

# United States Postal Service Informed Delivery®

January 2020



# Informed Delivery User Data

Informed Delivery has over 22 million users across 18 million households, with an email open rate of 61.3%.

**22,350,085**



Users

**17,213,706**



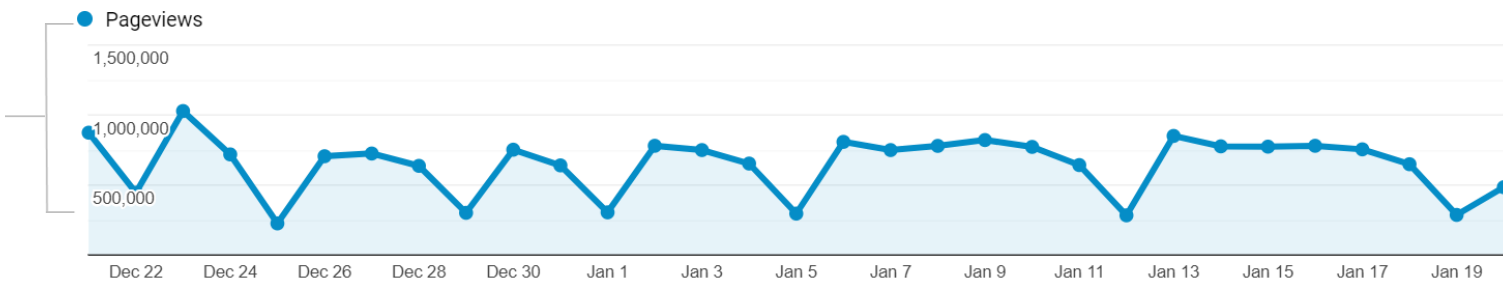
Email-enabled  
Users

**18,028,946**

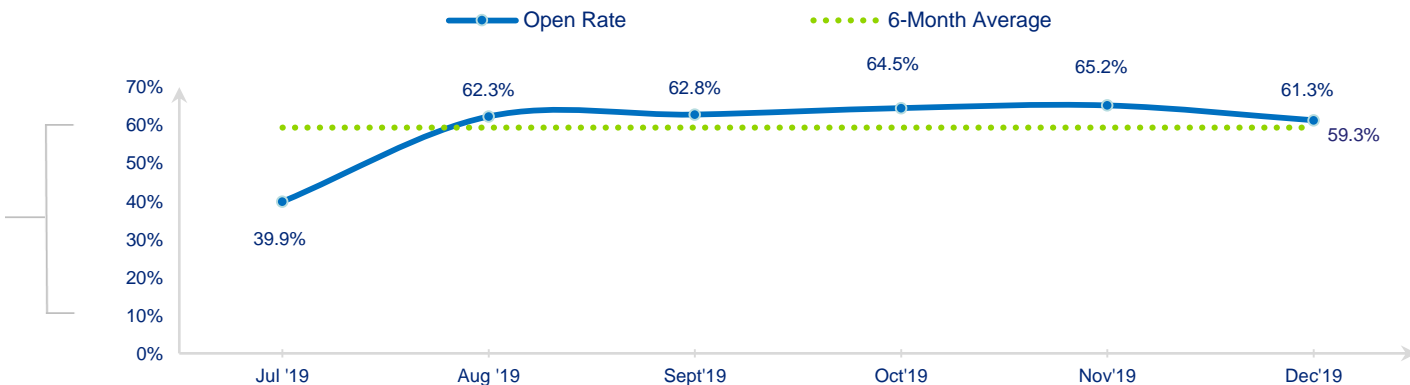


Households

Dashboard  
Daily Traffic:

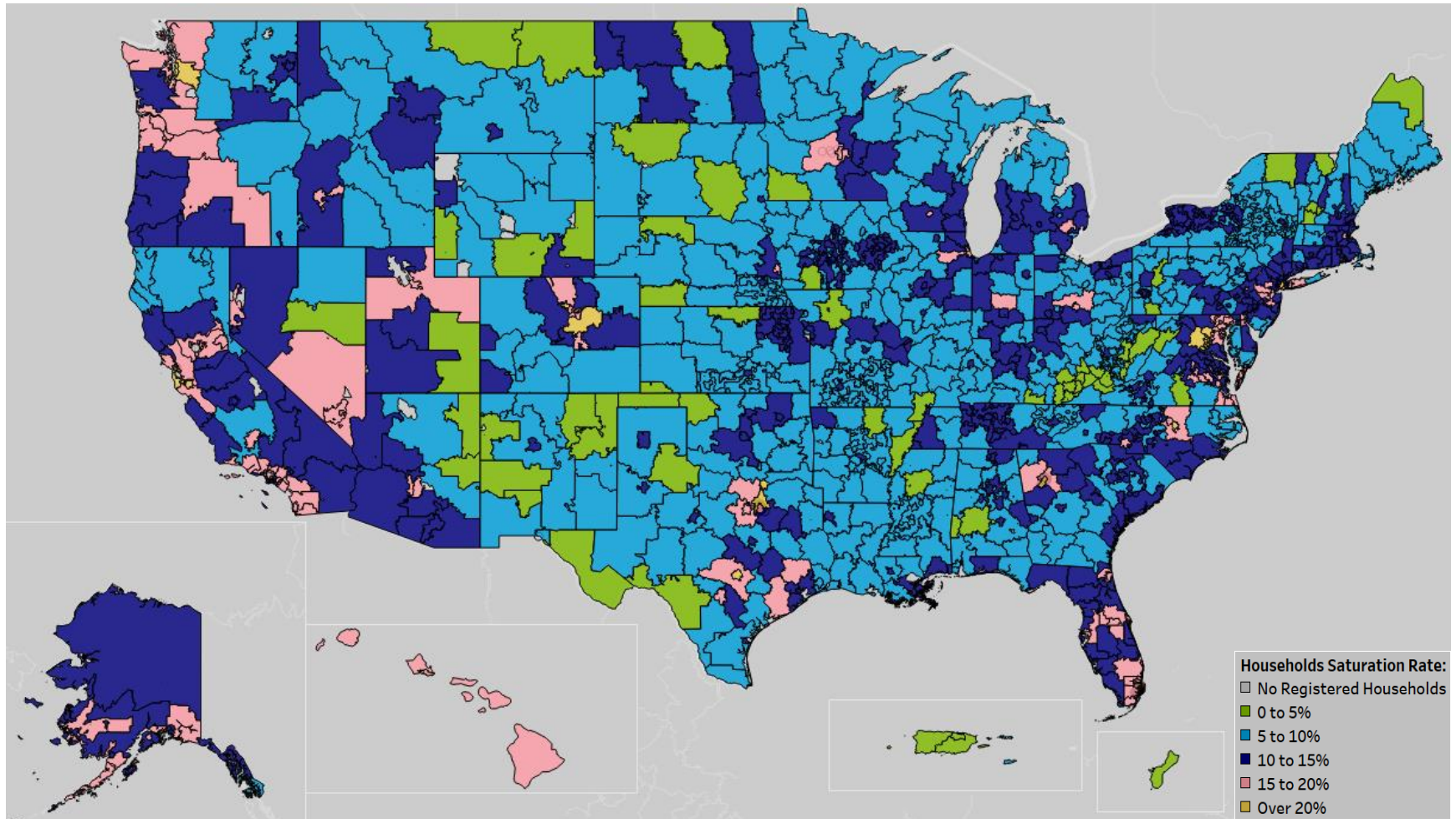


Email  
Open Rate:





# Household Saturation



**14.0% National Saturation of Eligible Deliveries**



- Informed Delivery for Business Addresses is not currently included on the roadmap
  - Subgroup of UG 12 submitted their recommendations
  - Team is still seeking an authentication solution
- IV Data Distribution is on-schedule for April 2020
- Current flats strategy remains intact
  - Replacement Images are available for flats
  - Informed Offers as an alternative to saturation



## PDX Naming Convention

- Naming Convention for PDX Post-Campaign Reports
  - Campaign\_details\_report\_<campaign\_id>\_<campaign\_code>\_<submitter\_crid>.zip

### Examples:

- Campaign\_details\_report\_26076450\_PROMO1\_4430799.zip
- Campaign\_summary\_report\_26076450\_PROMO1\_4430799.zip

## Post-Campaign Reports Naming Convention

- [Brand Display Name] – [Campaign Code] – [Campaign Title] – [Report Type (Summary or Detailed)] – [Date Completed/Processed/MM-DD-YYYY]
- Elements in Name, in Order, Separated by ‘-’
  - Brand Display Name
  - Campaign Code
  - Campaign Title
  - Report Type (“Summary” or “Detailed”)
  - Date Completed/Processed/MM-DD-YYYY



# Informed Delivery 2020 Schedule

There are various upcoming Informed Delivery enhancements.

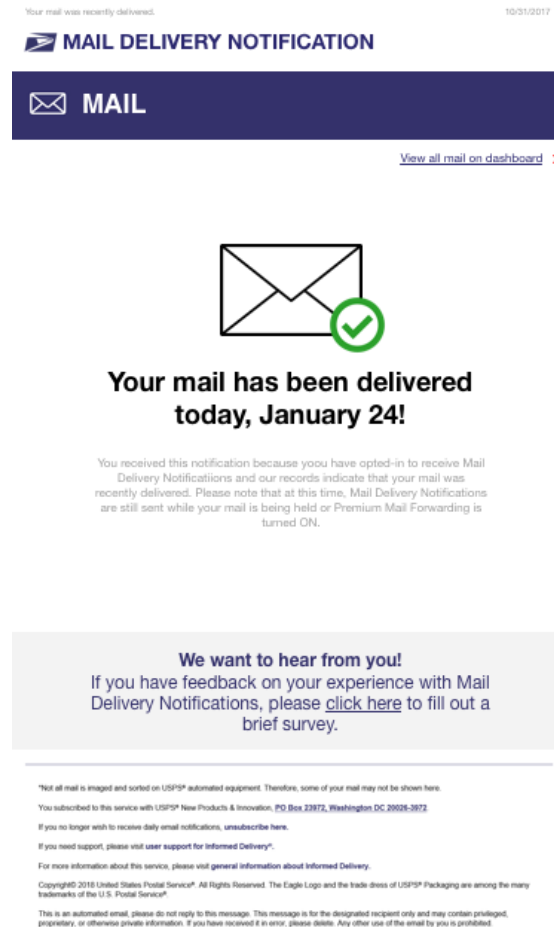
<b>Timeline</b>	<b>Informed Delivery Enhancement</b>
February 2020	Mail Delivery Notification Emails
March 2020	Package Campaigns
March 2020	Multiple Physical Addresses (MPA)/PO Boxes™ Online (POBOL)
April 2020	Mailer Reporting via Informed Visibility® (IV)



# Mail Delivery Notification Emails

USPS will pilot **Mail Delivery Notifications** in select ZIP Codes™ beginning in February 2020.

- Users who opt-in will be notified via email when their physical mail has been delivered on a given day.
- Users will only be notified on days when mail is available to view within Informed Delivery.
- This will be a premium feature that is only available to Informed Delivery customers.
- The pilot will launch in select ZIP Codes in February 2020.



**Illustrative**



# Package Campaigns

Package Campaigns is an additional feature within Informed Delivery that will be piloted with select mailers.

## Package Campaign In-Scope

- The upcoming Package Campaigns pilot will allow mailers to run interactive campaigns associated with packages/parcels.
  - This will allow mailers to provide digital content that promotes their brands and/or product services within the Informed Delivery platform.
  - The pilot will run from March-June 2020.

The screenshot shows a dark blue header with a white package icon and the word "PACKAGES". Below the header, there is a link "View all packages on dashboard >". The main content is divided into two sections: "Arriving Today" and "Arriving Soon".

**Arriving Today** (Thursday, Feb 07)

- Company A**  
8272719182373739191928  
Includes a "POP-UP SALE" graphic with "FREE SHIPPING" and a "Learn More >" link.
- Company B**  
8272719182373739191928  
Includes a "Up to 25% off home\*" graphic and a "Learn More >" link.

**Arriving Soon**

- Company C**  
Estimated Delivery on: Saturday, Feb 09

A white box at the bottom contains the text: "You may have more mail or packages than are shown in your Daily Digest. To check, go to your Dashboard >".

At the very bottom, a note states: "Mail may arrive several days after you receive this notification. Please allow up to a week for delivery before reporting missing mail."

**Illustrative**





# Multiple Physical Addresses

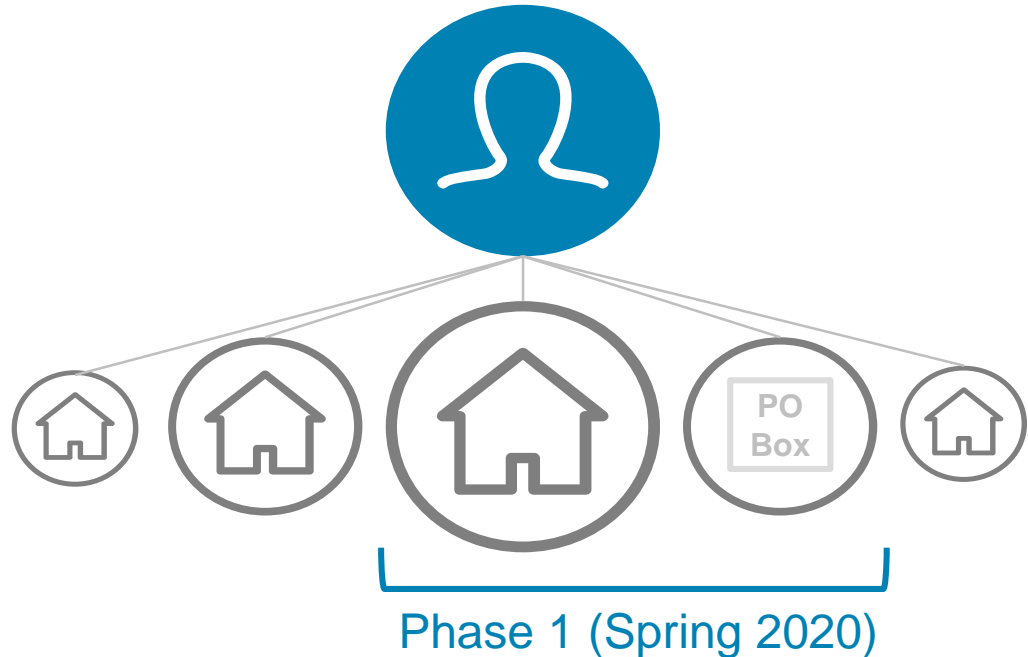
USPS will soon begin allowing consumers to view incoming mail and packages for **more than one address** on a single account.

- For Phase 1, only users purchasing or renewing a PO Box online will have the ability to add an additional address to their profile.

## Current State



## Future State





# Informed Visibility Integration

The Informed Delivery Program Office wants to provide mailers the ability to view detailed post-campaign report data in Informed Visibility.

- Informed Delivery will provide campaign data to Informed Visibility so that mailers can be provisioned access to obtain this data directly via Informed Visibility.
- This will help to provide mailers a better experience by:
  - Improve Performance
  - Provide Better Access
  - Enhance Data Compatibility



# 2020 Terms and Conditions Updates

Effective January 1, 2020 there were updates to the terms and conditions for conducting interactive campaigns in Informed Delivery.

Terms and Conditions	Update
URL Format	All URLs and links submitted as content for an Informed Delivery Campaign must be submitted as HTTPS.
Representative Image	Representative Image must be: a) a color reproduction of the address side of the mailpiece without an address showing; or b) the non-address (obverse) side of the mailpiece
Ride-along Image	Ride-along Image must include a “Call to Action” (CTA) that syncs to the content of the mailpiece or directly related to the promotion or offer contained in the mailpiece.

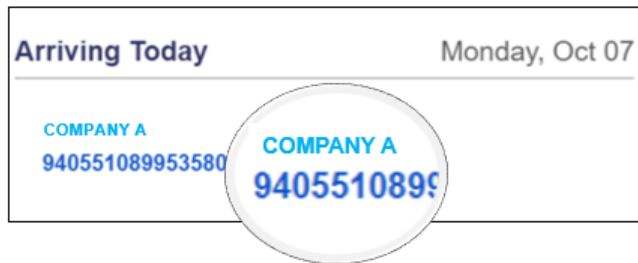


# Package Shipper Naming Conventions

The package shipper name is provided to the Informed Delivery customer on both the Informed Delivery Dashboard and Daily Digest.

- The shipper name displayed is the Mailer ID (MID) user provided in the shipping data.
- On the dashboard, the customer also has the option to nickname their package.

## Informed Delivery Daily Digest (Email)



## Informed Delivery Dashboard (Web)

