

- 1** Test consumer engagement with Targeted Offers concept
- 2** Gauge mailer interest in Targeted Offers concept
- 3** Determine technical and operational feasibility of all capabilities necessary to deliver concept at scale

Mailer Participation

Mailers can participate by creating and submitting Interactive Campaigns in the Mailer Campaign Portal during the pilot period (slated for Spring 2019).

Why Participate?

Participating mailers will...

- Extend the reach of your campaigns through **additional digital impressions**
- **Discover new customers** who are interested in your products and services
- Help test and **provide valuable feedback** on a new USPS product

Steps for Participation:

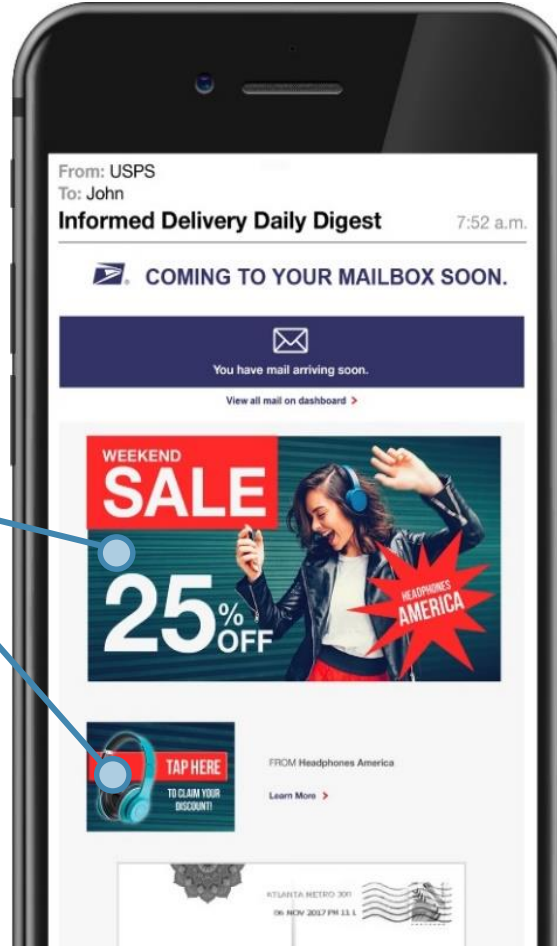
- 1** Indicate your (or your client's) interest in participating via email or a short interest poll
- 2** Upload your Informed Delivery[®] Interactive Campaign content through the Mailer Campaign Portal
- 3** Ensure Interactive Campaigns will be active during the pilot window

Eligibility Requirements and Design Tips

Mailers must meet specific eligibility requirements to participate and should incorporate Targeted Offers best practices.

To be eligible for inclusion in the pilot, Interactive Campaigns must:

- Be active in the Mailer Campaign Portal during the pilot window
- Correspond to a physical mailing campaign that exists (or will exist) in the mail stream
- Include both a replacement and ride-along image
- Be geographically-relevant to consumers in Northern Virginia



Successful campaigns should:

- 1 Display eye-catching images
- 2 Provide an offer or discount
- 3 Focus on consumer acquisition

Want to learn more about the Informed Delivery®?
Visit: www.usps.com/business/informed-delivery.htm

Coupon Feature

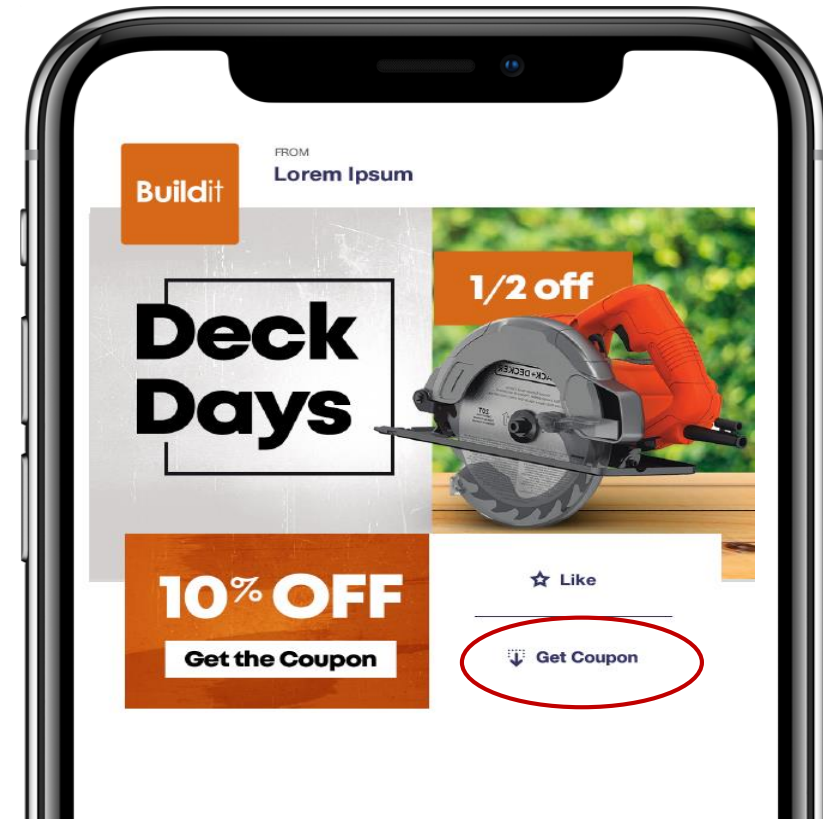
The pilot will also include early testing for a new coupon feature that will enable consumers to immediately save a mailing offer to their mobile wallet.

Coupon Creation

USPS will activate the mobile coupon (using a campaign's ride-along image and target URL) on behalf of mailers who wish to test this new feature

Consumer View

Consumers can quickly download coupons to their mobile wallet for quick access to the offer or discount in their future purchases



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Timeline

Throughout the pilot, USPS will work closely with mailers to ensure their Interactive Campaigns are transferred from MCP into the pilot system, correctly categorized, and displayed to customers in the pilot region.

