



Informed Delivery[®] Overview

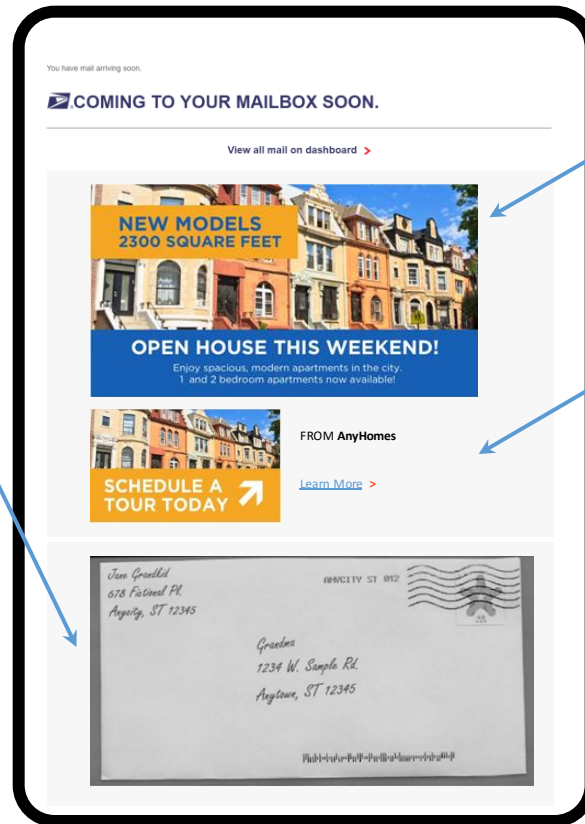
November 2017



What is Informed Delivery?

Informed Delivery is a new consumer-facing feature offered by USPS® that provides users with digital previews of their household mail arriving soon. Mailers can integrate digital campaign elements to **enhance and extend the mail moment**.

Mailpiece Image: Users receive morning **emails** with **grayscale images** of the exterior, address side of incoming letter-sized mailpieces (processed through automated equipment).
Users can also view images on their **dashboard**.



Representative Image: Mailers can replace a grayscale image with a **full color Representative image**.

Supplemental Content: Participating mailers **must** include a **Ride-along image and URL** to accompany either the grayscale or Representative image.

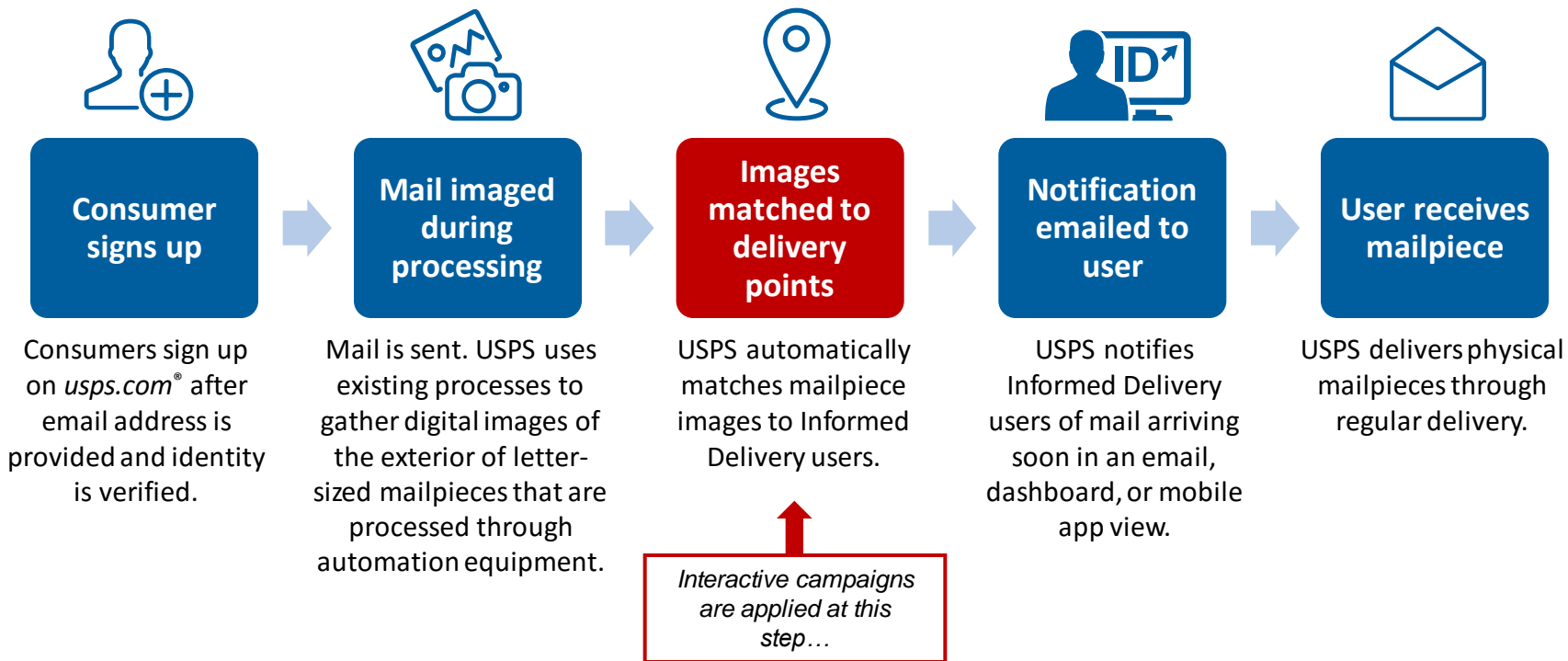
For Flats: Users will see this message if the mailer does not conduct an **interactive campaign**:

A mailpiece for which we do not currently have an image is included in today's mail.



How Does the Feature Work?

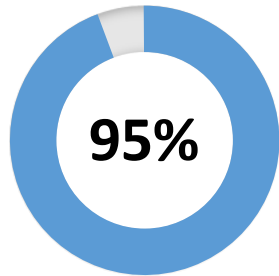
USPS leverages **existing mail imaging processes** to provide users with a digital preview of mail arriving soon. The Intelligent Mail® Barcode (IMb®) facilitates the entire process.



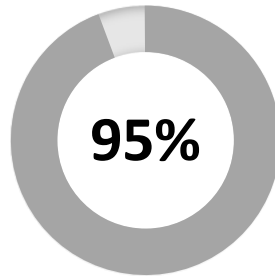
Just like a physical mailbox, Informed Delivery is provided at a household level, based on a delivery point address. Multiple residents can sign up for the feature.



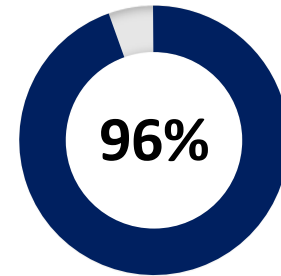
What is the User Response?



are **satisfied or very satisfied** with Informed Delivery



view Informed Delivery notifications **every day or almost every day**



would **recommend** Informed Delivery to friends, family, or colleagues

Device to View Notifications



59%
Mobile

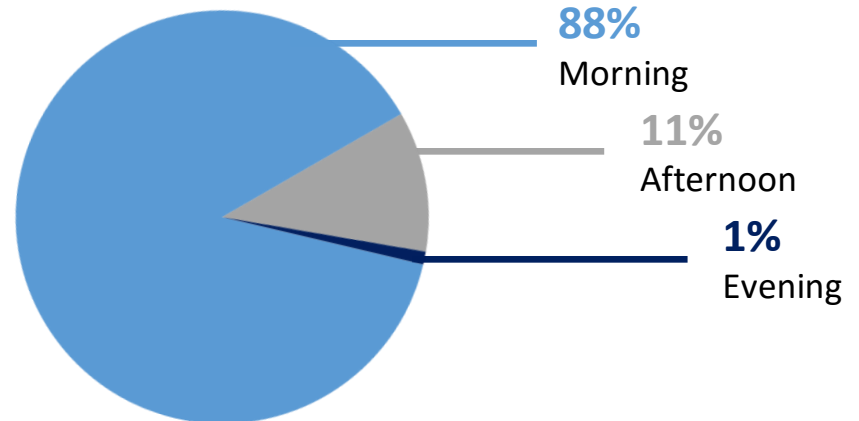


33%
Computer or Laptop



7%
Tablet

Time of Day to View



Source: July 2017 User Survey

What Value Do Campaigns Add?



Offers a **high email open rate** of 70% – more than twice that of industry average



Generates **multiple impressions** from a single mailpiece (digital + physical)



Drives **consumer response** with interactive content related to mailpiece



Ability to **reach consumers digitally** by merely knowing their physical address



Potentially increases **ROI** on Direct Mail spend

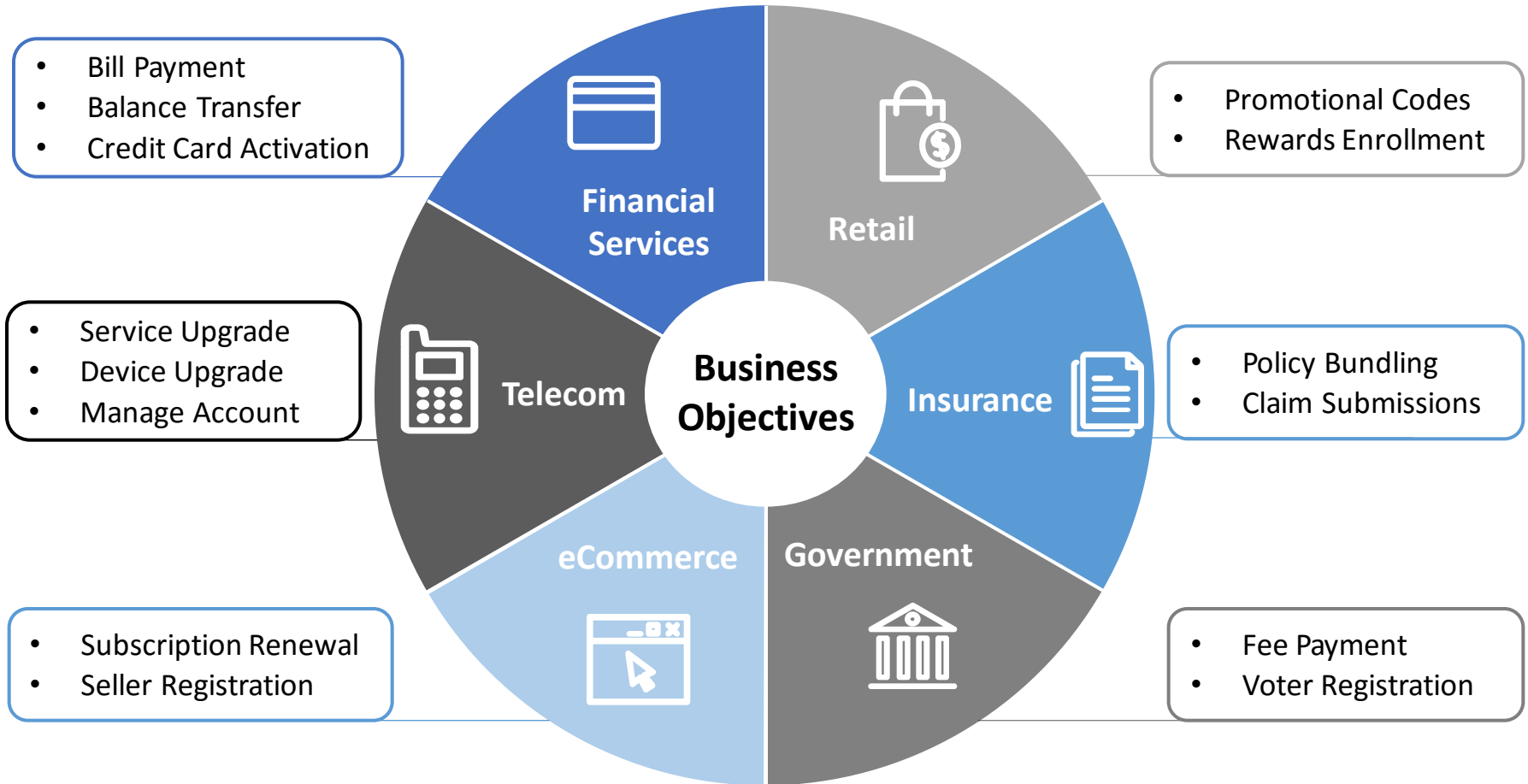


Provides additional **data insights** to optimize marketing spend



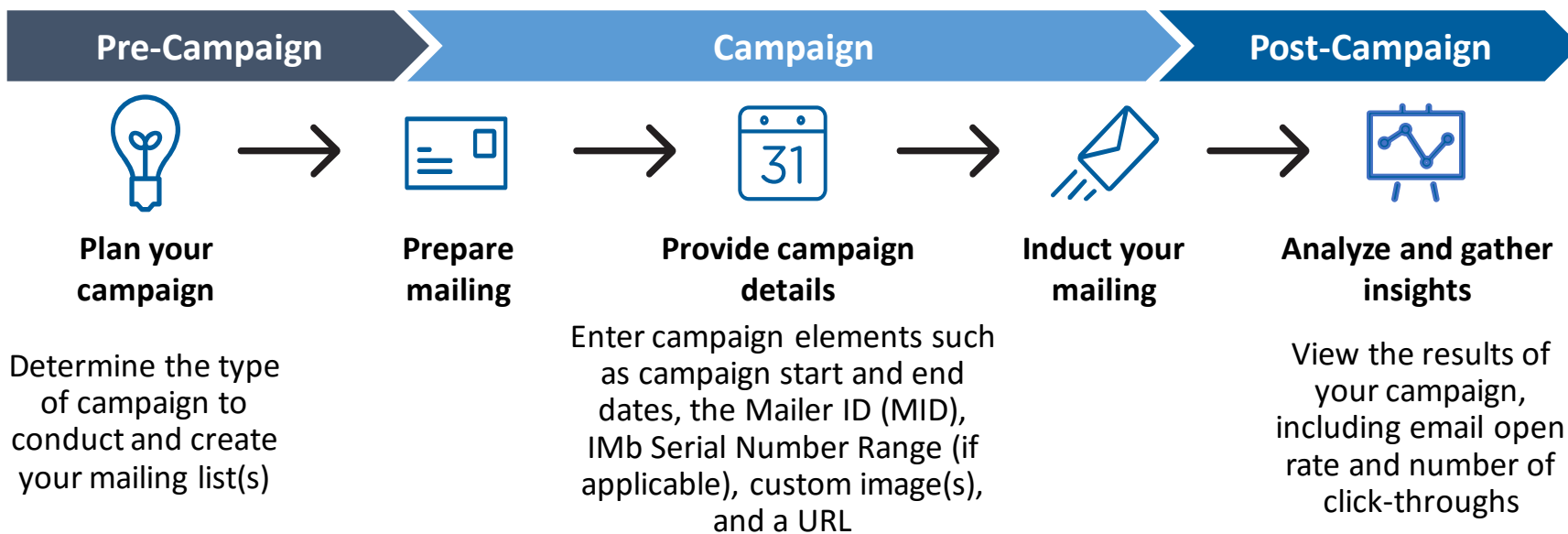
How Can You Use Informed Delivery?

Informed Delivery creates **new opportunities** for mailers to engage with potential customers – how could your industry use this feature?



How Can a Mailer Participate?

The campaign process is simple – create hardcopy mail as usual, provide USPS with **data elements and supplemental content**, and induct the mail.



Two Campaign Options*

1. **MID only** = all pieces with that MID on Piece get the campaign applied
2. **MID/IMb Serial Number Range** = all pieces with the MID on Piece within the Serial Number Range submitted get the campaign applied – most commonly used

How is an Interactive Campaign Submitted?

USPS provides **two methods of self-serve** campaign submission: ***PostalOne!***[®] and a **Mailer Campaign Portal**. Mail Owners or MSPs can submit campaigns.

PostalOne!

Current Functionality

- Work with *PostalOne!* Informed Delivery support team to conduct CAT testing
 - USPSInformedDeliveryDoc@usps.gov
- Use eDoc (Mail.dat) V17.2 to submit campaign elements
 - Must allow for submission and processing prior to campaign start date
 - The need to send images to USPS for manual uploading has been removed as of Nov 2017

Expected in 2018

- Mailpiece level campaigns
- Direct access to Post-Campaign reports

Mailer Campaign Portal

Current Functionality

- Mailer logs into Business Customer Gateway (BCG) and selects the Informed Delivery Mailer Campaign Portal
- Mailer submits campaign elements in a step-by-step campaign creation process
 - NLT noon prior to campaign start date
- Campaigns can be edited and campaign reports can be accessed within the Portal

Currently in soft-launch testing with early adopter test mailers. National launch has been moved to early 2018.

What Type of Data is Shared?



Pre-Campaign Saturation Report **OPTIONAL**

Evaluate campaign reach and see how many Informed Delivery users are within a particular mailing list.

Pre-Campaign List Size	Eligible 11-digit Delivery Point ZIP Codes	Unique Eligible 11-digit Delivery Point ZIP Codes	# of Subscribers	Subscriber Saturation (%)	# of Email Enrolled Subscribers	Email Enrolled Saturation (%)
103,231	98,978	97,603	10,736	11.0	2,684	2.8



Post-Campaign Summary Report

Provides aggregate data on the number of pieces, emails delivered, emails opened, and click-throughs.

Brand Display Name Campaign Title Campaign Code	Num of Physical Pieces	Num of Emails	% of Physical Pieces Included in Email	Num of Email Opens	% of Emails Opened	Num of Click-throughs	% of Click-throughs
MailerOne	608,773	216,384	36%	153,136	71%	1,839	0.3%
Spring #1 - March 2017	126,111	48,031	38%	33,677	70%	353	0.3%
ABC041617_A	57,385	21,021	37%	15,001	71%	220	0.4%
ABC041617_B	68,726	27,010	39%	18,676	69%	133	0.2%
Spring #2 - March 2017	482,662	168,353	35%	119,459	71%	1,486	0.3%
ABC041617_C	185,795	68,276	37%	48,676	71%	488	0.3%
ABC041617_D	296,867	100,077	34%	70,783	71%	998	0.3%
Grand Total	608,773	216,384	36%	153,136	71%	1,839	0.3%



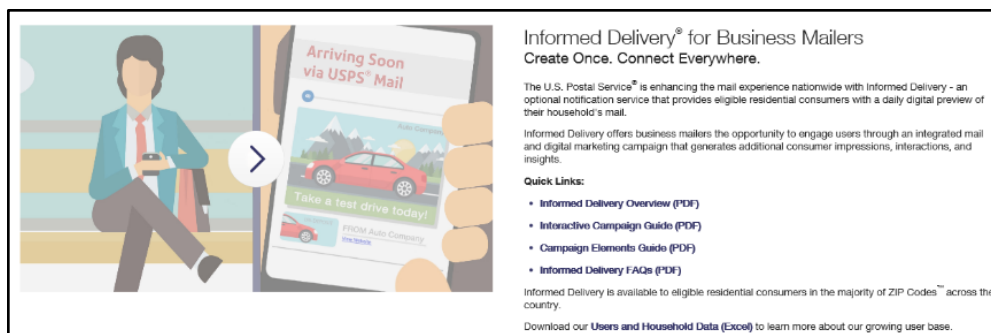
Post-Campaign Detailed Report

Provides line level detail of the counts in the Summary report using 5-digit ZIP Codes in place of Delivery Points.

Where Can You Learn More?

Mailer Website: usps.com/informeddeliverycampaigns

- Review the benefits of the feature, learn about campaign creation, and more
- View an interactive video and Informed Delivery user testimonial videos
- View or download our Users and Household Data to see our growing user base



Industry Webinars:

- If you missed our previous webinars, you can download them or stream the playback anytime:
 - [Introductory Webinar: Informed Delivery Overview](#)
 - [Advanced Informed Delivery Webinar: Campaign Entry Processes](#)
 - [Advanced Informed Delivery Webinar: Mailer Campaign Portal Preview](#)

Contact Information:

- After reviewing the website and resources provided, if you still have questions, contact us at USPSInformedDeliveryCampaigns@usps.gov.

