

United States Postal Service®

INDUSTRYALERT

March 3, 2023

USPS Informed Delivery for Businesses Featuring Bob Dixon



Bob Dixon

Director, Product Technology Innovation

Please join the National PCC Program Office on **Thursday, March 9, 2023 at 2:00 PM Eastern Time** for a virtual session covering **Informed Delivery for Businesses**. This information will be presented by guest speaker **Bob Dixon** – USPS Director of Product Technology Innovation.

Informed Delivery surpassed the 50 million user mark in 2022 and continues to experience rapid growth as USPS customers learn the benefits of using this free service. Informed Delivery also offers business mailers and shippers the opportunity to engage users through an integrated mail or package digital marketing campaign that generates additional consumer impressions, interactions, and insights. Find out how businesses are leveraging this technology to expand their reach and increase conversions in their marketing campaigns.

The Zoom logo, consisting of the word "zoom" in a lowercase, blue, sans-serif font.

Note: you do NOT need a Zoom account to join the meeting.

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Join from a PC, Mac, iPad, iPhone or Android device:

Please click this URL to join.

<https://usps.zoomgov.com/j/1609823220?pwd=WkhKN3pXb1VXV3RnaDZyRTEyNVg3Zz09>

Passcode: 895468

Description: USPS Informed Delivery for Businesses - Featuring Bob Dixon

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