

**USPS**  
**NATIONAL**  
**PCC DAY**  
**2020**

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## What is Informed Delivery?



Informed Delivery users receive **scanned images** of the exterior of incoming letter-sized mailpieces (processed through automated equipment).\*

Images are available via **email notification, online dashboard, or mobile app.**



If a mailer participates in Informed Delivery, supplemental content, referred to as "**interactive campaigns**," will be shown (for letters or flats).

Interactive campaigns include **custom images and a URL** that directs the user to a digital experience.

\* Exterior images are only provided for letter-size mailpieces that are processed through USPS automated equipment. Package tracking information on Priority Mail® Priority Mail Express®, and other eligible parcels is also provided.  
\*\* Mailpiece image is not from a real company, and is only illustrative.



## Value of Campaigns

Informed Delivery offers a **variety of benefits** to mailers who create campaigns.



**Build product / brand awareness**



**Create multiple impressions**



**Drive customer response**



**Enhance product experience**



**Potentially increase ROI**

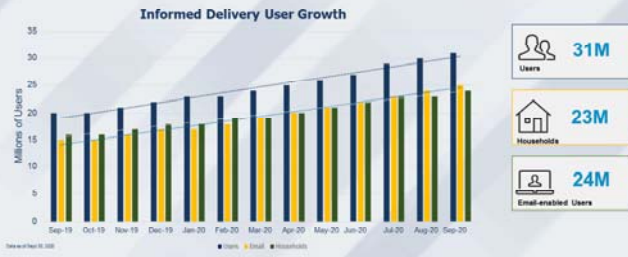


**Provide data for analysis**

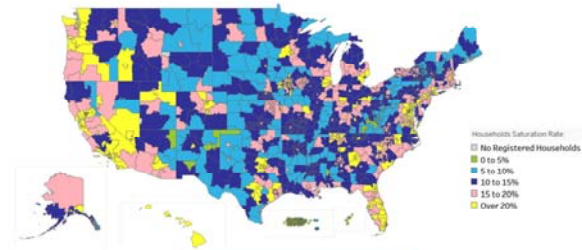


## User Growth

USPS has invested in multiple user acquisition initiatives to grow the user base and drive engagement that has led to 31 million users and a 55% YOY growth.



## Informed Delivery Household Saturation



18.1% National Saturation of Eligible Deliveries

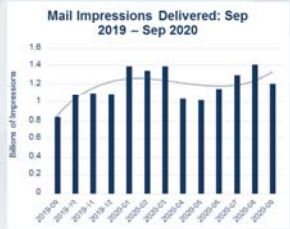
Data as of April 2020



## Mailer Growth | Impressions



The average email open rate of 65% from both mail and packages has resulted in billions of impressions to mailer's customers.



Data as of Sep 30, 2020



## Data Driven | Email Open Rate

The Informed Delivery® Program averaged an email open rate above 60% between Sept 2019 – Sept 2020.



\*Source: Data from "How do you compare? 2020 email marketing industry compliance" 7 April 2020  
\*Data as of August 12, 2020



## Mailer Growth | Success Spotlight



The Oregon Humane Society and Freville Farms™ show how businesses can build a community and results through the creative use of mail, the Informed Delivery® Program, and their digital channels.

The Oregon Humane Society (OHS) utilized Informed Delivery to support their annual holiday donation drive by considering the different needs and mindsets of donors:

- 67% Email Open Rate
- 2,049 Donations made to OHS
- \$236,000+ Dollars Raised for OHS

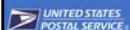


Sarah Friedman is passionate about launching a movement, #KnowWhereYourFoodComesFrom. Utilizing tools from the United States Postal Service like Informed Delivery, she has grown her business and cause.





Informed Delivery provides an integrated marketing approach to meet today's consumer demands.



## Informed Delivery and the Daily Digital Routine

Nothing replaces the tactile value of hardcopy mail, but USPS is responding to consumers' increasing desire to **interact and communicate digitally** with everything, including their mail.

### Physical Mailpiece

Consumers and mail owners still value physical mail and the tactile experience that it offers.



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### Digital Experience

Informed Delivery enhances the value of physical mail by creating a **new mail moment** through digital content (i.e., custom images and target URL).



## Mailpieces Eligible for Informed Delivery

### Letters and Cards

- Scanned by USPS® automation equipment
- Eligible for **both types of campaigns**
- If no interactive campaign is applied, users will see a **grayscale image**



### Flats

- **Not scanned** by USPS automation equipment
- Eligible for **dual campaigns only**
- Larger than cards and letters
- Examples: Newspapers, magazines, flyers, etc.

If no interactive campaign is applied, users will see this **message**:



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## How Does Informed Delivery Work?

U.S. Postal Service® leverages existing mail imaging processes to provide digital previews of household mail to Informed Delivery users.



## Customer Satisfaction



Informed Delivery® users stated, in the January 2020 User Survey, that the program provides them with benefits like convenience, visibility, and access while away.

"It helps me to plan my day when I know what's arriving."

"I have a child in the military, informed delivery shows me when he has written!"

"It's fun to forward the ID mail to someone who's written me, to say 'cant wait to get home to your mail.'"

"I own two properties and I like to see what is arriving in the mail."

"We are going through the college process and I want to see when we get responses from colleges ahead of time."

"I work long hours and want to know what mail to expect/when I need to make a midday trip home to collect urgent mail or packages."

"Rarely home due to work and like to know when I need to pick up mail to keep bills and correspondence taken care of."

"Security in knowing what's coming."



## User Satisfaction

Surveyed Informed Delivery users have shown an increase in satisfaction; with more users stating they would recommend the program to someone else.



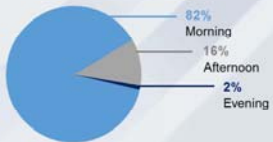
Source: June 2019 Informed Delivery User Survey and January 2018 Informed Delivery User Survey



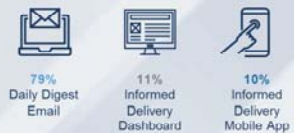
## User Engagement

Users of Informed Delivery are highly engaged with the program.

### When Users are Engaging



### How Users are Engaging





Informed  
Delivery  
Interactive  
Campaigns

 UNITED STATES  
POSTAL SERVICE®

 DEPARTMENT OF JUSTICE



### Key Elements of Informed Delivery



The Informed Delivery for Business Mailers website is the one-stop-shop for information on interactive campaigns.



### How Can a Mailer Participate?

The campaign process is simple – create and induct hardcopy mail as usual, then submit data elements and supplemental content to facilitate a campaign.



## What Type of Data is Shared?

Informed Delivery provides organizations with aggregate pre- and post-campaign data.



### 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



## Where Can You Learn More?



### **Informed Delivery Website:**

[informedelivery.usps.com/box/pages/intro/start.action](https://informedelivery.usps.com/box/pages/intro/start.action)

- **Review features and benefits** of Informed Delivery
- **View FAQs** for sign-up and best practices



### **Business Mailer Website:**

[usps.com/informedelivery/campaigns](https://usps.com/informedelivery/campaigns)

- **Review the resources** such as the FAQs, Interactive Campaign Guide, and Campaign Image Requirements to learn about campaign creation and how to get started
- **Download Users and Household Data** to see our growing user base
- **Learn How to Create your Campaign** by reviewing the Mailer Campaign Portal tutorial



