# The Value of First-Class Mail

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## Single-Piece Letters (Stamp)

- Payments and correspondence
- Forever stamp covers first ounce
- Additional weight requires additional postage
- Typically used by consumers

## Flats

- Large rectangular envelops
- Documents, Photographs
- Single-Piece and commercial prices available

## Metered Letters

- Postage applied by meter or PC Postage (avoids Retail)
- Currently 5 cent discount off of single piece prices
- Used by small businesses

## International Outbound

- Letters, flats and postcards
- Available to over 180 countries
- Forever stamp covers first ounce
- Additional weight requires additional postage
- Typically used by consumers

## Cards

- Rectangular cardstock mailpiece not contained in an envelope
- Single-Piece and commercial prices available
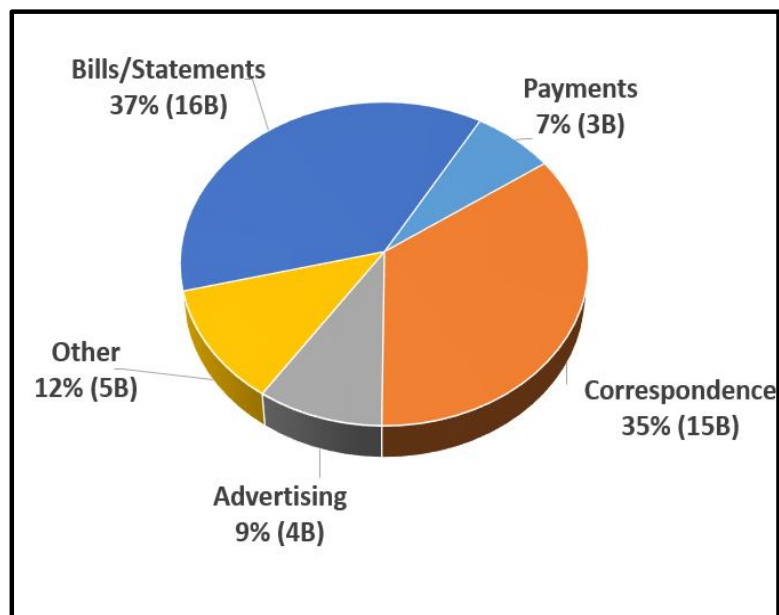
## Presort Letters

- Commercial mail – bills and statements
- Up to 3.5 ounce for one price
- Discounts available for barcoding and presorting

## First Class Mail – Driving our economy

First-Class Mail volume is concentrated in correspondence, bills / statements, and payments in the B2B and B2C channels. Billions of dollars worth of transactions still flow through the mail stream.

- **Secure and trusted communication channel**

- **Personal to the recipient**

- **Can be combined with brand and marketing messages to strengthen relationships**
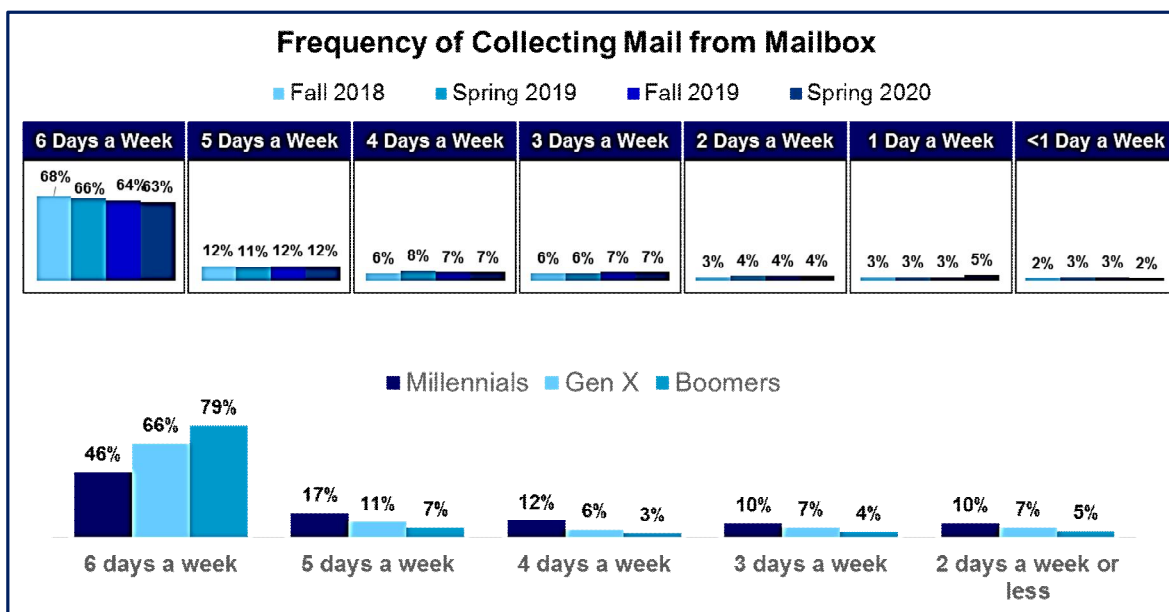
Total Volume

Bills/Statements 37% (16B)

Payments 7% (3B)

Other 12% (5B)

Correspondence 35% (15B)

Advertising 9% (4B)

Source: USPS HH Diary Study Spring 2020

# Value of the Mailbox

# Over two-thirds of customers collect their mail every delivery day

## Frequency of Collecting Mail from Mailbox

■ Fall 2018  ■ Spring 2019  ■ Fall 2019  ■ Spring 2020

| 6 Days a Week | 5 Days a Week | 4 Days a Week | 3 Days a Week | 2 Days a Week | 1 Day a Week | <1 Day a Week |
|---|---|---|---|---|---|---|
| 68% 66% 64% 63% | 12% 11% 12% 12% | 6% 8% 7% 7% | 6% 6% 7% 7% | 3% 4% 4% 4% | 3% 3% 3% 5% | 2% 3% 3% 2% |

■ Millennials  ■ Gen X  ■ Boomers

| 6 days a week | 5 days a week | 4 days a week | 3 days a week | 2 days a week or less |
|---|---|---|---|---|
| 46% 66% 79% | 17% 11% 7% | 12% 6% 3% | 10% 7% 4% | 10% 7% 5% |

# With respect to opening and reading mail, Statements and Bills are highest followed by Loyalty/Rewards content

| Category | Percentage |
|---|---|
| Statements (summarize info) | 92% |
| Bills (require payment) | 89% |
| Loyalty/Rewards program information | 83% |
| Coupon packs | 76% |
| Informational mail from companies I do business with | 74% |
| Privacy notices | 69% |
| Advertising mail from companies I do business with | 64% |
| Advertising inserts included with bills or statements | 56% |
| Credit card offers | 52% |
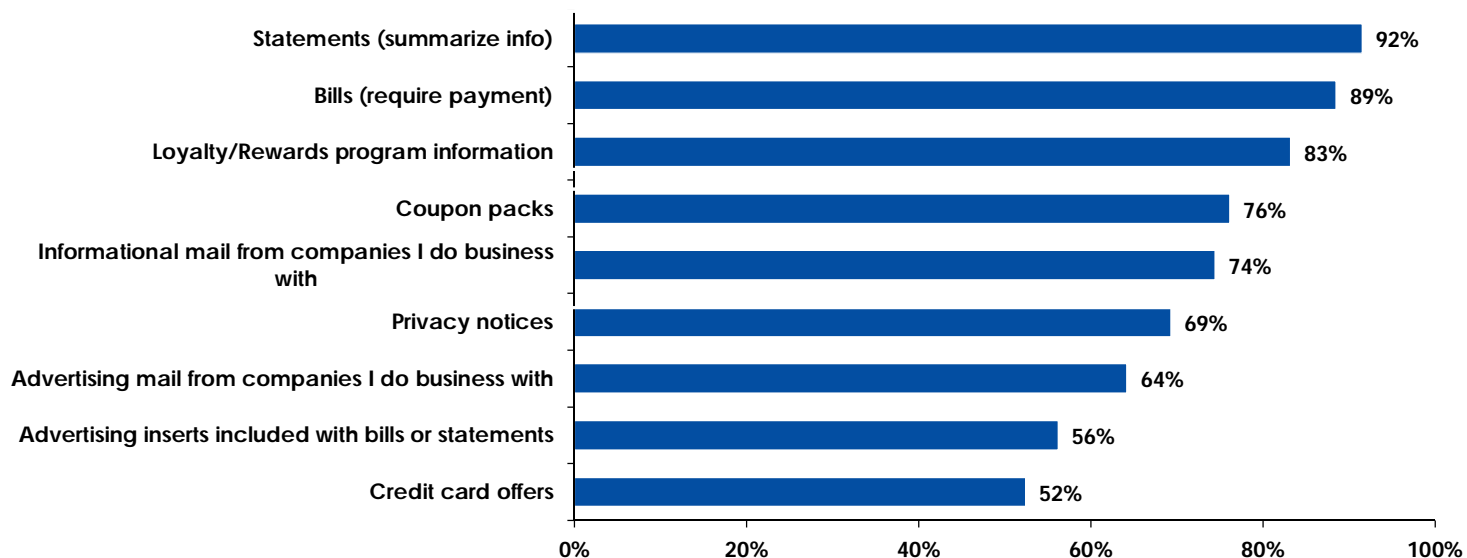
**Coupons / information from known companies are also valued and lead to opening mail**

**New Innovations Have Transformed Mail**

# Informed Delivery

# Informed Delivery by the Numbers

Informed Delivery started as a small pilot in 2015, and today has grown to over 28 million users nationwide.

**28.1M**
Registered Users

**22.6M**
Email-enabled Users
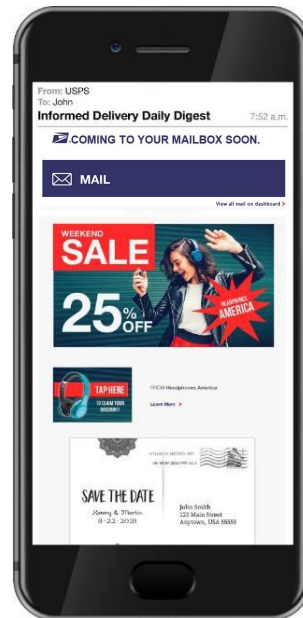
**370K+**
Weekly User Registrations

**56,158**
Completed Campaigns
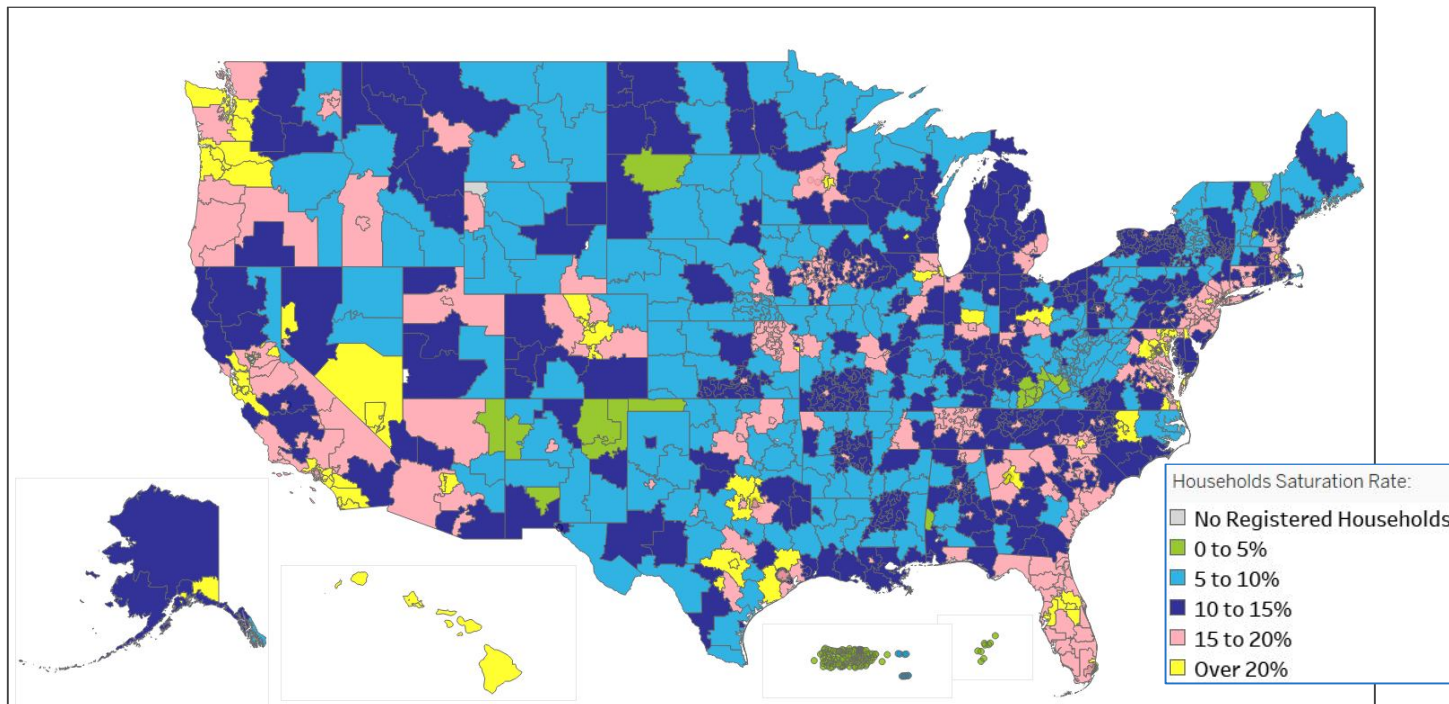
**2,964**
Active Campaigns

# Informed Delivery Household Saturation



**17.0% National Saturation of Eligible Deliveries**

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

Data as of 07/03/2020

**Informed Delivery provides organizations with aggregate pre- and post-mailing information**

### Density and Email Statistics

The number of users and the percentage of users who elect to receive Informed Delivery emails

### Email Open Rates

The number and the percentage of emails opened during an Informed Delivery campaign

### Click-through Rates

The number and percentage of click-throughs – when a user interacts with digital content

# Informed Delivery Users: Interactive Campaigns

## A majority of users who report seeing an ad or other information on Informed Delivery report

**Interactive Ad Awareness & Interaction**
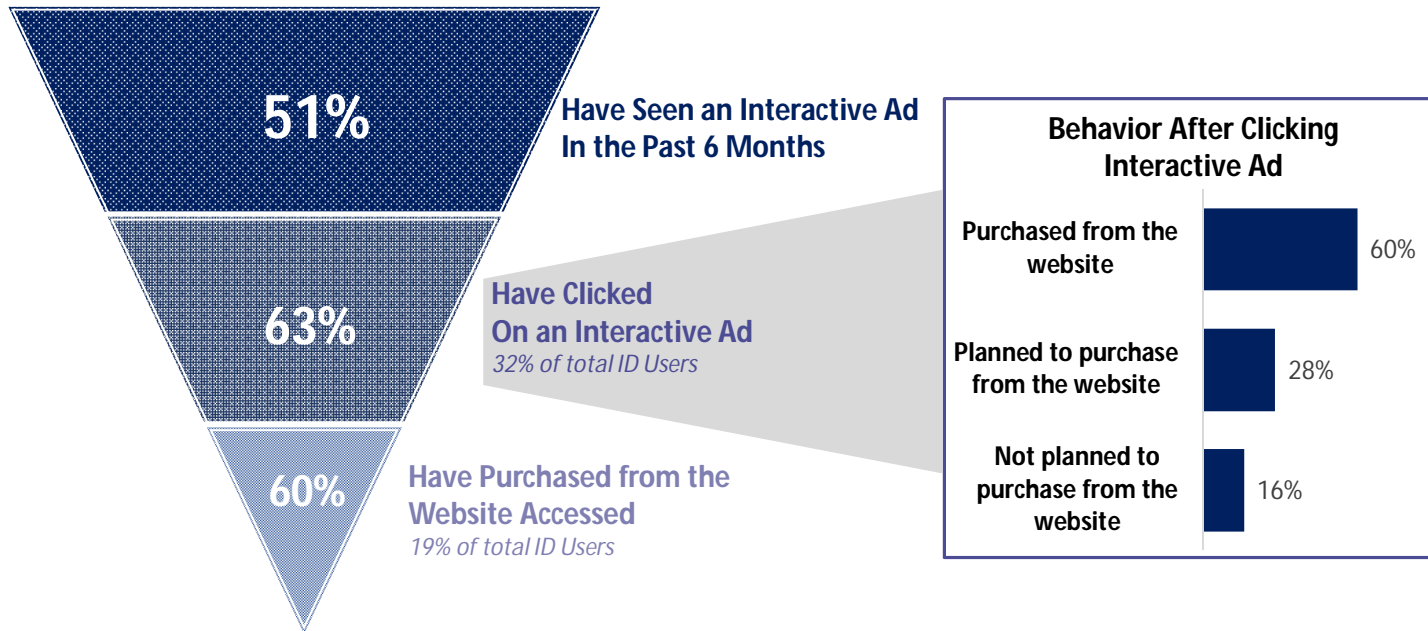
**51%** Have Seen an Interactive Ad In the Past 6 Months

**63%** Have Clicked On an Interactive Ad
*32% of total ID Users*

**60%** Have Purchased from the Website Accessed
*19% of total ID Users*

**Behavior After Clicking Interactive Ad**

Purchased from the website — 60%

Planned to purchase from the website — 28%

Not planned to purchase from the website — 16%

UNITED STATES POSTAL SERVICE®

# INFORMED DELIVERY®

POSTAL CUSTOMER COUNCIL

**If it's in the mail,
It's in your email.**

**Sign Up for Free at:**

**Informeddelivery.usps.com**

New Innovations Have Transformed Mail

# Informed Visibility

**Near Real-time**

Weekly

Daily

Hourly

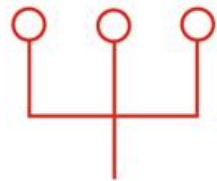UNITED STATES POSTAL SERVICE®
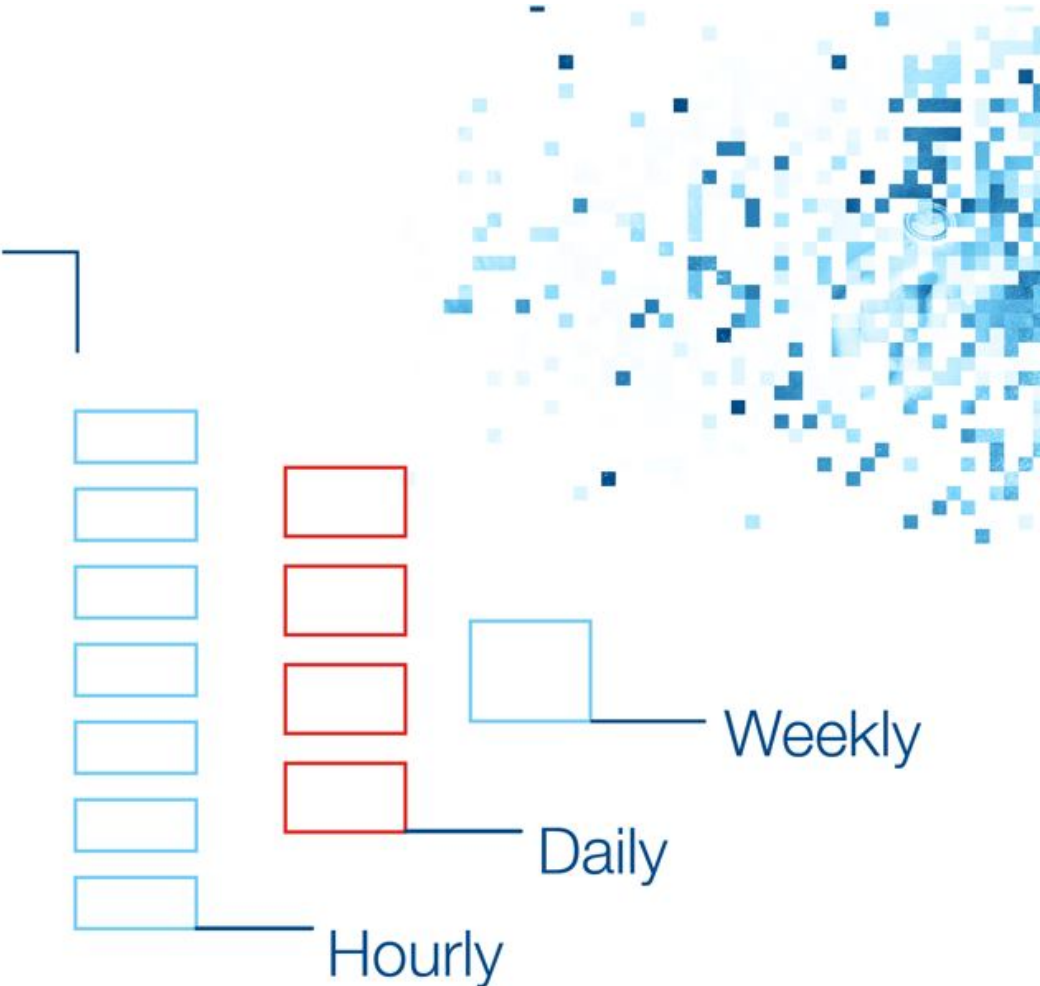
# Benefits for
# Outgoing Mail

**Get notified when mail will be delivered.**

**Identify mail delivery trends and predicted delivery dates.**

**Plan mail campaigns and coordinate with other channels.**

**Assumed and Logical Scan Events improve visibility of mail.**

**Better insight into the location of mail to resolve issues.**

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# Benefits for
# Incoming Reply Mail

**Get notified when return mail enters the mail stream.**
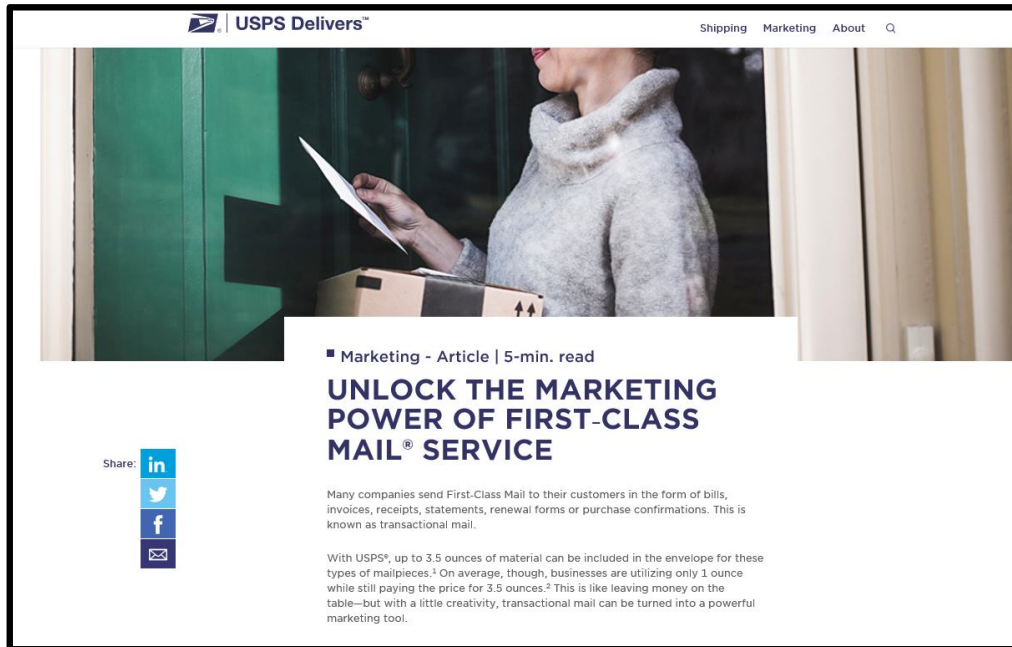
**Know when return items will be delivered.**
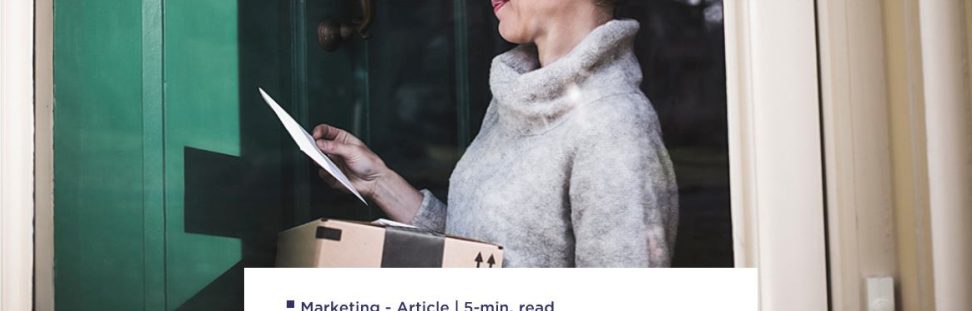
**Evaluate the success of direct mail campaigns.**

**Manage cash flow more effectively.**

**UNITED STATES POSTAL SERVICE®**

**Content Marketing
Thought Leadership Articles**

www.uspsdelivers.com

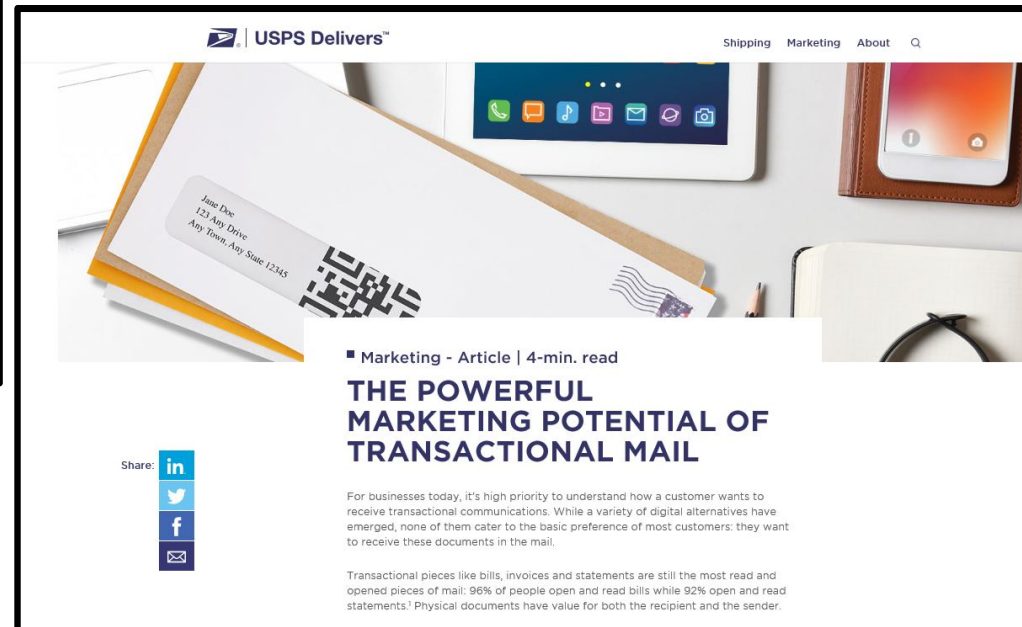**USPS Delivers™**    Shipping   Marketing   About

■ Marketing - Article | 5-min. read

**UNLOCK THE MARKETING POWER OF FIRST-CLASS MAIL® SERVICE**

Many companies send First-Class Mail to their customers in the form of bills, invoices, receipts, statements, renewal forms or purchase confirmations. This is known as transactional mail.

With USPS®, up to 3.5 ounces of material can be included in the envelope for these types of mailpieces.[1] On average, though, businesses are utilizing only 1 ounce while still paying the price for 3.5 ounces.[2] This is like leaving money on the table—but with a little creativity, transactional mail can be turned into a powerful marketing tool.

Share:

**USPS Delivers™**    Shipping   Marketing   About

■ Marketing - Article | 4-min. read
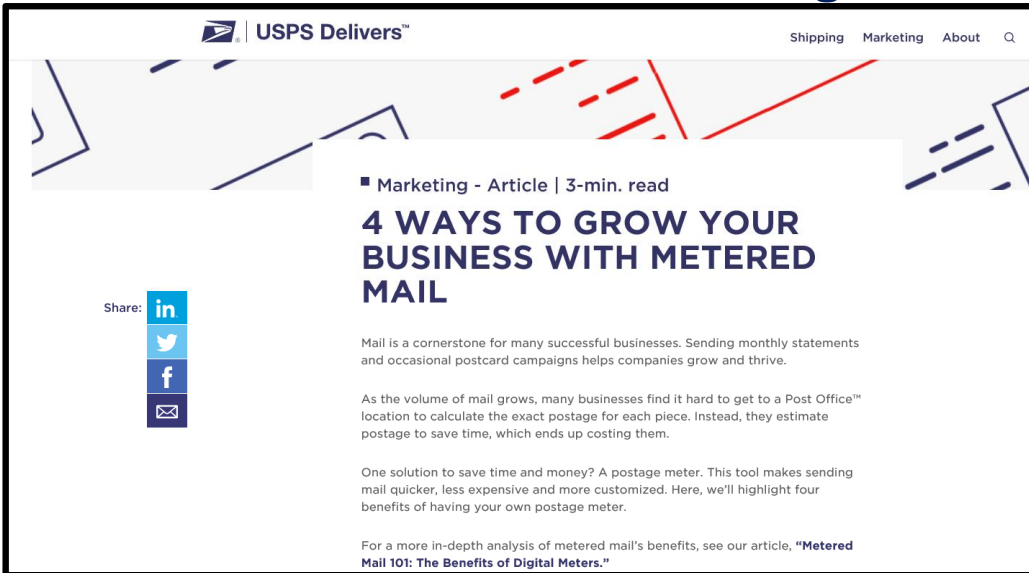
**THE POWERFUL MARKETING POTENTIAL OF TRANSACTIONAL MAIL**

For businesses today, it's high priority to understand how a customer wants to receive transactional communications. While a variety of digital alternatives have emerged, none of them cater to the basic preference of most customers: they want to receive these documents in the mail.

Transactional pieces like bills, invoices and statements are still the most read and opened pieces of mail: 96% of people open and read bills while 92% open and read statements.[1] Physical documents have value for both the recipient and the sender.

Share:

**Content Marketing
Thought Leadership Articles**



### 4 WAYS TO GROW YOUR BUSINESS WITH METERED MAIL

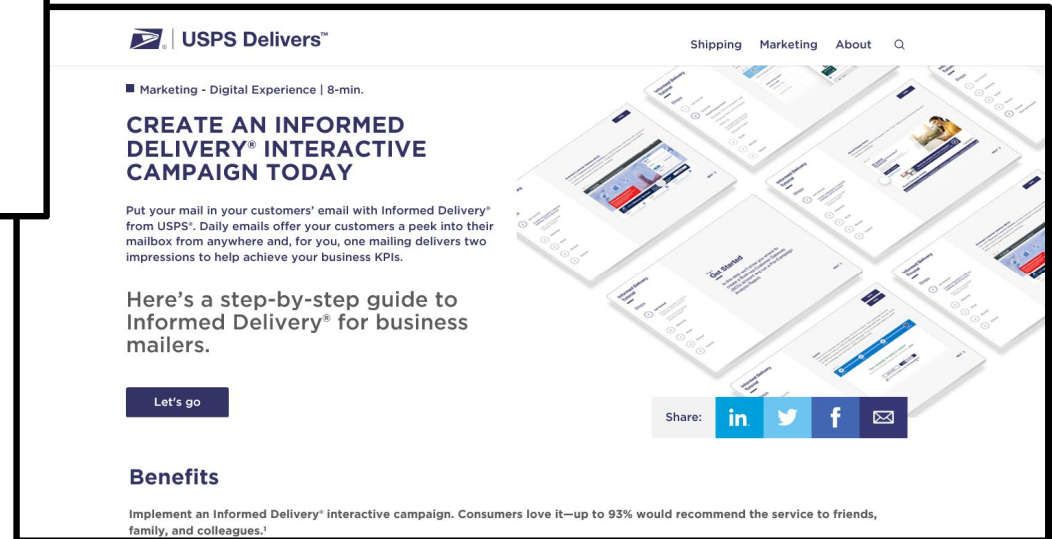■ Marketing - Article | 3-min. read

Mail is a cornerstone for many successful businesses. Sending monthly statements and occasional postcard campaigns helps companies grow and thrive.

As the volume of mail grows, many businesses find it hard to get to a Post Office™ location to calculate the exact postage for each piece. Instead, they estimate postage to save time, which ends up costing them.

One solution to save time and money? A postage meter. This tool makes sending mail quicker, less expensive and more customized. Here, we'll highlight four benefits of having your own postage meter.

For a more in-depth analysis of metered mail's benefits, see our article, **"Metered Mail 101: The Benefits of Digital Meters."**

### CREATE AN INFORMED DELIVERY® INTERACTIVE CAMPAIGN TODAY

■ Marketing - Digital Experience | 8-min.

Put your mail in your customers' email with Informed Delivery® from USPS®. Daily emails offer your customers a peek into their mailbox from anywhere and, for you, one mailing delivers two impressions to help achieve your business KPIs.

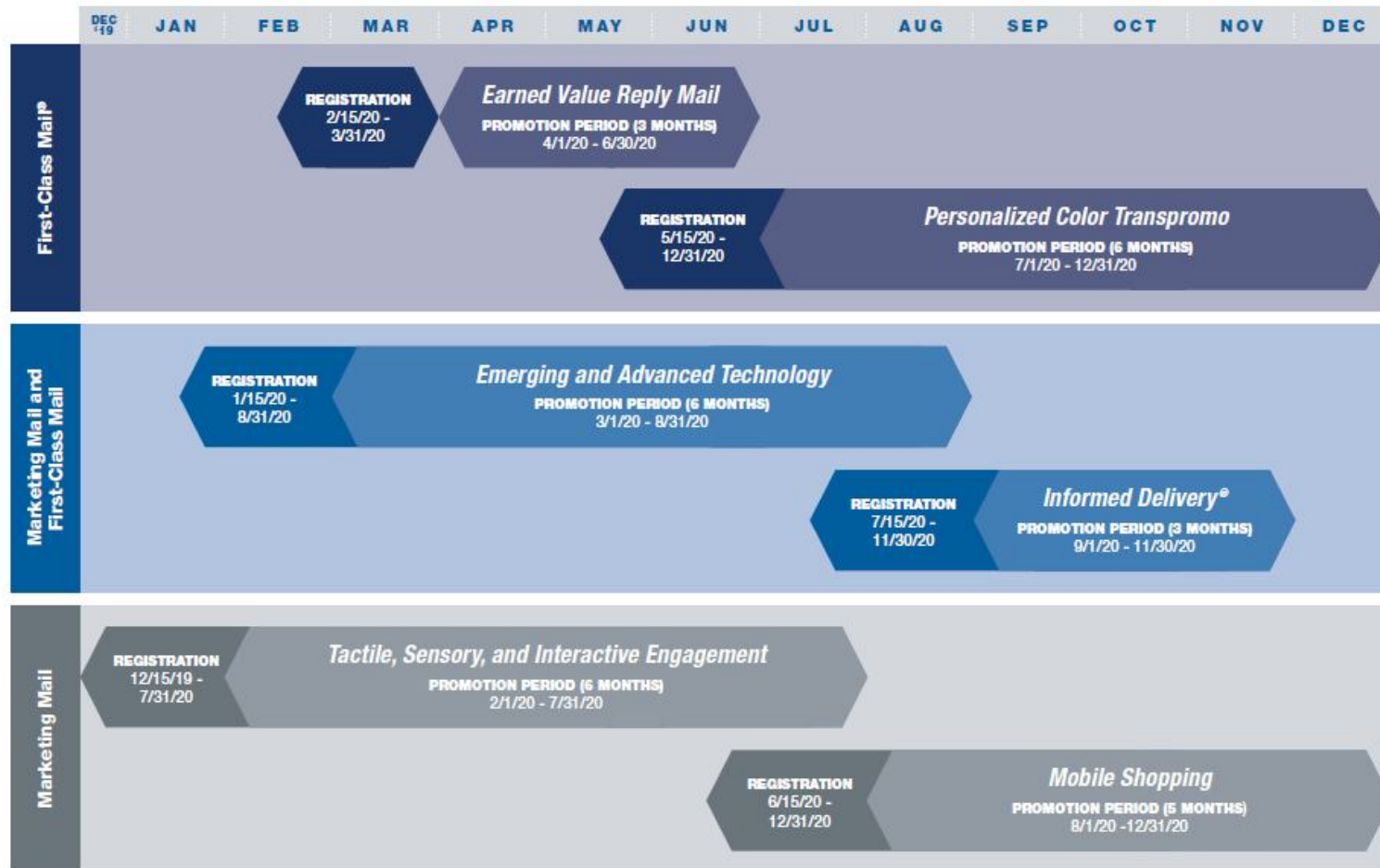Here's a step-by-step guide to Informed Delivery® for business mailers.

[ Let's go ]

### Benefits

Implement an Informed Delivery® interactive campaign. Consumers love it—up to 93% would recommend the service to friends, family, and colleagues.[1]

**www.uspsdelivers.com**

# 2020 Promotions Calendar

# Thank you!