

United States Postal Service Informed Delivery®

March 2020



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.



Informed Delivery 2020 Schedule

There are various upcoming Informed Delivery enhancements.

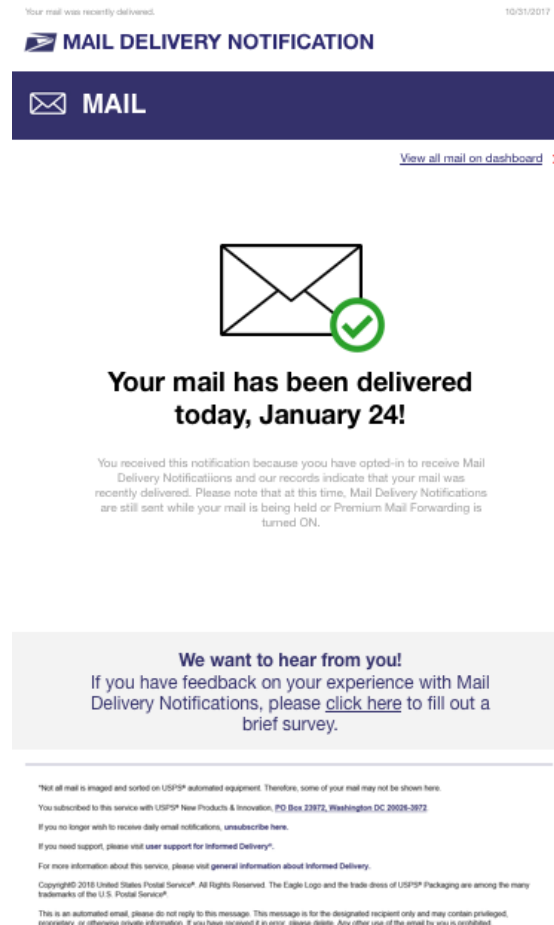
Timeline	Informed Delivery Enhancement
March 2020	Mail Delivery Notification Emails
March 2020	Package Campaigns
March 2020	Multiple Physical Addresses (MPA)/PO Boxes™ Online (POBOL)
April 2020	Mailer Reporting via Informed Visibility® (IV)



Mail Delivery Notification Emails

USPS will pilot **Mail Delivery Notification** beginning in March 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 March 2020.



Illustrative



Mail Delivery Notification Emails

USPS will pilot **Mail Delivery Notification** in select ZIP Codes™.

Great Lakes

49651

Western

57108

67846

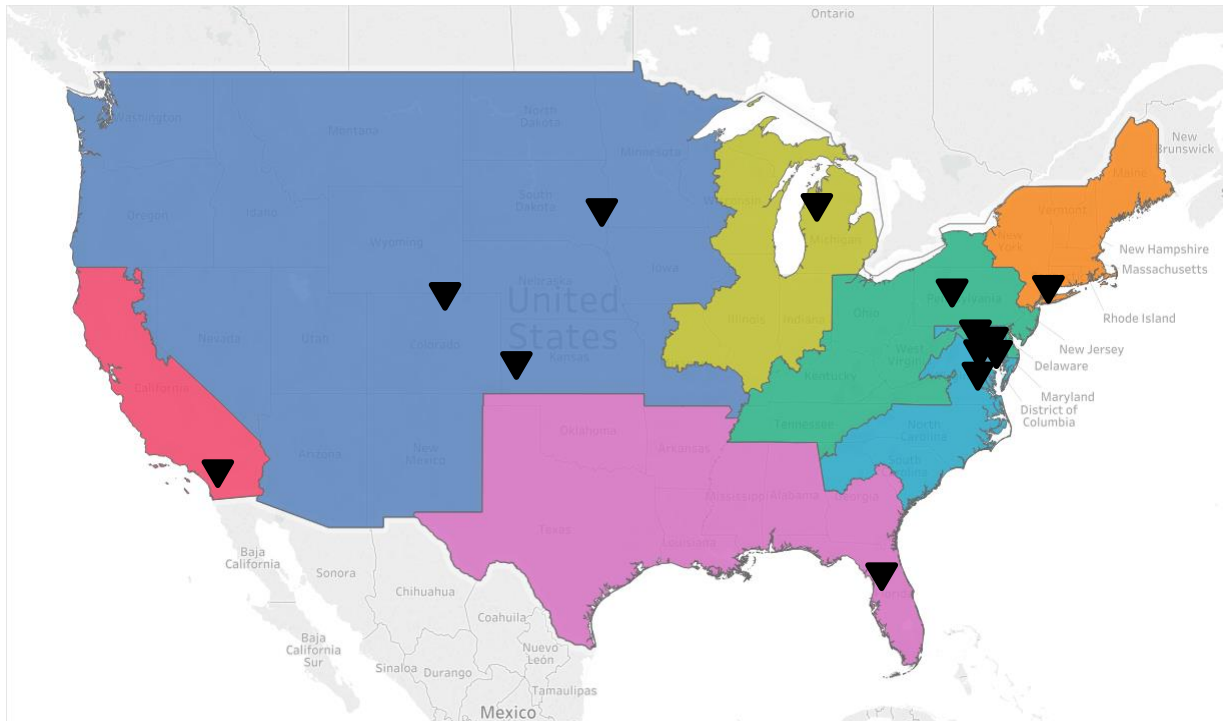
80521

Pacific

92067

Southern

34481



Northeast

10036

Eastern

15701

Capital Metro

20002

20009

20747

20817

20874



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 envelope icon and the word "PACKAGES" in white. 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
A promotional card for "ENDS THURSDAY! VALENTINE'S DAY POP-UP SALE FREE SHIPPING" with a "Learn More >" link.
- Company B**
8272719182373739191928
A promotional card for "Up to 25% off home*" with 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 >".

Below the box, 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

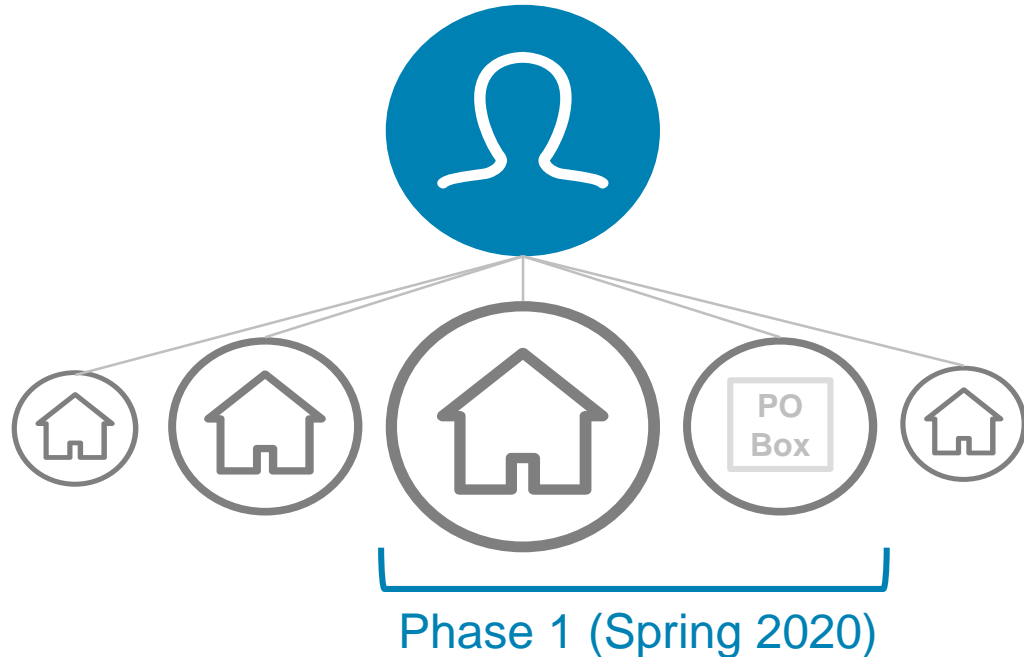
USPS will soon begin allowing consumers to view incoming mail and packages for **more than one address** on a single account.

- 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