

Informed Delivery[®]

United States Postal Service

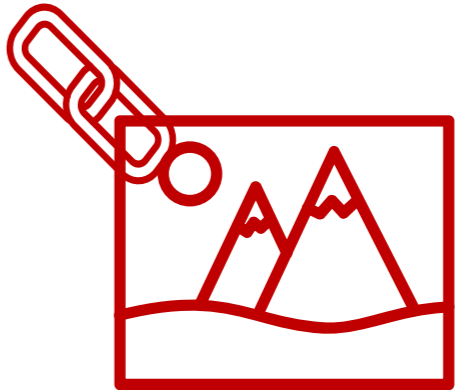
August 2020

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 trackable parcels is also provided.



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.



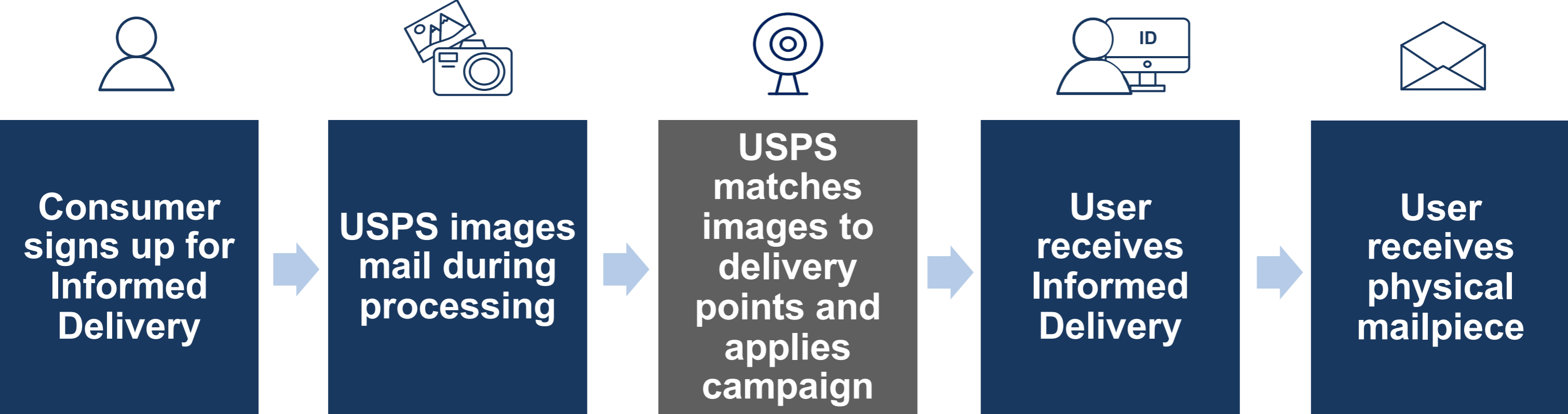
Digital Experience

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



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.



 Mailer creates and tracks campaign

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**:



There is **no change** to mail processing operations with Informed Delivery.

User Testimonials

Informed Delivery users stated, in the January 2020 User Survey, that the feature provides them with numerous benefits.



Convenience & Early Action

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



Visibility & Security

“Package was stolen or not delivered to my house. This **allows me to know when** it is supposed to show up.”



Access While Away

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

Source: January 2020 Informed Delivery User Survey

User Satisfaction

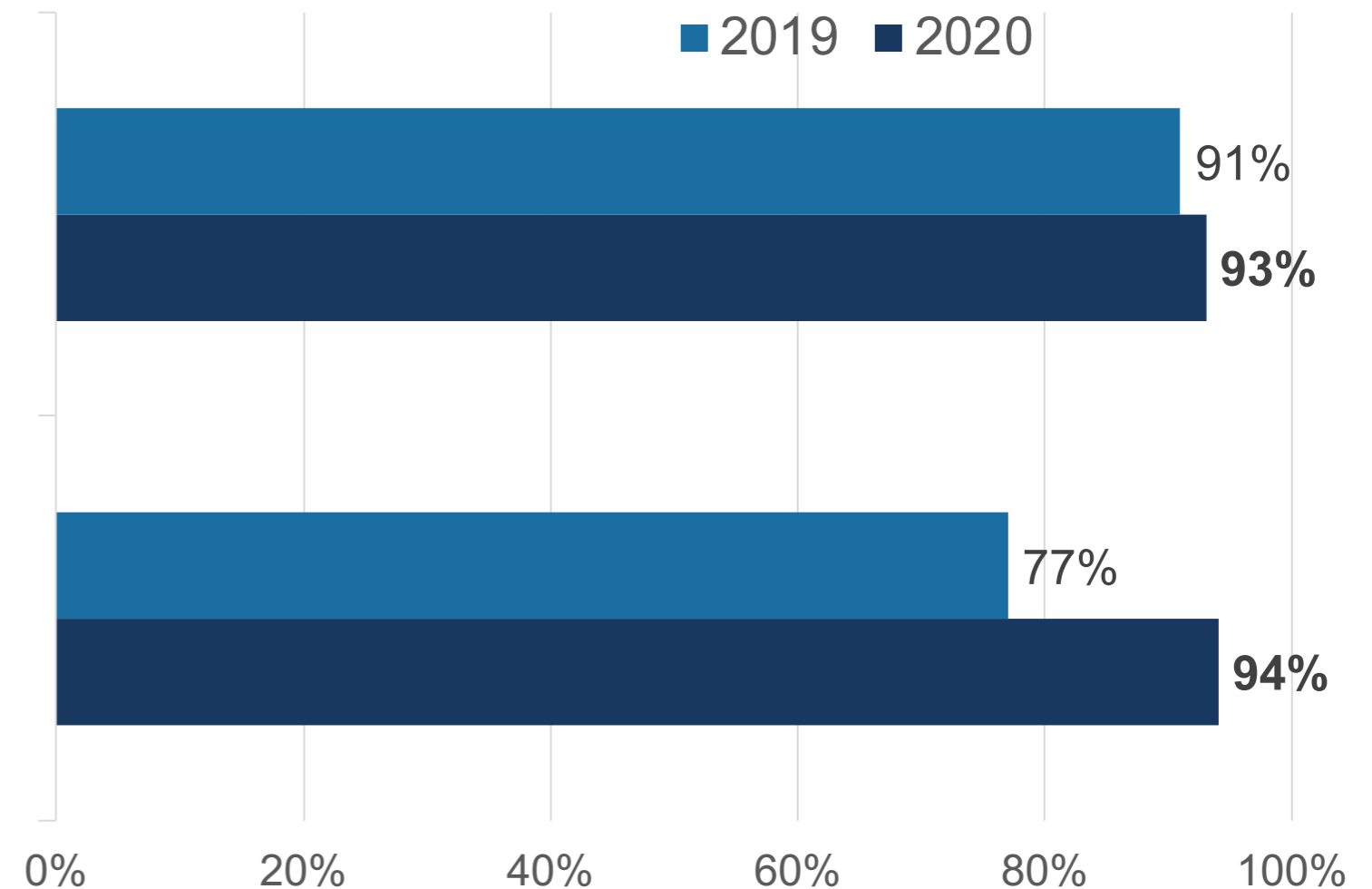
Surveyed Informed Delivery users have shown an increase in satisfaction; with more users stating they would recommend the feature to someone else.



Users are **satisfied or very satisfied** with the Informed Delivery feature



Users would **recommend** the Informed Delivery feature to friends, family, or colleagues

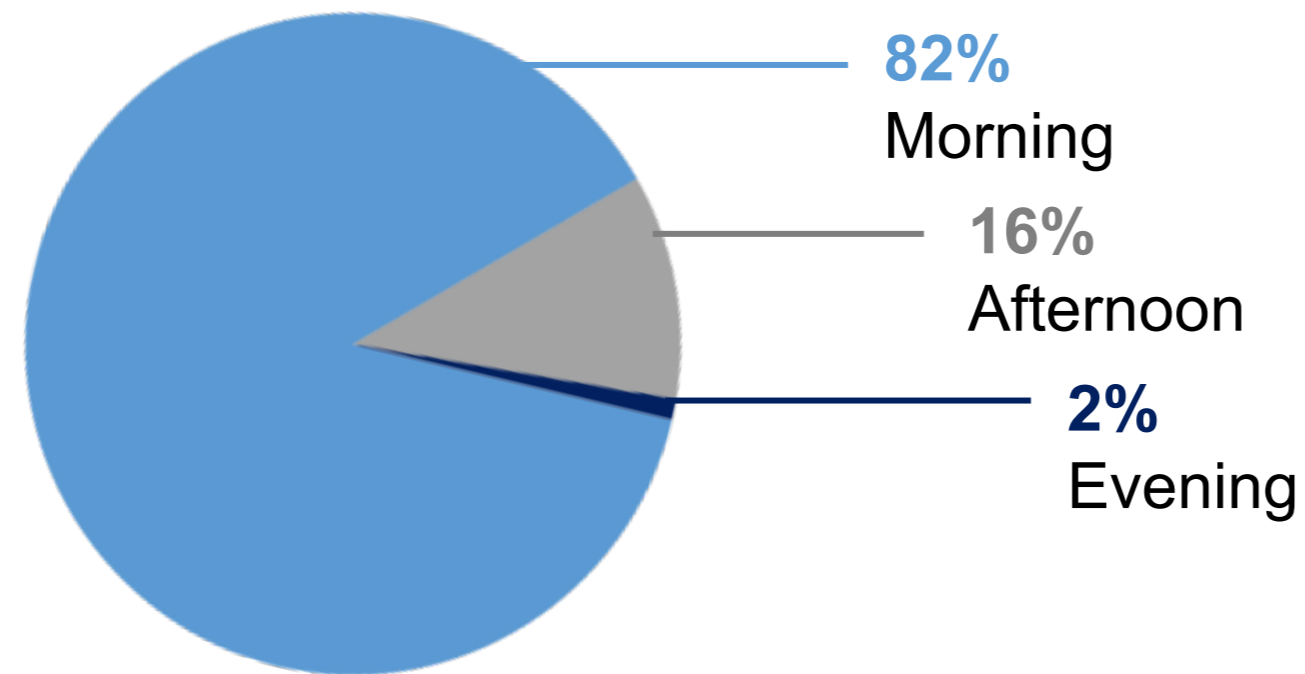


Source: June 2019 Informed Delivery User Survey and January 2020 Informed Delivery User Survey

User Engagement

Users of the Informed Delivery feature are highly engaged.

When Users are Engaging



How Users are Engaging



79%
Daily Digest
Email



11%
Informed
Delivery
Dashboard



10%
Informed
Delivery Mobile
App

Source: January 2020 Informed Delivery User Survey

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

A photograph of two women in an office setting. The woman on the left is wearing a light green and white striped shirt and is looking towards the laptop. The woman on the right is wearing a light blue blazer over a white shirt, glasses, and is smiling while looking at the laptop. They are sitting at a desk with a laptop, a tablet, and some papers. The background is slightly blurred, showing other office workers. A blue diagonal overlay is present in the bottom left corner.

Informed Delivery Interactive Campaigns

Key Elements of Informed Delivery

No Interactive Campaign

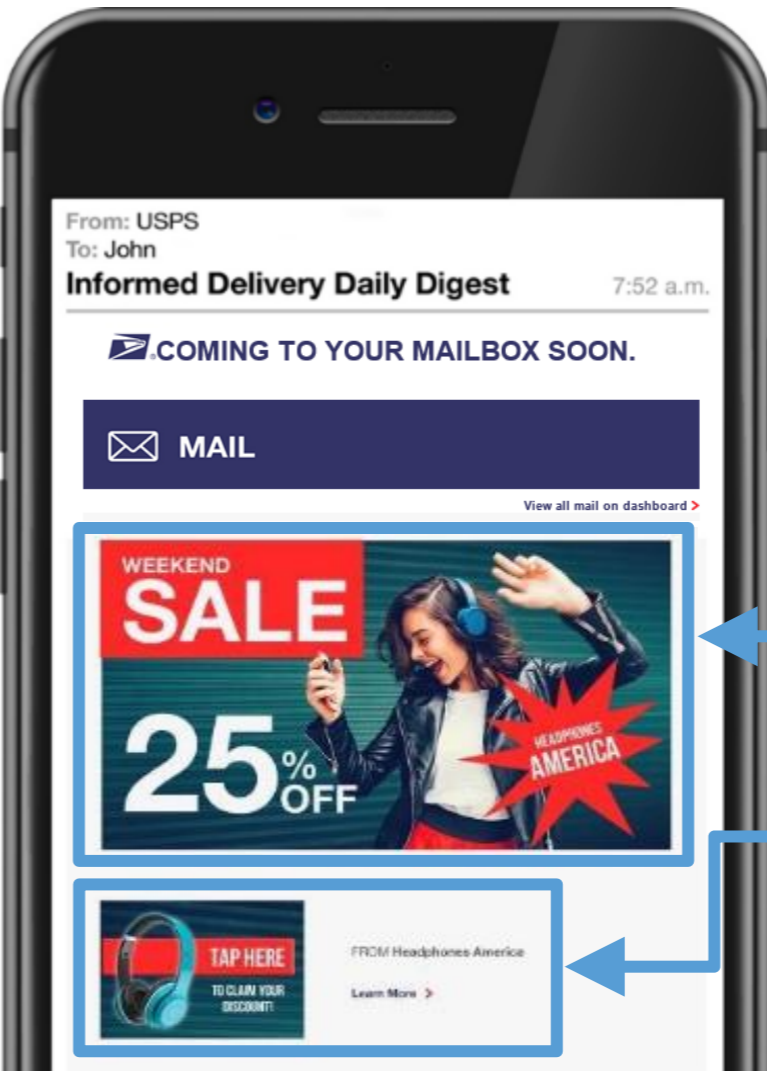
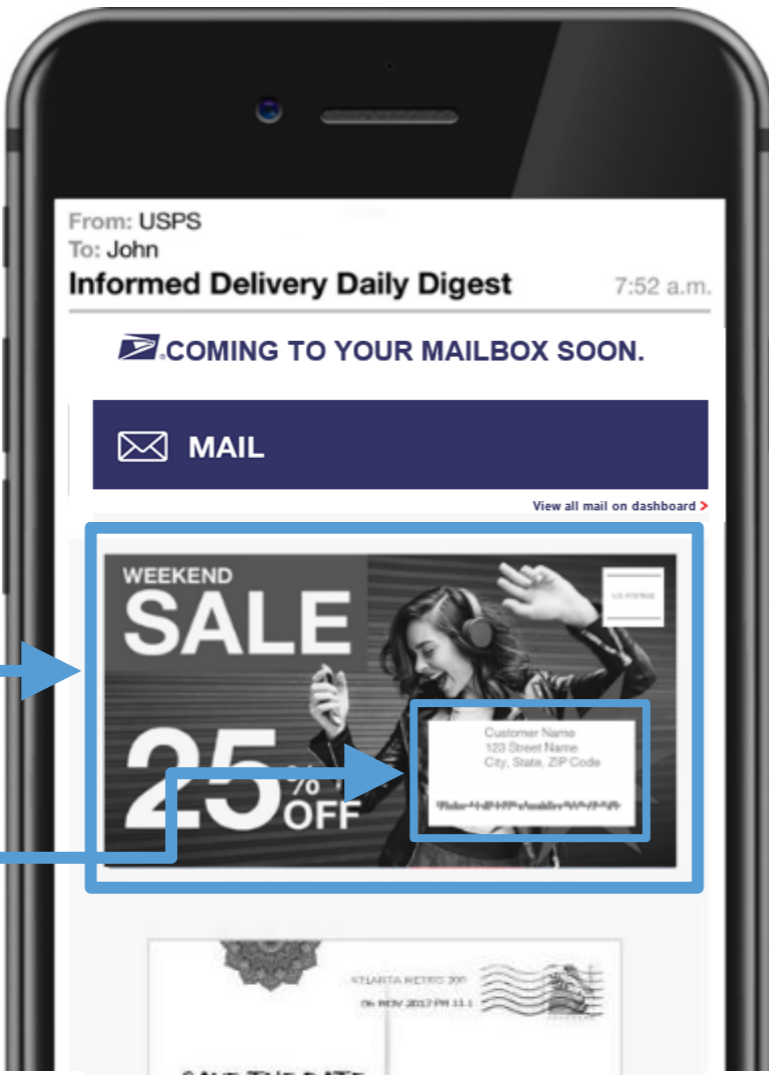
Interactive Campaign Applied

Well-designed physical mailpiece

Representative Image

Mailing details

Ride-along Image and Target URL



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

Who Can Participate?

Informed Delivery is not a niche feature – organizations across a **variety of industries** can (and should!) conduct 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



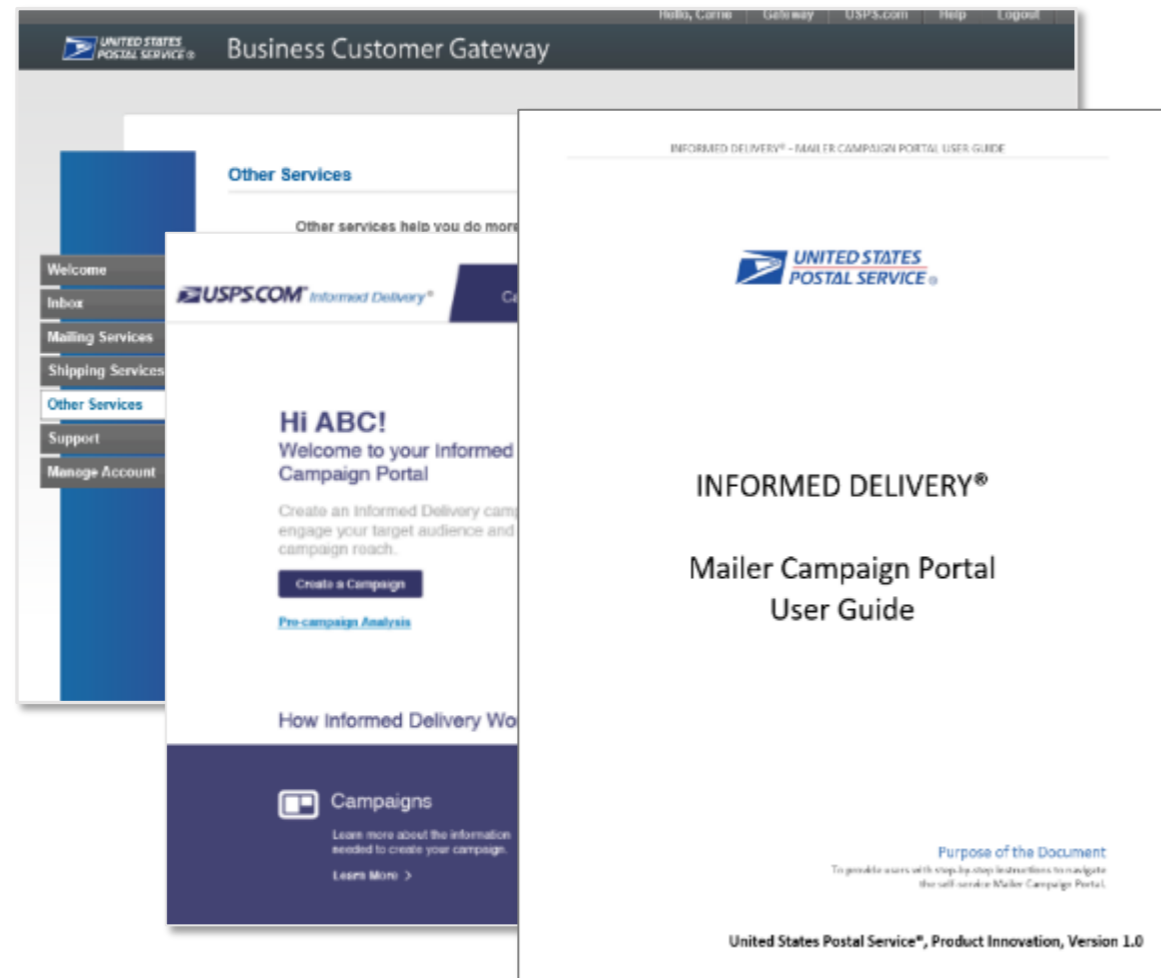
Click-through Rates

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

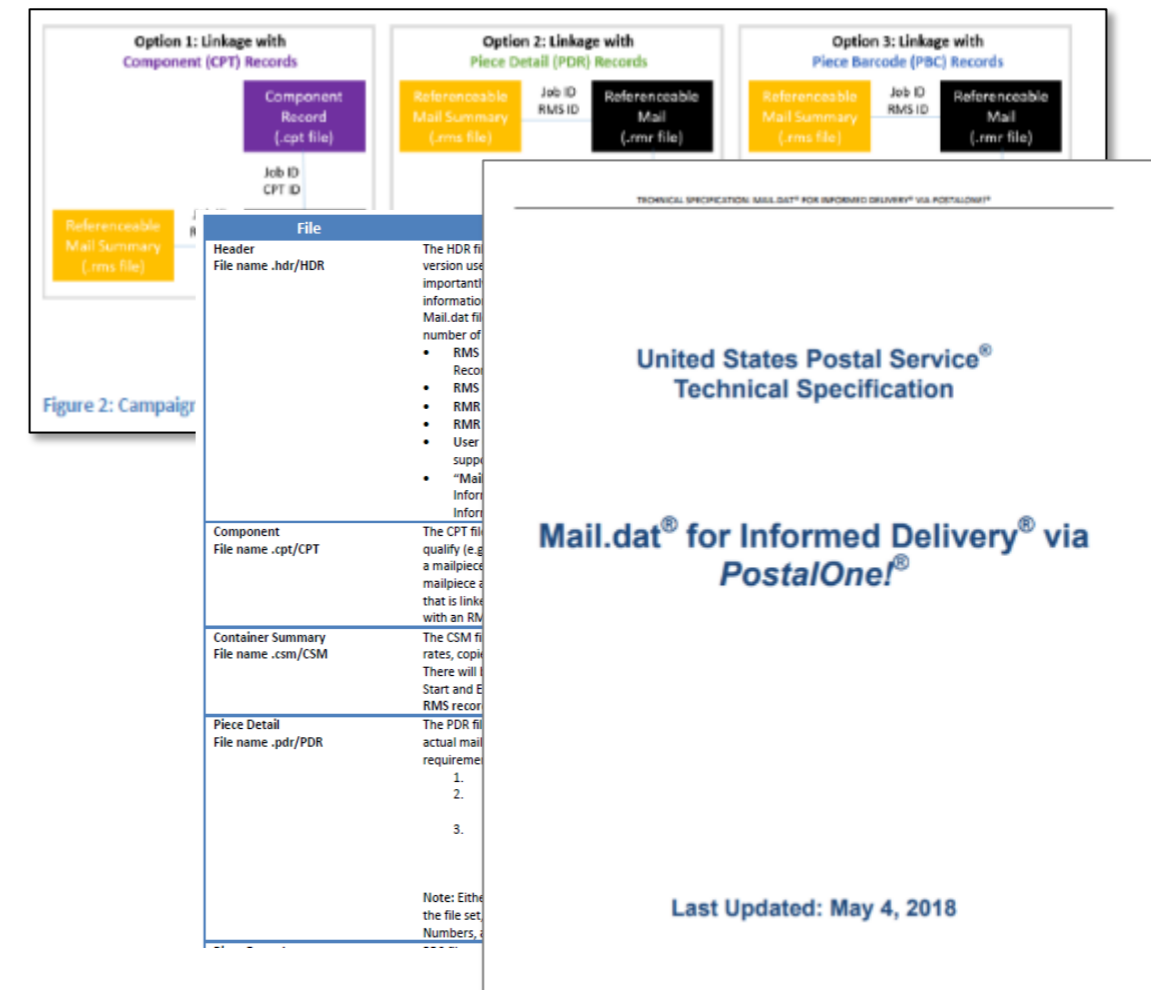
How to Submit a Campaign

USPS provides **two self-serve campaign submission methods**, found via the Business Customer Gateway (BCG):

Mailer Campaign Portal MANUAL ENTRY



PostalOne!® ELECTRONIC SUBMISSION



Recap!

- A new way to reach your customers with a digital preview of their daily household mail
- Integrates hardcopy mail and digital marketing, providing **multiple impressions and interactivity** for your customers
- Digital views create an opportunity for marketers to **build anticipation** by adding a digital element to their direct mail campaigns

Where Can You Learn More?



Informed Delivery Website:

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/informedeliverycampaigns

- **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