

On August 29, 2022, Informed Delivery reached ...

50M

users

... and we continue to grow: Today's numbers:

51.2M
users

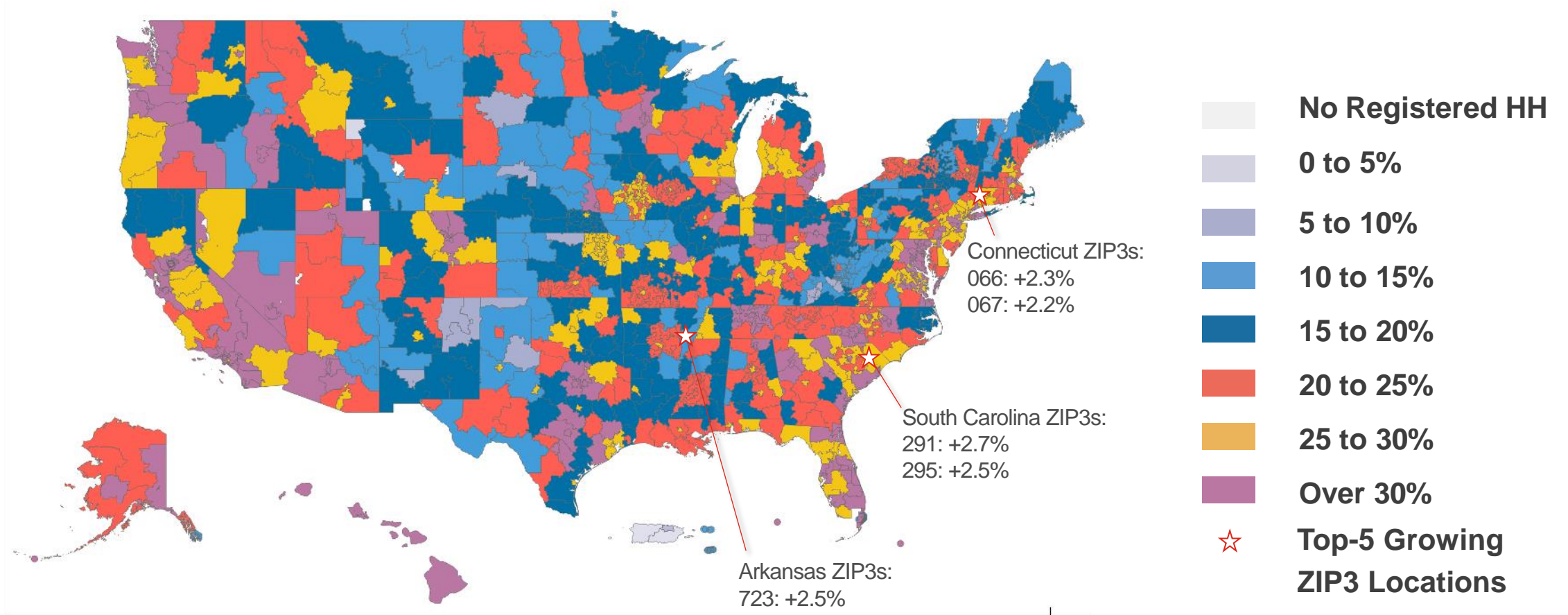
37.5M
households

28.1%
national
saturation



INFORMED DELIVERY HOUSEHOLD SATURATION

Informed Delivery has reached 28.1% national saturation of eligible delivery points.



Internal data as of September 30, 2022

FY22 CAMPAIGN PERFORMANCE

Reaching the 50M users milestone wasn't the only achievement in FY22. Informed Delivery continued to offer mailers and shippers additional marketing opportunities through mail and package campaigns.



Mail Campaigns

Informed Delivery interactive mail campaigns continued to offer mailers an additional digital channel to engage their recipients and customers.

+102K

Total Mail Campaigns

+5B

Mailpieces associated with a campaign

+14.9M

Total Click-Throughs on Mail Campaigns



Package Campaigns

Package Campaigns continued to onboard new businesses and generate new customer engagement opportunities for shippers through targeted marketing.

1,654

Total Package Campaigns

+1.5M

Packages associated with a campaign

+12K

Total Click-Throughs on Package Campaigns

Internal data as of September 30, 2022

COMING SOON: INFORMED DELIVERY FOR SMALL BUSINESS RECIPIENTS

In October 2022, Informed Delivery will enable the mail and package recipient experience for small businesses (based on mail volume).

USPS Connect Local customers will be invited to participate first. In calendar 2023, Informed Delivery recipient experiences will be deployed for small, medium, and large* businesses.

*For the purposes of the Informed Delivery business recipient experience, “small,” “medium,” and “large” sizes are based on the average volume of incoming mail.

2D BARCODE: IMPROVED PACKAGE BARCODING



Background

- **Some barcodes on package labels are not scannable**
- **When barcodes are not scannable...**
 - Packages may be processed manually
 - An Optical Character Recognition Software (OCR) may be used to capture the delivery address
 - This cause a loss of in transit visibility

Solution

- **Add supplemental, two-dimensional (2D) GS1® Data Matrix IMpb™ barcodes to shipping labels**
- **Place them strategically on the label for optimal readability**

Program Updates

- **All USPS platforms have started printing the 2D barcode on eligible packages**
- **Major mail processing equipment are reading and processing the 2D barcode**
 - Rearming equipment will be updated throughout 2023
- **Handheld devices can read and scan the 2D barcode**
- **Results:**
 - Increase in the automation rate
 - Over 700K packages in September had tracking visibility solely because of the 2D barcode
 - Two external customers have started using 2D barcodes on their labels

IV-MTR®: THE POWER OF DATA

Background

- **Informed Visibility® Mail Tracking & Reporting (IV®-MTR) application**
 - Enables mailers to leverage key information about their mailings
 - Manage operations and Refine processes
 - Adjust marketing campaigns as needed
- **This insight allows mailers to more effectively plan and manage mailings, increasing value to their customers**

Recent Updates

- **Averaging over 2.6 Billion records provisioned daily**
- **Recent upgrade to the database to increase capacity**
- **Improved the communications plans to better inform customers of upcoming updates and downtimes**

