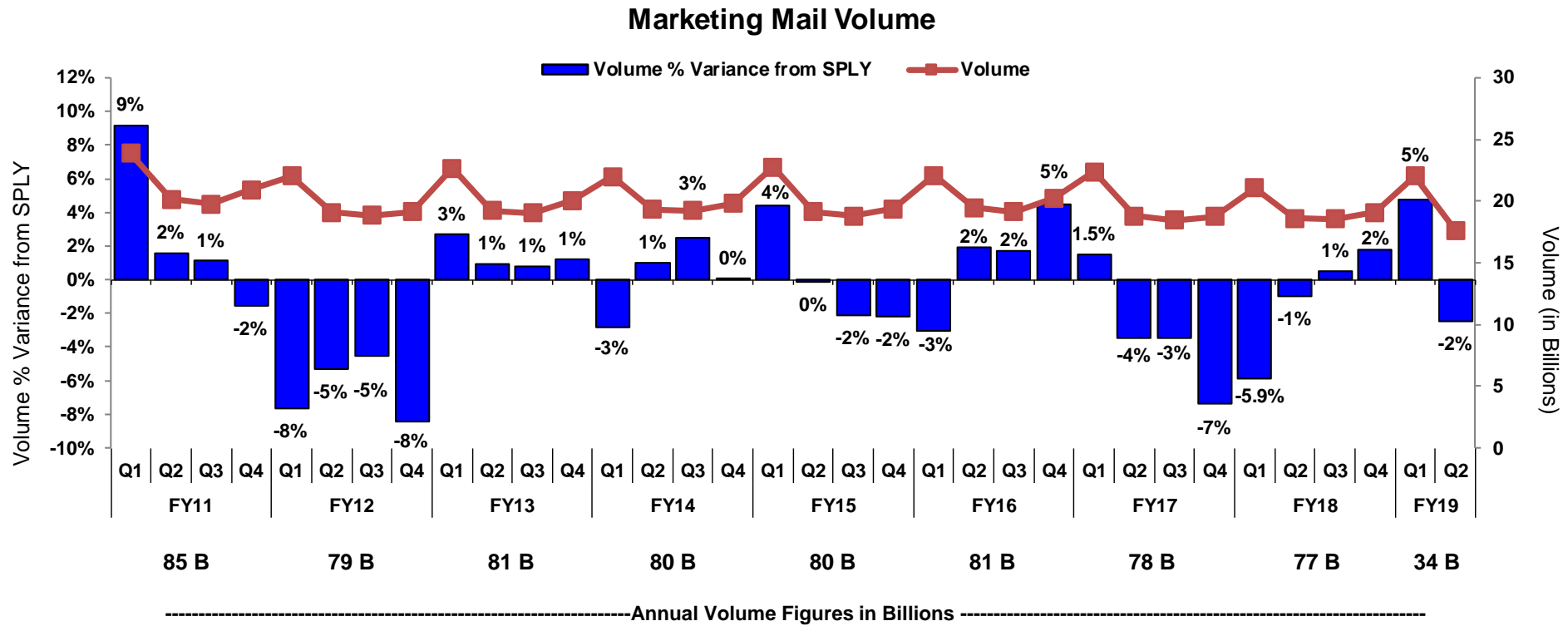


Emerging Technology & Product Innovation

Marketing Mail



Marketing Mail Volume



Notes:

1/ Sources include RPW Quarterly Reports; Excludes Parcels and International Mail volumes



Volume Changes

Marketing Mail: Annual FY Volume

	FY10	FY15	FY16	FY17	FY18	FY19 YTD*
Annual Volume (in Billions)	83	80	81	78	77	34
Annual Volume (% Growth Over SPLY)		-0.3%	1.3%	-3.4%	-1.4%	

Marketing Mail: % Change SPLY

	FY17Q1	FY17Q2	FY17Q3	FY17Q4	FY18Q1	FY18Q2	FY18Q3	FY18Q4	FY19Q1	FY19Q2
High Density and Saturation Letters	8.6	4.6	(0.7)	(6.5)	2.3	(0.6)	2.7	5.7	0.7	(0.1)
High Density and Saturation Flats and Parcels*	5.7	1.9	0.9	(2.8)	(4.4)	5.2	7.2	5.8	12.9	5.0
Carrier Route	2.3	8.0	12.9	8.5	4.5	(3.6)	(4.3)	(3.8)	7.4	(2.6)
Flats	(0.8)	(25.8)	(31.8)	(33.6)	(38.1)	(12.1)	(0.6)	(1.6)	2.4	(2.4)
Letters	(0.4)	(4.5)	(3.5)	(7.4)	(4.6)	(0.5)	(0.1)	2.0	3.9	0.0
Total Marketing Mail (Excludes Parcels & Intl)	1.5	(3.5)	(3.5)	(7.4)	(5.9)	(1.0)	0.5	1.8	4.8	(2.4)

Notes:

*Includes EDDM Retail

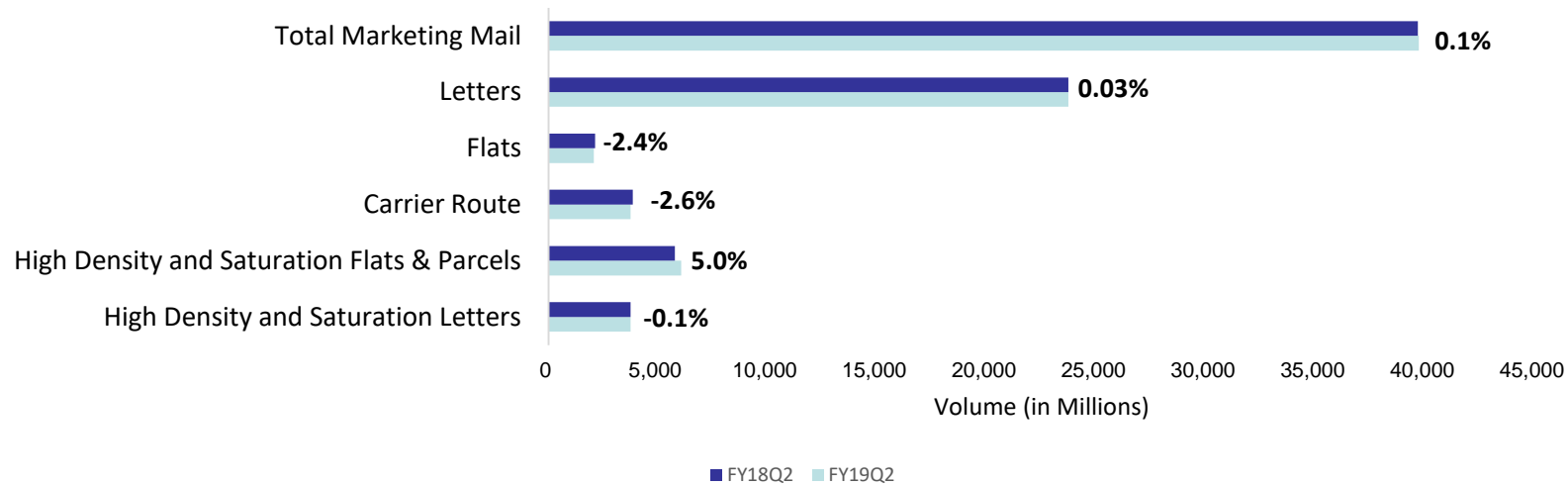
Source:

*RPW Quarterly Files



Volume Changes

Marketing Mail Volume FY18Q2 & FY19Q2



Marketing Mail: % Change SPLY

	FY16Q1	FY16Q2	FY16Q3	FY16Q4	FY17Q1	FY17Q2	FY17Q3	FY17Q4	FY18Q1	FY18Q2	FY18Q3	FY18Q4	FY19Q1	FY19Q2
High Density and Saturation Letters	6.6	8.6	7.1	9.4	8.6	4.6	(0.7)	(6.5)	2.2	(0.6)	2.6	5.7	0.7	(0.1)
High Density and Saturation Flats and Parcels*	(7.0)	(3.1)	0.1	4.1	5.7	1.9	0.9	(2.8)	(4.5)	5.5	7.2	5.8	12.9	5.0
Carrier Route	(30.1)	(22.0)	(19.1)	2.5	2.3	8.0	12.9	8.5	4.6	(3.8)	(4.2)	(3.8)	7.4	(2.6)
Flats	35.9	31.8	21.4	(2.4)	(0.8)	(25.8)	(31.8)	(33.6)	(38.1)	(12.1)	(0.6)	(1.6)	2.4	(2.4)
Letters	(1.1)	3.4	2.6	5.2	(0.4)	(4.5)	(3.5)	(7.4)	(4.6)	(0.5)	(0.1)	2.0	3.9	0.0
Total Marketing Mail (Excludes Parcels & Intl)	(3.0)	1.9	1.7	4.5	1.5	(3.5)	(3.5)	(7.4)	(5.9)	(1.0)	0.5	1.8	4.8	(2.4)

Notes:

*Includes EDDM Retail

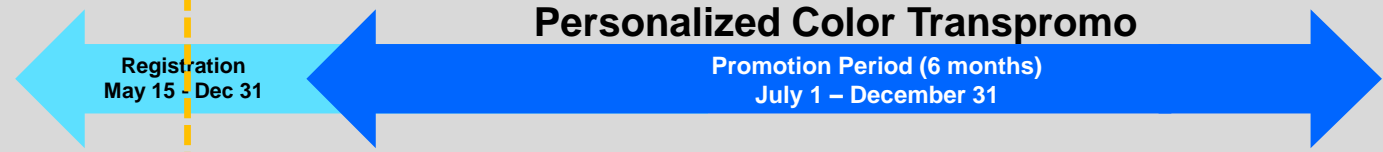
Source:

*RPW Quarterly Files

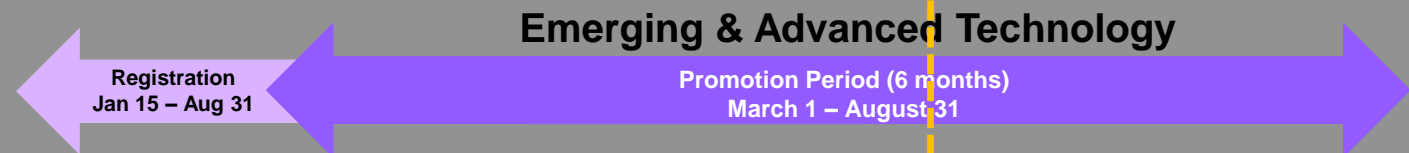
~~FINAL version 11-13-2018~~

JAN – FEB – MARCH APRIL – MAY – JUNE JULY – AUG – SEPT OCT – NOV – DEC

FIRST-CLASS MAIL



MARKETING MAIL AND FIRST-CLASS MAIL



MARKETING MAIL





Tactile, Sensory and Interactive Mailpiece Engagement Promotion: February 1, 2019 – July 31, 2019

As of June 10, 2019:

- Participants - 150
- Volume – 1,069 M
- Revenue – \$238 M

Inquiries may be sent to tactilesensorypromo@usps.gov

Reminder: TED-C submissions must include a copy of the PCSC approval letter for the mailpiece OE design



Emerging and Advanced Technology Promotion:

March 1, 2019 – August 31, 2019

As of June 10, 2019:

- Participants - 236
- Volume – 2,658 M
- Revenue – \$554 M
- Currently have approved 925+ samples

Inquiries and pre-approval requests may be sent to EmergingTechPromo@usps.gov



Promotion Comparison vs. 2017

TACTILE, SENSORY AND INTERACTIVE PROMOTION

	June 2017	June 2019	Change
Volume	789M	1,069M	35%
Revenue	\$175M	\$238M	36%
Participants	136	150	10%

Emerging and Advanced Technology Promotion

	June 2017	June 2019	Change
Volume	2,745M	2,658M	-3%
Revenue	\$598M	\$554M	-7%
Participants	244	236	-3%

Combined Promotions

	June 2017	June 2019	Change
Volume	3,524M	3,727M	5%
Revenue	\$773M	\$792M	2%
Participants	380	386	2%



Earned Value Promotion:

- Registration Closed on March 31, 2019
 - Enrollment – 557 participants
 - Inquiries may be sent to Earnedvalue@usps.gov

Updates:

- ★ • Note: Credits on reports will not show until the 95% Threshold has been reached at the CRID level.
- ★ • Defect found in MSP Activity reports – some MID counts are double reported on the MSP report. Individual participant reports are correct and there are no issues with the underlying data. Work is being done to correct the defect



Personalized Color Transpromo Promotion: **Registration Open!**

Promotion Dates: July 1, 2019 – December 31, 2019

Eligible: First-Class Mail® (excludes all FCM single-piece-price mail)

As in 2017

- First-time participants have color only option(s)
- Repeat participants must apply dynamic color& personalization

Inquiries may be sent to FCMColorPromotion@usps.gov

★ As of 6/10/2019: 61 companies enrolled

★ 5/30/19: Personalized Color Transpromo Promotion Webinar held

- Recording posted on PostalPro: <https://postalpro.usps.com/promotions/webinars>



Mobile Shopping Promotion **Registration Open!**

As of 6/17/2019: 32 companies enrolled

Promotion Dates: August 1, 2019 – December 31, 2019

Eligible mail: USPS Marketing Mail™ letters and flats
Nonprofit USPS Marketing Mail™ letters and flats

Inquiries may be sent to mailingpromotions@usps.gov

★ Common Issues with mailpiece reviews

1. Shopping website contains a pop-up window prior to shopping experience
2. Communication opt-ins are pre-checked on shopping site
3. Shopping site does not include a guest checkout option
4. Mobile print technology (barcode) is printed on BRM/CRM or card – it must be placed in the marketing messaging



Informed Delivery Promotion (September 1st – November 30th 2019)

- Updated requirements have been loaded to PostalPro

Eligible Mail:

- First-Class Mail® automation letters, postcards, and flats
- USPS Marketing Mail™ automation letters and flats
- Nonprofit USPS Marketing Mail™ automation letters and flats

Ineligible Mail:

- Non-automation mail (letters, postcards, and flats)
- Saturation mail flats
- Destination Delivery Unit (DDU) flats¹
- Every Door Direct Mail (EDDM) letters, postcards and flats
- Detached Address Label/Detached Marketing Label flats
- Mailings sent to business addresses only

See [Appendix D](#) for the mailing statement (3600-FCM5; 3602-R1, 3602-N1) line items that are eligible for the promotion.

NOTE:

- An Intelligent Mail® barcode (IMb®) is required on mailpieces in order to produce an Informed Delivery image for consumers. Participants are responsible for testing and confirming that mailings contain the correct IMb to trigger the associated Informed Delivery campaign prior to participation in the Promotion.

United States Postal Service® *Informed Delivery® Update*

June 19, 2019



17.2M

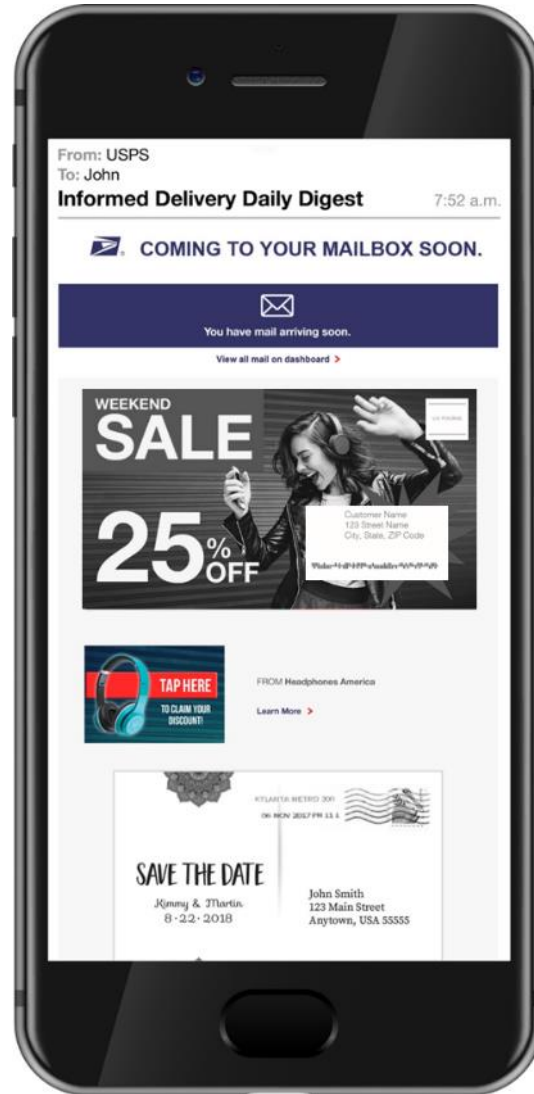
Registered Users

12.3M

Email-enabled Users

189K+

Weekly User Registrations



13,531

Campaigns Created

2,503

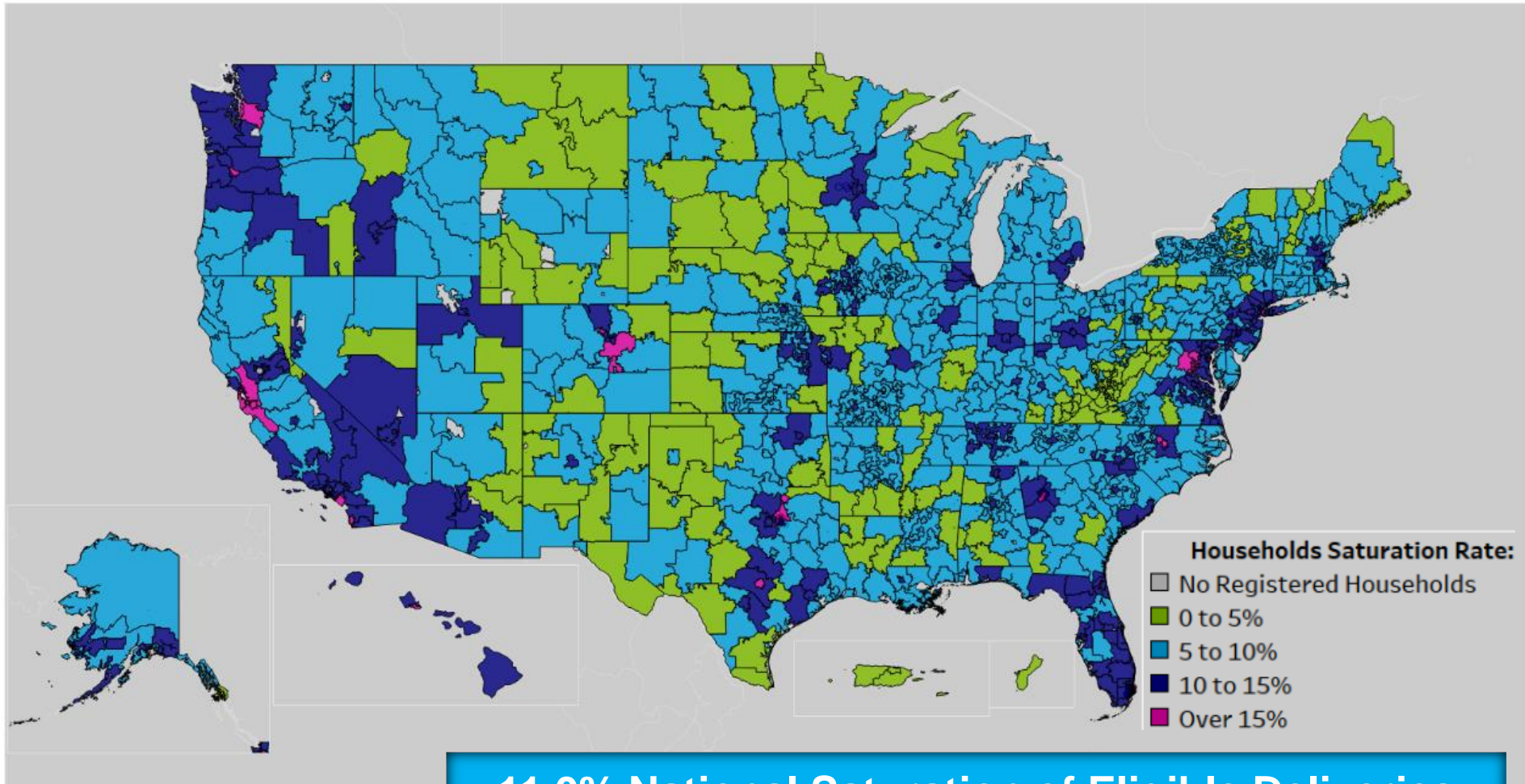
Brands Represented

62.87%

Average Email Open Rate

*Registered users and email-enabled users as of week of June 10, 2019.
Daily user registrations as of June 10, 2019 (8-week average).
Campaigns completed and brands represented as of June 10, 2019.
Average email open rate from December 2018 through May 2019.*

Household Density Saturation



11.0% National Saturation of Eligible Deliveries



User Acquisition Channels

USPS® is pursuing a variety of user acquisition channels to reach the goal of 40 million users by the end of FY20:

Existing User Acquisition Channel:

- As of June 2019, **Internet Change of Address (ICOA)** has resulted in an increase of **7 million** new users (over 20 months).
- The ICOA enrollment/take rate is approximately **40%**.

Future User Acquisition Channels:

Channel	Value Proposition	Annual Targets Once Deployed
Hold Mail	Customers can know what mail they are receiving while on vacation or away from home.	2,400,000
Tracking	Customers can automatically receive tracking information through a daily email or by accessing the dashboard.	420,000
Redelivery	Customers can manage and view upcoming package deliveries.	300,000
Click-N-Ship (CNS)	Customers can manage and track shipment for the packages they are creating labels for.	500,000
PO Box Online (POBOL)	Integrating with POBOL will allow customers to not only sign up for Informed Delivery for their PO Box, but also their residential (introducing Informed Delivery for Multiple Physical Addresses).	1,800,000



System Stabilization Efforts

The Informed Delivery team is working to address system performance issues before the 2019 Promotion.

June In-Scope Items

- Program Registration Campaign Feed Increase performance for the extract that sends mailer campaign incentive data to program registration.
- Mailer + Consumer Portal - Reports Tuning: Improve performance for the mailer campaign detail report
- Mailer Campaign Portal: Resolve errors mailers receive when saving campaign data
- Mailer Campaign Portal: Improve performance when creating and deleting campaigns by creating backing index for all unindexed foreign keys

July In-Scope Items

- Mailer portal by paginating campaign data for retrieval/display
- Daily email digest to send multiple emails through the relay at once
- Image ingest by removing contention created by two triggers



System Stabilization Efforts

The Informed Delivery team is also working to address these system performance issues, but the release date is not yet determined.

Title	Description	Priority
Campaign Issues (<i>PostalOne!</i> duplicate campaigns)	Campaign data is being duplicated when data is being loaded from <i>PostalOne!</i>	High
Revisit Mailer Campaign Portal 'Refresh' Functionality	Campaign data is refreshed after most user actions in the Mailer Campaign Portal. This change will refresh only when directly required for the screen being viewed.	High
Improve data "purging strategy"	Reducing retention of "live" mailpiece and campaign data will have significant overall benefits to the health of the system.	Medium
Rework JPA Object to Return Campaign Data Without Images - Memory	This change will reduce the amount of memory needed in the Mailer Campaign Portal, allowing the system to handle more campaigns without more memory.	Medium
Cache the active campaign images	Currently all active campaigns and their images are pulled directly into memory during email processing to keep the images available and reduce the time to look them up for each piece. The cache is a risk if campaigns grow exponentially; they may exceed the amount of memory available to the application.	High