



2024

INFORMED DELIVERY®

Key uses:

- Integrating physical and digital
- Online call-to-action

ABOUT USPS MAILING PROMOTIONS





2024 PROMOTIONS CALENDAR

USPS Marketing Mail® and First-Class® Mail Products 🛛 🖬 First-Class® Mail Service 🕜 Registration Period 🔄 Promotion Period

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	ост	NOV	DEC
TACTILE,SENSORY AND INTERACTIVE	D	EC 15 (FEB 1					JUL 31					
PERSONALIZED Color Transpromo		EC 15 (FEB 1					JUL 31					
EMERGING TECHNOLOGY			<		REGISTR	- 6 MON ATION BEGII	THS —	2023	;	>			
REPLY MAIL IMbA™						M	AY 15 (JUL 1					DEC 31
INFORMED DELIVERY®							JI 🕥	UN 15 [AUG 1				DEC 31
RETARGETING								() JI	JL 15	SEPT 1		NOV 30	

INFORMED DELIVERY® OVERVIEW



Deliver a multi-channel experience through mail.

Through Informed Delivery[®], business mailers can conduct a marketing campaign that reaches their target audience via email.



BY THE NUMBERS

62+ MILLION USERS



INFORMED DELIVERY EMAIL OPEN RATE¹

7 BILLION TOTAL DIGES PENE

TOTAL DIGEST EMAILS O PENED

INFORMED DELIVERY® ADVANTAGES



Informed Delivery enables business mailers and Mail Service Providers (MSPs) to conduct interactive, colorful digital campaigns. By combining a physical mailpiece and digital mailer*, marketing campaigns can:





*Digital mailpiece will be required for each submission

2024 INFORMED DELIVERY® PROMOTION

DRIVE IMMEDIATE ACTION

- Full color, clickable Ride-along Images in the email message take users directly to a target URL, straight from their inbox.
- Target URL can include a landing page, social media profile, or video — ideal for lead generation, growing online presence, or improving brand awareness.
- Arriving in close succession via two channels, a Ridealong Image and physical mailpiece provide a 1-2 marketing punch that leads customers to action.

ELIGIBLE MAIL:

4% DISCOUNT

Interactive Campaign

REGISTRATION PERIOD

PROMOTION PERIOD

- First-Class Mail[™] automation letters, postcards, and flats
- USPS Marketing Mail[™] automation letters and flats
- USPS Marketing Mail[™] DDU-entered Carrier Route Saturation Flats*
- Nonprofit USPS Marketing Mail[™] automation letters and flats
- Nonprofit USPS Marketing Mail[™] DDU-entered Carrier Route Saturation Flats^{*}

Jun 15, 2024 – Dec 31, 2024

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Aug 1, 2024 - Dec 31, 2024





0.5% INCENTIVE

Credit to eDoc Postage

Statement Submitter

Elements of a Successful Informed Delivery Promotion Campaign



INFORMED DELIVERY® PROMOTION CAMPAIGN ELEMENTS





BEST PRACTICES FOR RIDE-ALONG IMAGE WITH CALL-TO-ACTION



Ride-along Image with CTA

- Ride-along Image must relate to the • promotion or offer in the mailpiece
- Must be saved as a JPEG or jpg file ٠
- Image must be in color •
- The CTA must have enough color contrast ٠ to stand out in the Ride-along image
- The clickthrough from the Ride-along to • the destination must allow the user to bypass a pop-up windows
- Mail diversion messages included on the • Ride-along will make the mailing ineligible for the promotion discount







Logo reinforces brand

Look and message sync to mailpiece



CALL-TO-ACTION TIPS



Your call-to-action **should clearly convey the action you want your readers to take.**

A few common examples include:

- Get 25% off
- Get your instant quote
- Claim your free gift
- Apply now
- Open an account today
- Download the app
- Click to view offers
- Donate now
- Etc.

...and many, many more possibilities.

TAKE 1 MINUTE TO CREATE

1-2 CTAS FOR YOUR **PROSPECTIVE MAILPIECE**

We recommend **clear**, **actionable words** that create a sense of **urgency and demonstrate value that motivate visitors to act**.

BEST PRACTICES FOR URL



SEARCH



- Landing page must be live
- Landing page URL and link submitted must start with HTTPS
- URL and link must lead to a landing page associated with the physical mailpiece
- Landing page should avoid pop-up windows
- URL and link must be free of any malware or virus that could impact USPS or the customer

CareFree	FROM CareFree Insurance Services	
Become CareFree,	LEARN MORE>	 URL
LEARN MORE		
	I	

- https://www.carefreeinsurance.com
- The URL leads to a landing page that is free of malware/virus and doesn't emulate USPS.com
 - The URL starts with HTTPS



The URL and the brand/mailpiece are clearly related

BEST PRACTICES FOR REPRESENTATIVE IMAGE





Representative Image

- A Representative Image is required for all flats and optional for letters
- If Representative Image is used it must be a representative/enhanced image of the physical mailpiece
- The Representative Image must include a static representation of the mailpiece image sent to the mailbox
- The image can be submitted as a JPEG or jpg attachment in the Mailing Promotions Portal





How do I participate in the Informed Delivery Promotion?



REGISTER TO PARTICIPATE



To participate in USPS Promotions and Incentives programs, register via the Business Customer Gateway:

GATEWAY.USPS.COM



For additional information on how to enroll in Promotions, view the How to Enroll guide:

postalpro.usps.com/promotions/how-to-enroll

PRE-APPROVAL PROCESS



Electronic samples **must be submitted for pre-approval**



ALL samples must be submitted via the Mailing Promotion Portal (MPP) on the Business Customer Gateway (BCG)

If you have not signed up, please follow instructions here:

Postalpro.usps.com/promotions/portal

PRE-APPROVAL PROCESS



01 Log in to the **Mailing Promotions Portal** via the **Business Customer Gateway.** Sign up if you have not already.

02 Select 'Submit Mailpiece Preapproval'.

Follow instructions and upload an image of your sample (this will be used to identify it).

03

USPS will **review and provide a pre-approval** decision. You will be notified via email and within the Mailing Promotions Portal.



Direct questions to the **Mailing Promotions Portal Questions tab**. Register for the Promotion via Incentive Programs in the Business Customer Gateway prior to mailing.



Submit Mailpiece Preapproval in Mailing Promotions Portal





2

Choose 'Informed Delivery Promotion' from Picklist

Promotion/Incentive Form

*Promotion Type

Informed Delivery Promotion

Next



Promotion/Incentive Form

*Campaign Title

2024 Informed Delivery Promotion Webinar

*Campaign Start Date

Aug 1, 2024

*Campaign End Date

Dec 31, 2024

*Campaign URL

http://www.usps.com

I am a Mail Service Provider Submitting on Behalf of a Mail Owner

I affirm that I have read submission guidelines for this promotion campaign and that the information I have provided meets these guidelines

Click to view guidance and knowledge article for your request

Previous Next

Complete Mailpiece Preapproval Form

3



4

Upload Digital Copies

Promotion/Incentive Form

Upload Representative Image here

Representative Image 1

▲ Upload Files

s Or drop files

Upload RideAlong Image here

RideAlong Image





5

Receive Confirmation of Submission with Service Request Number

Promotion/Incentive Form

Your request, SR#44608540, has been submitted. You will receive a notification in the event further information is required, or decision has been reached on your request.

Finish

Enhancements for MPP Informed Delivery Campaign Submission



STEP 1 – ENTER THE MAILING PROMOTIONS PORTAL





STEP 2 – CREATE 'NEW' CAMPAIGN





STEP 3 – COMPLETE & SAVE





STEP 4 – CAMPAIGN SUBMITTED





Informed Delivery Campaign Submitted Successfully! X

DETAILS RELATED	Post MPP Submit Appeal New Mailing Campai More			
Mailing Campaigns (1)			New	Share an update Share
Campaign Title Mailing Campaign	Start Date	End Date		↑↓ ▼ Q. Search this feed
PC Campaign 00000061	5/28/2024	6/4/2024	T	(Customer) created this service request.

DON'T FORGET YOUR eDOC!



When can I submit my eDoc after creating or updating an Informed Delivery campaign?

Submissions via MPP or MCP: 2 HOURS

For 2024 campaigns submitted via MPP or MCP, as well as for campaigns updated via MCP, mailers can submit their eDoc 2 hours after the campaign has been submitted.

Submissions via Mail.dat RMB: 6 HOURS

For campaigns submitted via Mail.dat RMB, mailers can submit their eDoc 6 hours after the campaign has been submitted.

TECHNICAL GUIDANCE



HOW TO ENROLL IN THE EDOC INCENTIVE



For the 2024 Informed Delivery Promotion, the USPS is offering Mail Service Providers (MSPs) a 0.5% eDoc Submitter incentive for successfully processed Postage Statements.

In order to participate in the 0.5% incentive, the eDoc Submitter:

- Must have a permit linked to an EPS account (with EPS Admin or EPS Payment Manager privilege).
- Must select a permit that is linked to the eDoc Submitter Customer Registration ID (CRID).
- Must register the permit that will receive the 0.5% incentive via the Business Customer Gateway (BCG) > Manage Permit section for Informed Delivery Incentive Permit.

eDoc Submitter Enrollment Overview



Log in to BCG

Manage permits

Select business location

Select Informed Delivery Incentive Permit Select desired permit by checking box

Permit is registered for eDoc Submitter Incentive

CAMPAIGN SUBMISSION CHECKLIST



01 Make sure the Postage Statement Mailing Date falls WITHIN the Start and End Dates of the campaign in the MCP.

02 Make sure the CCR code for claiming the ID Promotion (PI) is populated within the eDoc for each Mail Piece Unit (MPU) claiming the discount on the postage statement.

03 Make sure the serial numbers in the mailpiece barcodes (IMbs) related to the MPU claiming the discount are within the start and end serials of the campaign to the MCP.

04

Make sure at least 80% of all the pieces under the MPU(s) claiming the discount can be associated/matched to a campaign in the portal based on the MID and serial numbers in the IMbs.

05

Make sure the MID in the piece barcodes (IMbs) related to the MPU claiming the discount is the same as the MID of the campaign in the MCP.

RESOURCES





Promotion Guidebooks

The Guidebooks facilitate participation in each of the Promotions available and provide guidelines to users. Guidebooks can be found on each Promotion's PostalPro[™] page:

postalpro.usps.com/promotions

How to Enroll Guide

Guide teaching participants how to register via the **Business Customer Gateway:**

postalpro.usps.com/promotions/how-to-enroll

For instructions on accessing the Mailing Promotions Portal, visit:

postalpro.usps.com/promotions/portal

PROMOTIONS SUPPORT



Further questions can be directed to the Promotions Office.

Participants must upload all mailpiece samples to the Mailing Promotions Portal for preapproval. Please do not email samples.

To access the Mailing Promotions Portal, visit:

postalpro.usps.com/promotions/portal

Please direct questions about promotion requirements to the Mailing Promotions Portal. For questions about Portal functionality, please contact:

mailingpromotions@usps.gov

PostalOne![®] Helpdesk

For issues and concerns regarding enrollment or technical issues, please contact the PostalOne![®] Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: <u>MSSC@USPS.gov</u> or 1-877-672-0007.

In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne![®]) for assistance.



INFORMED DELIVERY SUPPORT



Campaigns, Guides, and Support

Informed Delivery for Business Mailers

Visit to learn more about the Informed Delivery Program and creating Informed Delivery Campaigns

usps.com/informeddeliverycampaigns

Web Tools, API Guides, and Support

Informed Delivery API Guides on PostalPro[™]

Visit to learn more about the Informed Delivery Program and creating Informed Delivery Campaigns

postalpro.usps.com/idapi

2 Campaigns Support

Help with managing Informed Delivery campaigns via the Mailer Campaign Portal (MCP) and general ID campaign questions

uspsinformeddeliverycampaigns@usps.gov



2 API Support

Help with managing Informed Delivery campaigns via the Mailer Campaign Portal (MCP) and general ID campaign questions

uspsInformedDeliveryAPI@usps.gov

QUESTIONS?



Promotion Main illustration





Icons set 1





Icons set 2



