



SOUTHERN

June 4, 2020

AIM

SOUTHERN AREA VIRTUAL MEETING

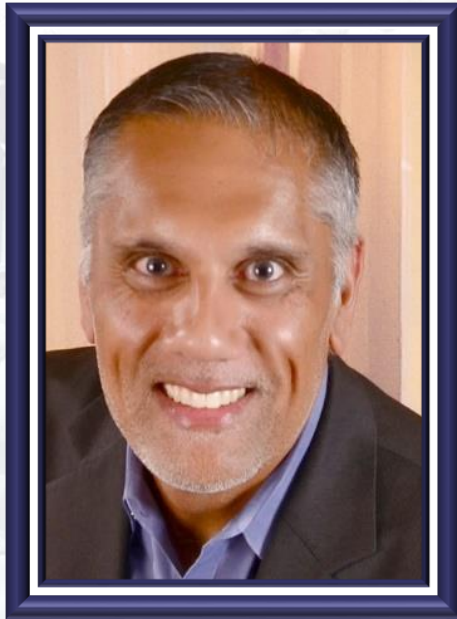


— OPENING REMARKS —

Shaun Mossman
Area Vice-President
Southern Area



SOUTHERN



Sushrut Parikh
Industry Co-Chair
First-Class Mail



Carol Kliewer
Industry Co-Chair
Marketing Mail



Holly Kozlencer
Industry Co-Chair
Periodicals

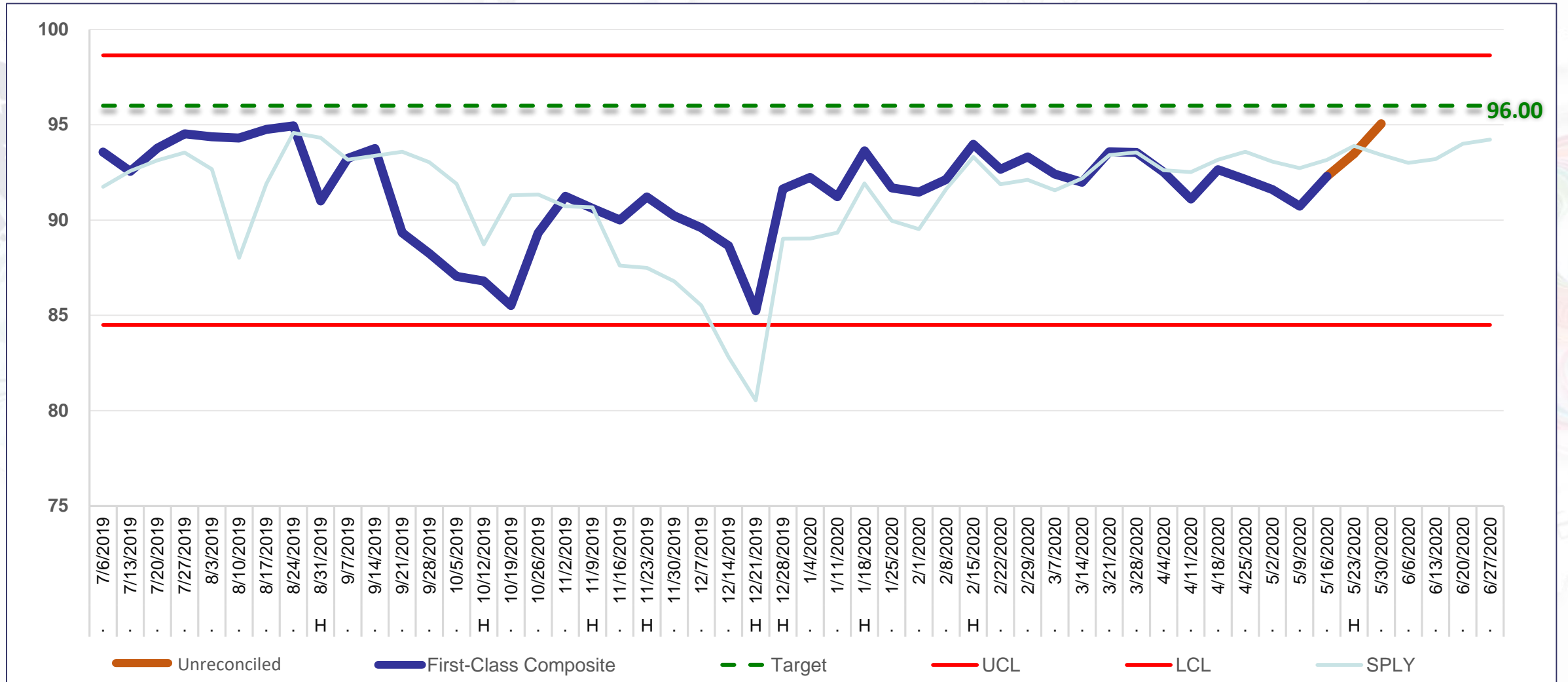


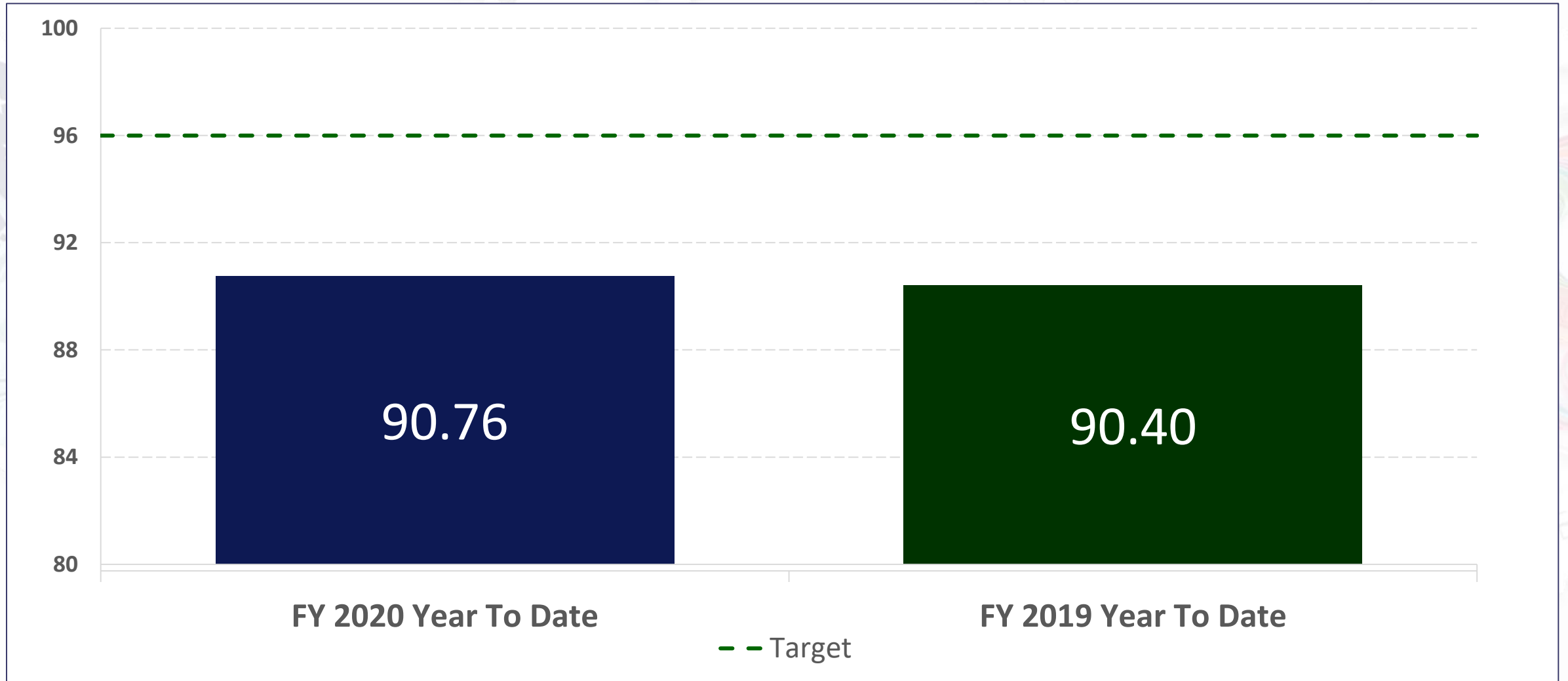
Mike Cook
Postal Co-Chair

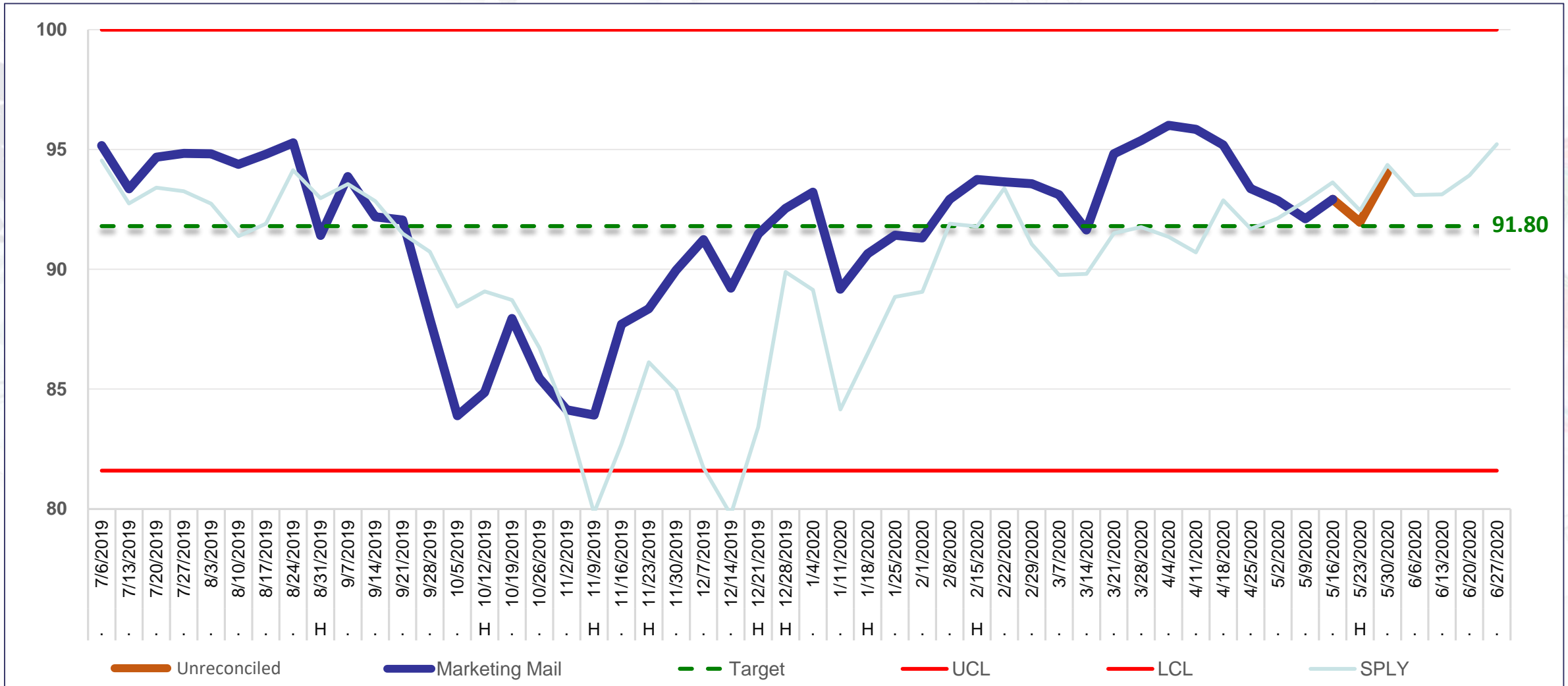


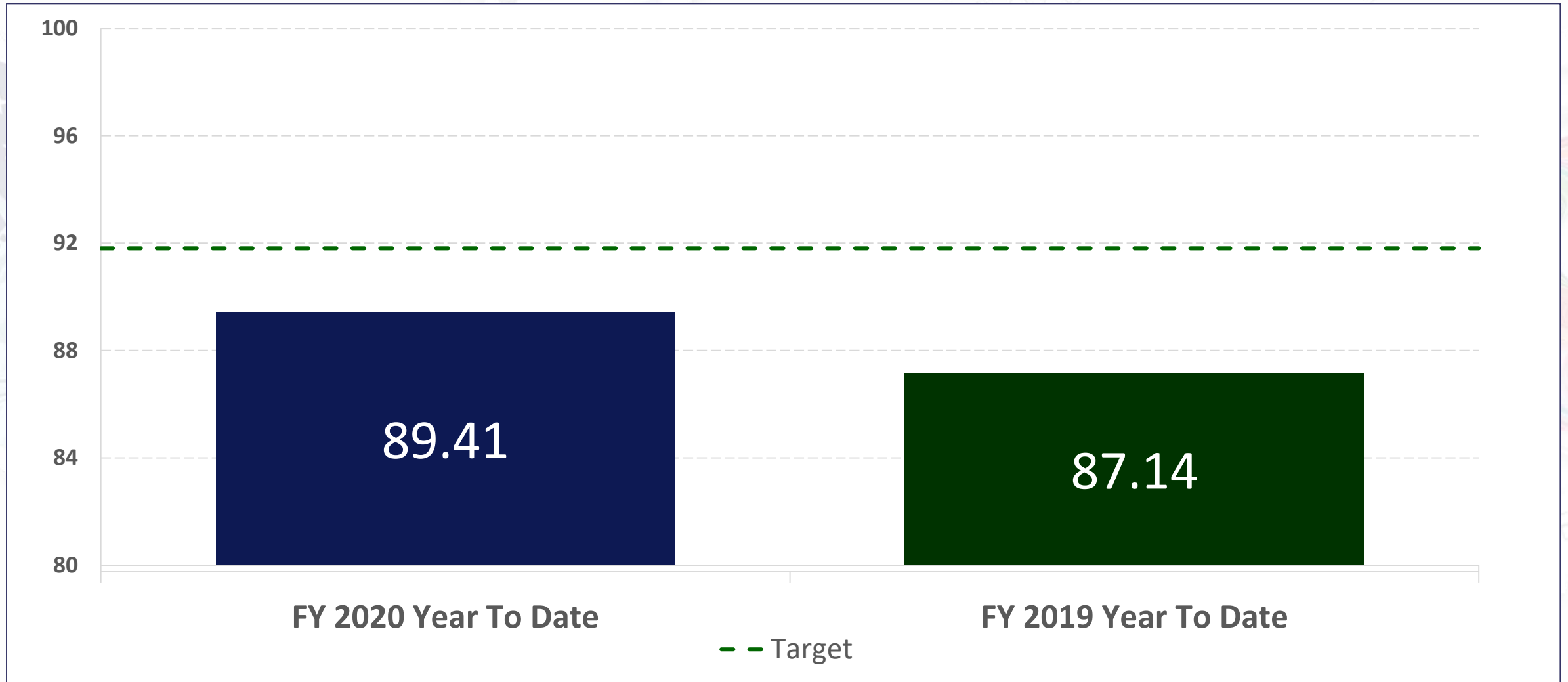
SERVICE

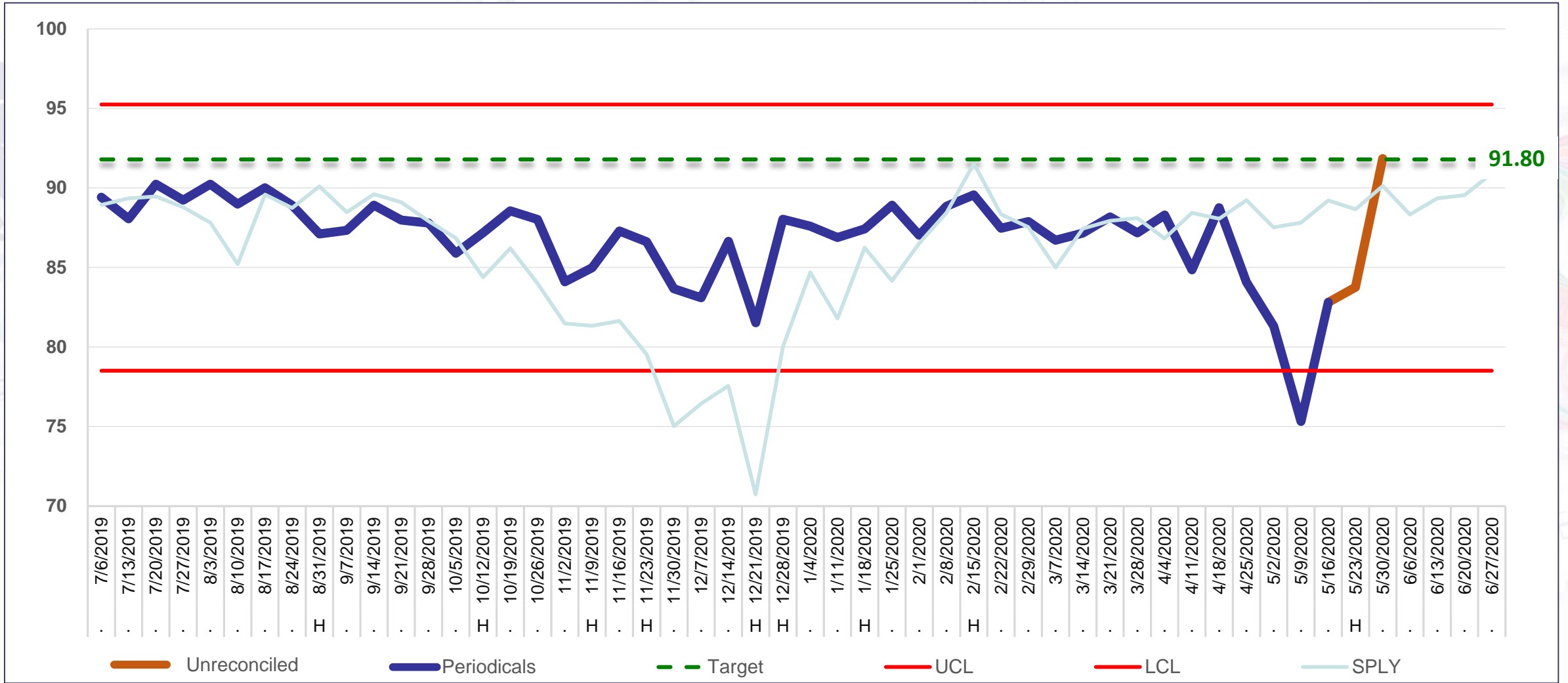
Shaun Mossman
Area Vice-President
Southern Area

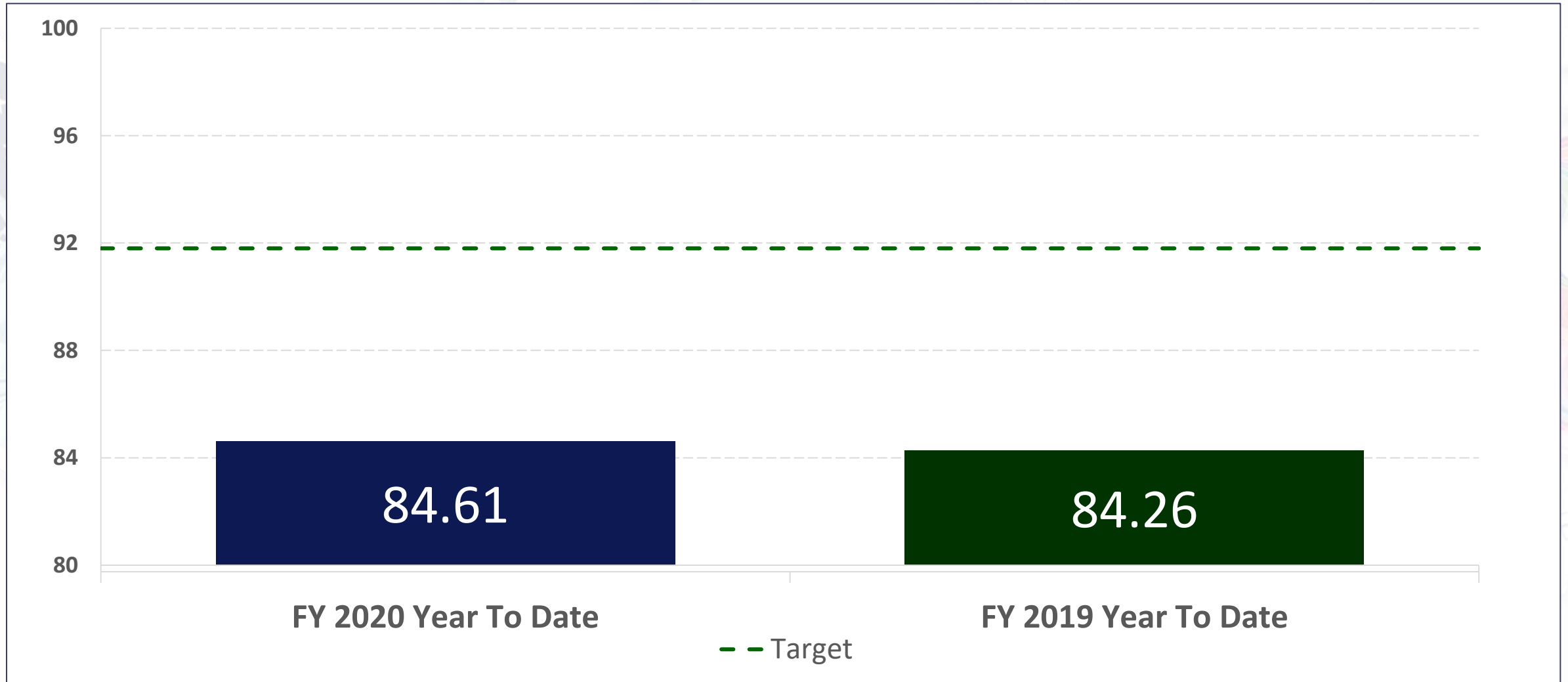














— KEYNOTE ADDRESS —

Jakki Krage Strako
Chief Customer Marketing Officer
and Executive Vice President

MAIL + DIGITAL

Strengthening Connections
Between People and Businesses

Jacqueline Krage Strako
Chief Customer and Marketing Officer and Executive Vice President



SOUTHERN AREA VIRTUAL MEETING



AN INDUSTRY COMMITTED TO CONNECTING PEOPLE AND BUSINESSES



Unique
Marketing
and Delivery
Solutions



Meeting New
and Unmet
Needs



Delivering
Business and
Customer Value





MAIL HELPS PEOPLE FEEL MORE CONNECTED TO ONE OTHER AND TO YOUR BUSINESS

65%

**CONSUMERS AGREE
MAIL LIFTS
THEIR SPIRITS¹**

54%

**FEEL MORE
CONNECTED TO
PEOPLE THROUGH THE
MAIL¹**

#1

**USPS IS MOST TRUSTED BRAND
IN THE COUNTRY²**

#1

**USPS BUSINESS RESPONSE
TO THE PANDEMIC³**

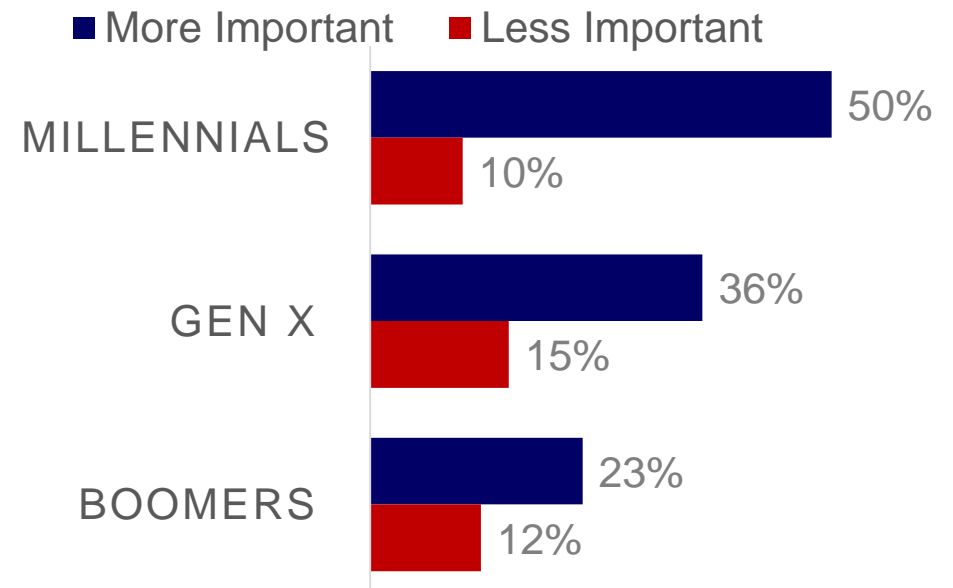
Dynamic Power of Mail



77% of Americans indicate they have a high interest in **receiving mail***

53% tried a new business after receiving **Marketing Mail***

Importance of Mail Compared to 3 Years Ago by Generation



**Source: Market Research & Insights – Mail Moments Fall 2019*

Mail Plays an Indispensable Role Across the Customer Journey

Awareness

Desire/
Interest

Seek More/
Consider

Intent/
Evaluate

Transaction

Loyalty/
Recommendation



Interest

Turns people who know, into people who might *want*.



Consideration

Turns curiosity into active evaluation.



Leads

Turns the best prospects into valuable leads.



Sales

Turns hooked leads into paying customers.



Repeat sales

Turns a single sale into a repeat customer.

Innovations Have Transformed Mail

Blending the Physical and Digital



Informed
Delivery®



Retargeted
Direct Mail

(Automated Direct Mail)



Informed
Visibility®

(Formally Irresistible Mail)



Digitally
Enhanced
Mail

Seamless Blend of Digital and Physical Builds Relationships with Customers

RETARGETED
DIRECT MAIL

65%

INCREASED
WEBSITE TRAFFIC¹

50%

INCREASED
CONVERSIONS¹

DELIVERING
MULTIPLE
IMPRESSIONS

35%

LIFT IN
ORDERS²

60%

LIFT IN REVENUE
PER CUSTOMERS²

MEASURING
ATTRIBUTION

MANAGE
OPERATIONS

ENHANCE
VISIBILITY

DATA-DRIVEN
SOLUTIONS



1. USPS Direct Mail Study, February 2019.

2. <https://inkit.io/wp-content/uploads/2018/08/NatureBox-Case-Study.pdf>.

Informed Delivery[®] – by the numbers

26.89M+
Registered
Users

21.65M
Email-enabled
Users

↑
348K+
Weekly User
Registrations

~200K
PRE-COVID
Weekly User Registrations



53,250
Campaigns
Completed

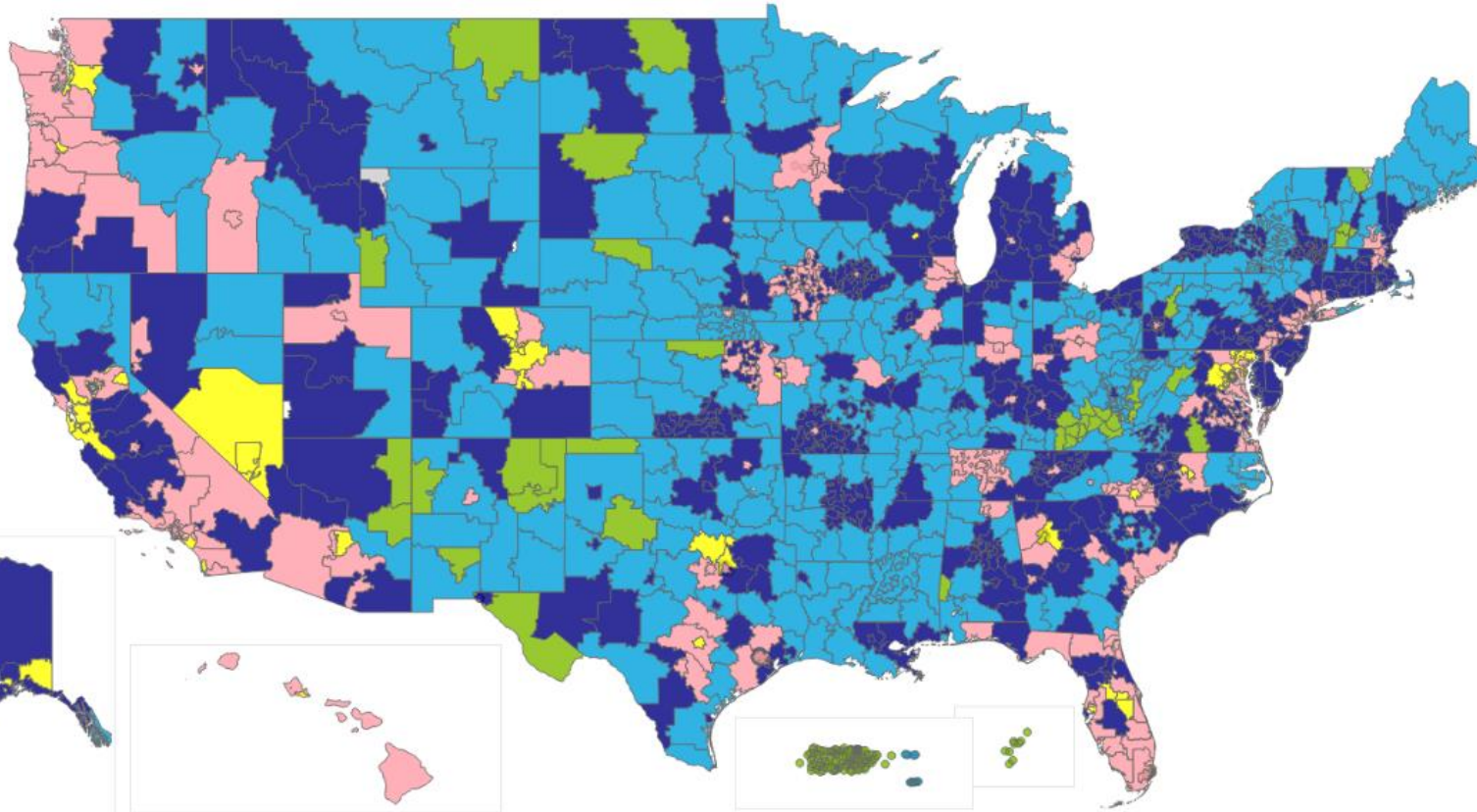
6,718
Brands
Represented

63.5%
Average Email
Open Rate

**Source: Product Innovation Stats as of June 2, 2020*



Informed Delivery[®] Saturation



16.1%
National Saturation
of Eligible
Deliveries

63.5%
Average Email
Open Rate

Households Saturation Rate:

- No Registered Households
- 0 to 5%
- 5 to 10%
- 10 to 15%
- 15 to 20%
- Over 20%

Informed Visibility[®]

Optimizing your omnichannel campaigns with real-time visibility and insights.
Able to inform the sender when mail has arrived at the home.



**ENABLING
CUSTOMERS
TO:**

**DISCOVER
PRODUCTS**

**ENGAGE W/
INFORMATION**

**MAKE
DECISIONS**

**BUILD
LASTING BRAND
RELATIONSHIPS**



NEXT STEP:

Take the "Mail's New Dynamic Journey" course at
uspsmailjourney.com



SOUTHERN



SOUTHERN AREA INNOVATION AWARDS

AREAS INSPIRING MAIL



SOUTHERN



1-800-Petmeds Delray Beach, FL



Winner of the Southern Area Shipping and eCommerce Innovation Award



SOUTHERN



Valpak Direct Marketing Systems Inc. St. Petersburg, FL



Winner of the Southern Area Mailing and Digital Innovation Award

The background of the slide features a collage of postage stamps. One prominent stamp shows the American flag with the year '2019' and the word 'FOREVER'. Another stamp has colorful circles and the word 'celebrate'. A third stamp shows a large blue star and the word 'FOREVER'. The NPF logo is centered on the left side, with the letters 'NPF' in a large, bold, blue font, and 'NATIONAL POSTAL FORUM' in a smaller, blue, sans-serif font below it. There are several red stars scattered around the logo and the stamps.

NPF

NATIONAL POSTAL FORUM

Save the Dates

National Postal Forum Announces:
NPF Virtual Summer Series
Thursdays 2 - 3 p.m. (EST)
July 23 - Sept. 3, 2020

Featuring USPS and industry
speakers on key postal news,
strategies and updates

Learn more at [NPF.org](https://www.npf.org).



SOUTHERN

June 4, 2020



Thank You

FOREVER / USA

FOREVER

AREAS INSPIRING MAIL