

# **INFORMED DELIVERY®**

## **YEAR IN REVIEW**

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**January 2023 – December 2023**

**Informed Delivery by USPS**

Published Quarterly | Updated December 2023





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# EXECUTIVE SUMMARY

The Informed Delivery® feature continues to provide value for brands by offering an additional touchpoint to re-engage customers, expand reach, and boost engagement.



## CONTINUED GROWTH

*The Informed Delivery user base has grown to 60.6M active users (+14% YoY)*



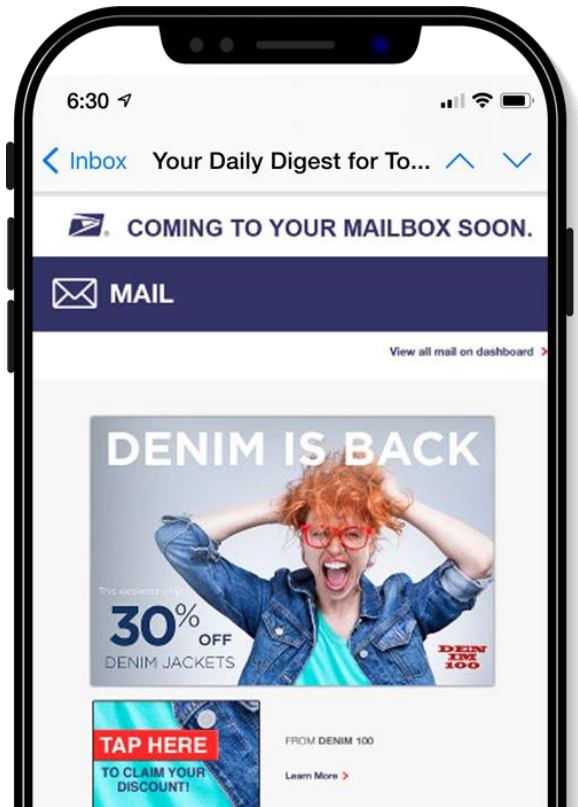
## STRONG EMAIL OPEN RATE

*Email open rate for Daily Digest emails has consistently outpaced the industry average at **above 63%**.*



## VALUABLE IMPRESSIONS

*Informed Delivery campaigns generate over **5.8B impressions**, creating an opportunity for brands to expand their reach.*



Internal data as of December 31, 2023

# SUMMARY OF KEY METRICS

The numbers below summarize key metrics that make the Informed Delivery feature a powerful digital marketing tool.



60.6

Million  
Users<sup>1</sup>



39.2

Billion  
Impressions<sup>2</sup>



30.0%

National  
Saturation<sup>1</sup>



63.9%

Average Email  
Open Rate<sup>2</sup>



523,637

Campaigns  
Completed<sup>1</sup>



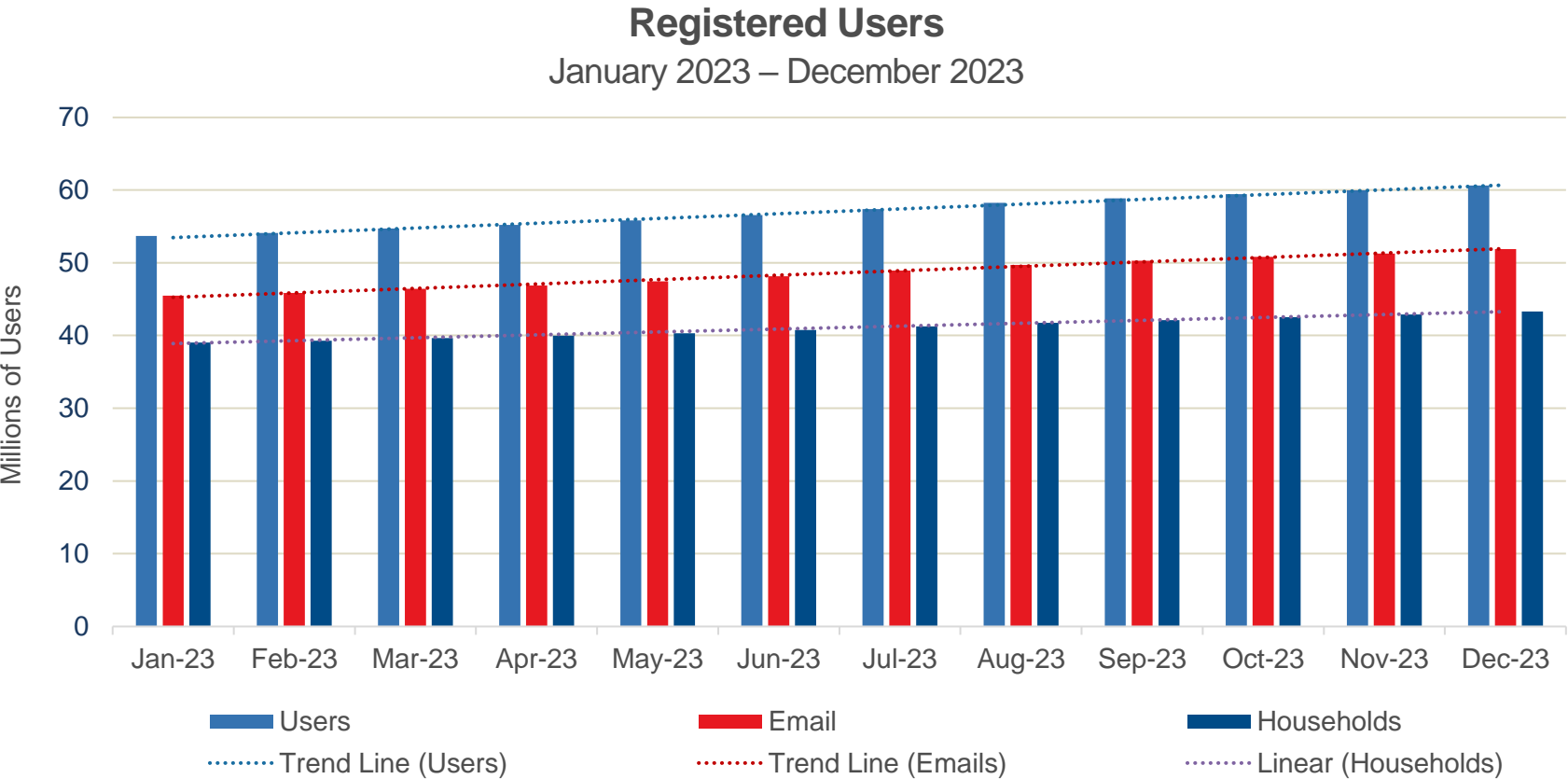
1:18

Average Time  
Spent on  
Dashboard<sup>2</sup>

<sup>1</sup>Internal data as of December 31, 2023  
<sup>2</sup>Internal data between January 1, 2023 and December 31, 2023

# GROWING USER BASE

With a growing user base of 60.6M active users, Informed Delivery provides brands an opportunity to reach a large population of highly engaged customers.



**Informed Delivery User Base**

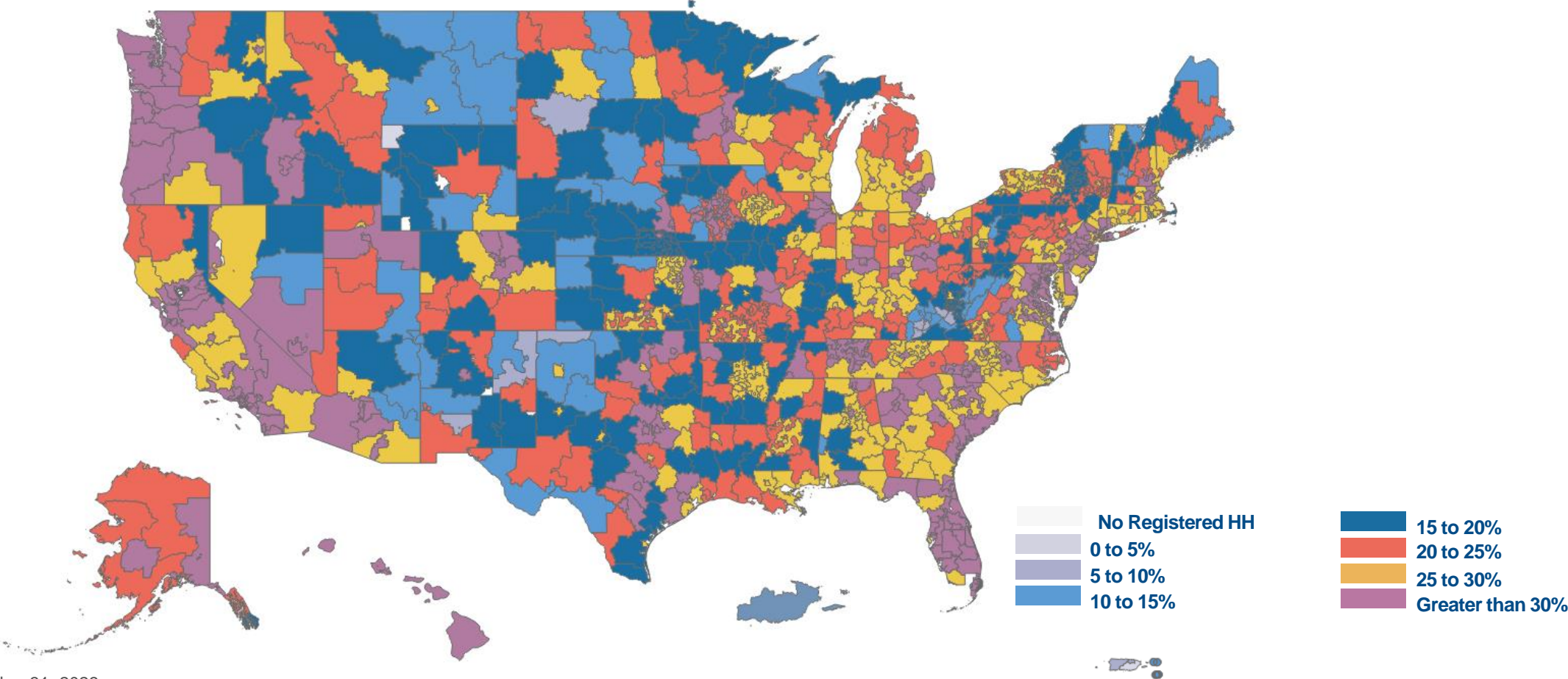
**60.6M** Users  
*+14% Growth YoY*

**43.3M** Households  
*+12% Growth YoY*

**51.9M** Email-enabled Users  
*+17% Growth YoY*

# INFORMED DELIVERY HOUSEHOLD SATURATION

Informed Delivery has reached 30.0% national saturation of eligible delivery points.



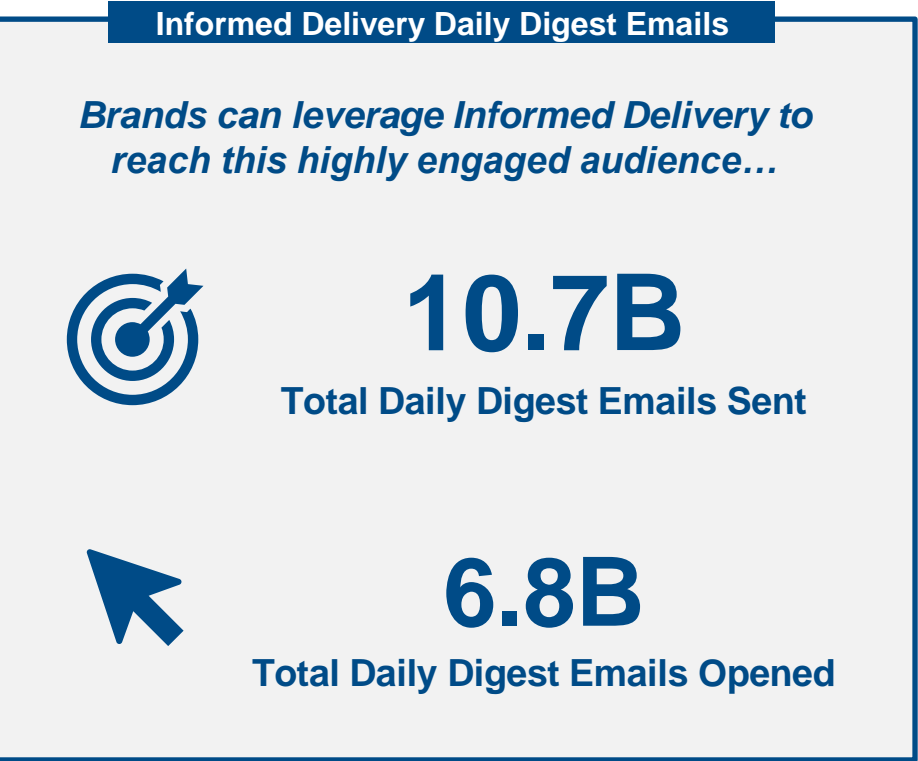
Internal data as of December 31, 2023





# HIGH REACH AND ENGAGEMENT

Impressive email open rates indicate that users are actively engaging with Informed Delivery notifications.

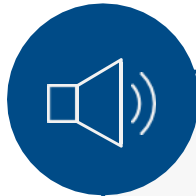


# CONSISTENT USER SATISFACTION

User surveys indicate that users are 91% likely to continue engaging with the feature and are 93% likely to recommend it to friends, family, or colleagues.



**91% of users<sup>1</sup>** are satisfied or very satisfied with the Informed Delivery feature



**93% of users<sup>1</sup>** would recommend Informed Delivery feature to friends, family, or colleagues

<sup>1</sup>Survey results collected from FY23Q2, FY23Q3, FY23Q4, & FY24Q1 User Surveys



# HIGH NET PROMOTER® SCORE

Users are highly likely to recommend Informed Delivery to others, leading to more awareness and a potential increase in the user base.



Compared to NPS® scores for other industries<sup>3</sup>

<sup>1</sup>The Net Promoter® Score (NPS) is an industry metric measured by asking users how likely they are to recommend a product, service or company to a friend or colleague. To calculate, visit [NPS Calculator: Calculate and Benchmark Your Net Promoter Score \(retently.com\)](https://www.retently.com/blog/good-net-promoter-score/)

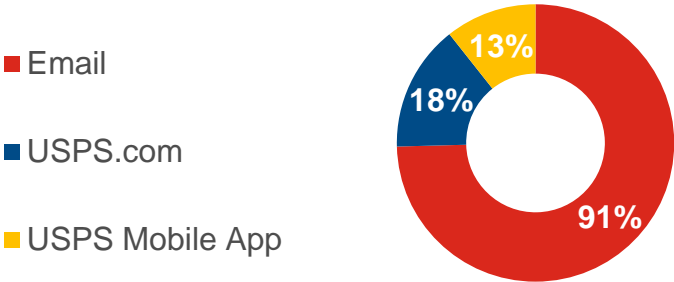
<sup>2</sup>Data from FY24Q1 User Survey

<sup>3</sup><https://www.retently.com/blog/good-net-promoter-score/>

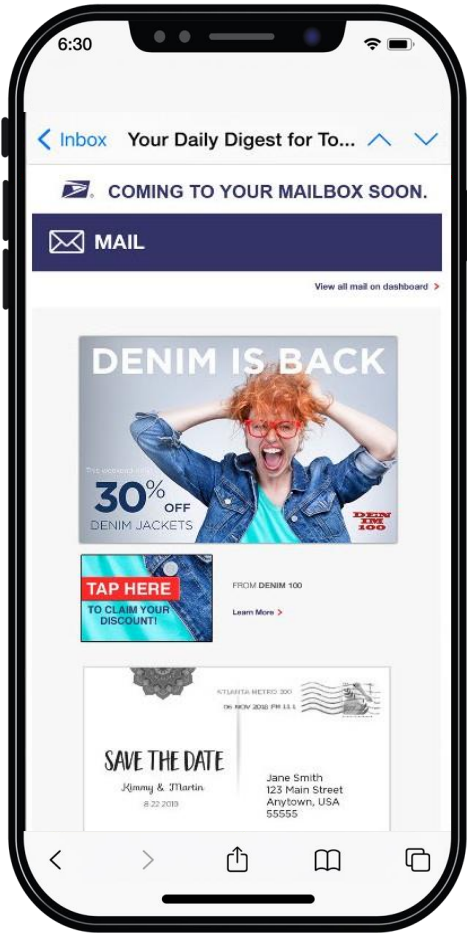
# CHANNEL USAGE

Majority of Informed Delivery users<sup>1</sup> access Informed Delivery via Daily Digest email, followed by USPS.com, and then the USPS Mobile® App.

91% of Informed Delivery users access Informed Delivery via the Daily Digest email



<sup>1</sup>Responses pulled from FY24 Q1 User Survey;  
Note: Respondents were able to select more than one response type  
<sup>2</sup>[Email Open Rate: Statistics & 17 Best Practices \(2023 Guide\) | Mailmunch](#) (Measured against the average for all industries)



63.9%  
Average Informed Delivery Daily Digest email open rate

Email open rate ~3x higher than industry standards<sup>2</sup>

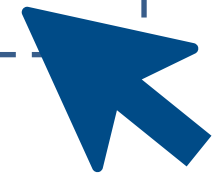
On average, users spend more time on the Informed Delivery dashboard than the average time spent on-page for 10+ industries.

*Average of...*

**1:18 minutes**

*spent on the Informed Delivery dashboard<sup>1</sup>*

*vs. 0:47 secs average page view across sites of other industries<sup>2</sup>*

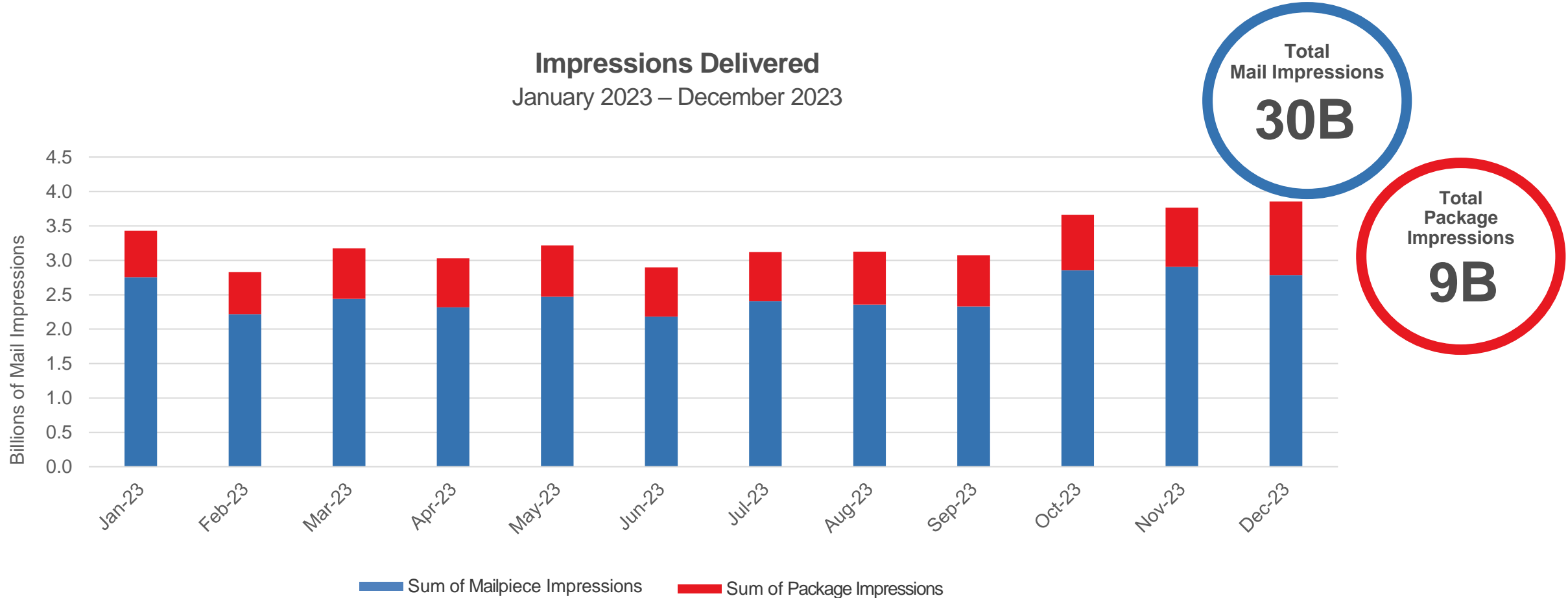


<sup>1</sup>Informed Delivery Feature Google Analytics Data January 1, 2023 – December 31, 2023

<sup>2</sup>[2023 Digital Experience Benchmark: Global CX Performance Across 10+ Industries](#)

# GENERATING SIGNIFICANT IMPRESSIONS

Daily Digest emails have generated over 39 billion mailpiece and package impressions in the past year.

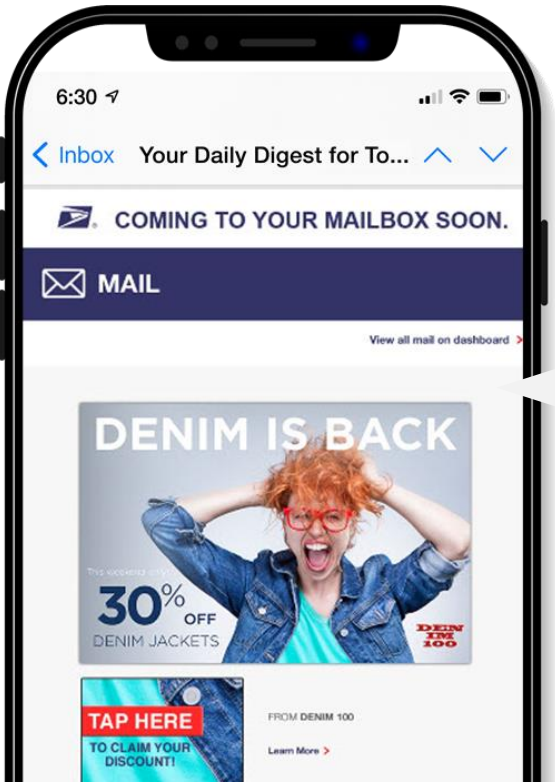


Internal data as of December 31, 2023



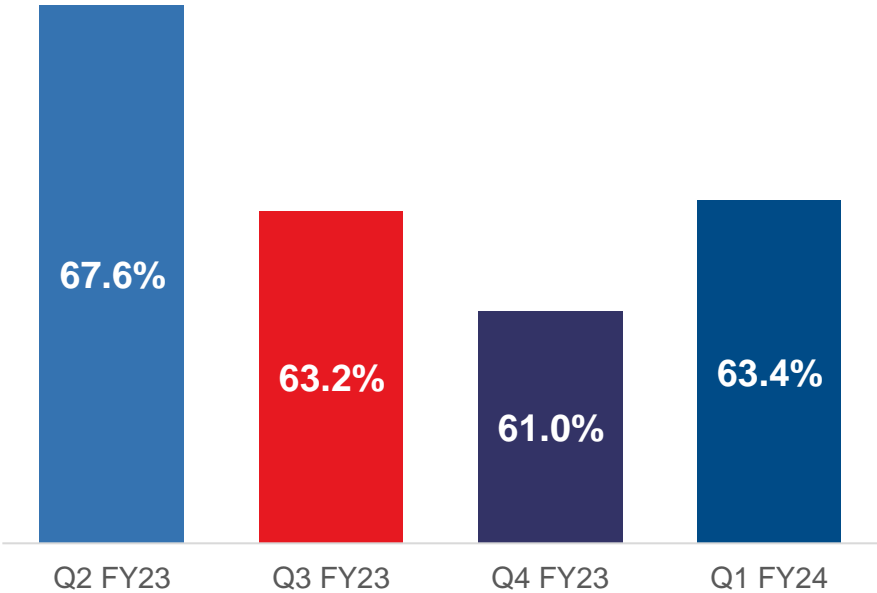
# HIGH EMAIL OPEN RATES

Informed Delivery users are heavily engaged with their Daily Digest, as seen by the average email open rate of 63.9% over the past year. These impressions transform your customer’s inbox into a high-performing touchpoint.



**63.4%**  
Q1 Daily Digest  
Email Open Rate

Quarterly Email Open Rate  
(Q2 FY23 – Q1 FY24)

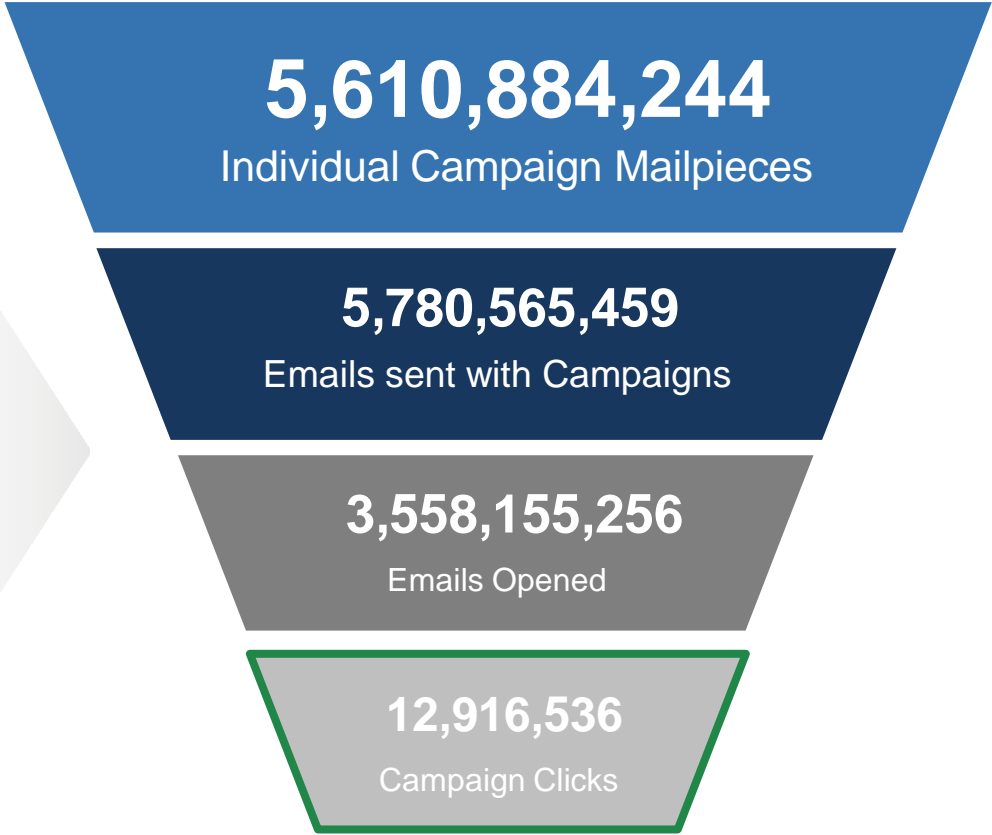
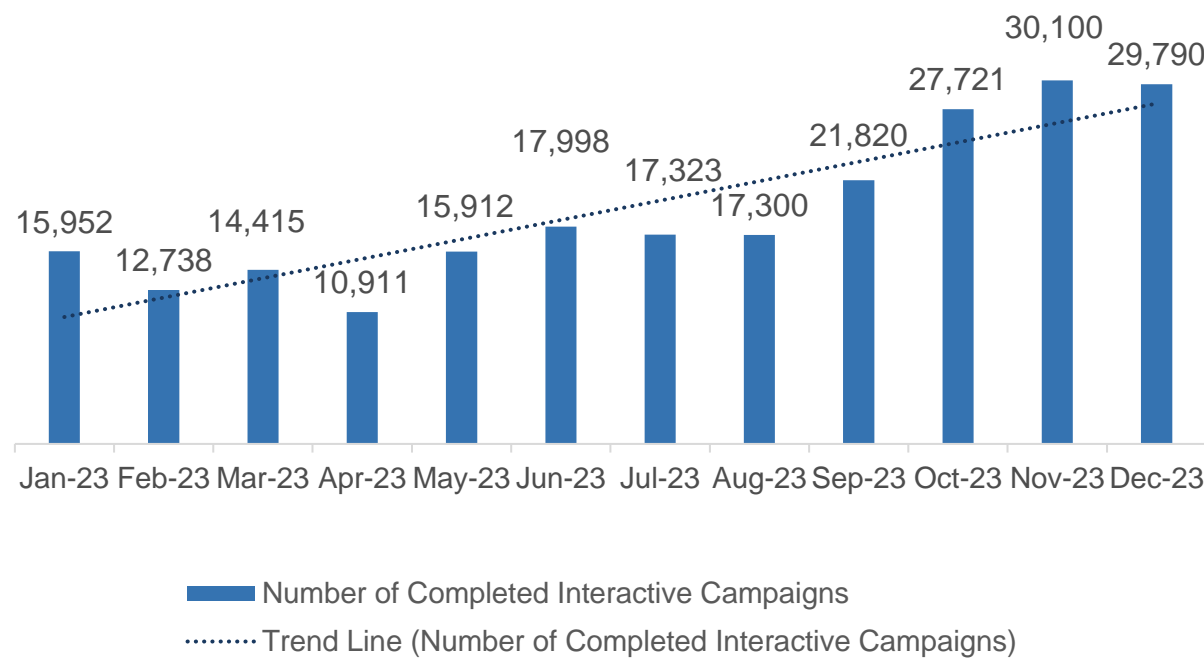


Internal data as of December 31, 2023

# INTERACTIVE CAMPAIGN IMPRESSIONS

Through the integration of hardcopy mail and digital marketing, the Informed Delivery feature continues to provide increased impressions for mailers.

Completed Interactive Campaigns



Internal data as of December 31, 2023



# INFORMED DELIVERY AS A MARKETING CHANNEL

Business mailers and shippers can engage users through an integrated mail or package digital marketing campaign that generates additional consumer impressions, interactions, and insights.



## Save Advertising Dollars

Informed Delivery campaigns provide a **free marketing channel** for businesses to promote custom messages. Brands can elevate their hardcopy mail campaigns by pairing them with a digital experience at no additional cost.



## Expand Reach and Boost Engagement

Campaigns allow brands to generate **additional digital impressions** for intended recipients. **With over 60M active users and a 63.9% email open rate**, Informed Delivery provides brands an opportunity to reach an already engaged audience.



## Gain Customer Insights and Data

Brands can leverage campaign data to **gather insights on how customers interact with the brand**, along with key performance metrics (i.e., open rates, click-through rates).



## Elevate the Customer Experience

Customers can **take action on their mail piece immediately**—regardless of whether they retrieve mail from the physical mailbox. This in turn allows brands to see results faster than with traditional mailer campaigns.

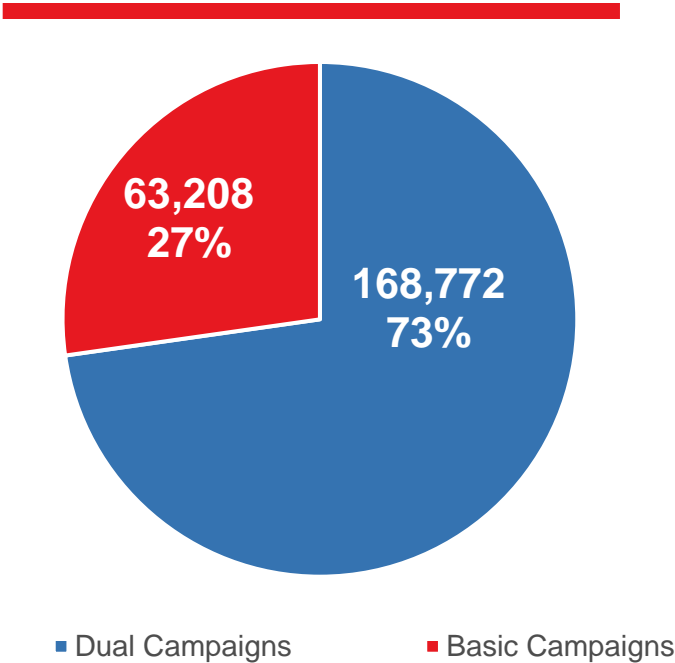
*To learn more about Informed Delivery campaigns, visit our [Informed Delivery for Business Mailers and Shippers](#) page.*



# OPPORTUNITY FOR INTERACTIVE CAMPAIGNS

Mailers can create and launch interactive campaigns to reach and re-engage their customers.

**Total # of Campaigns**  
January 2023 – December 2023



Click Through Rate  
0.23%



Click Through Rate  
0.23%

Internal data from January 1, 2023 through December 31, 2023

# CALCULATE YOUR POTENTIAL RETURN ON INVESTMENT

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Find out your potential return from a direct mail campaign that uses Informed Delivery with our helpful Informed Delivery Return on Investment Calculator here:

<https://www.uspsdelivers.com/informeddelivery-calculator/>

Discover the additional reach, attention, response, and conversions your direct mail campaign can garner by using the Informed Delivery feature.



# PACKAGE CAMPAIGNS

Shippers can also create and launch interactive campaigns to reach and re-engage their customers.



1,699

Total Package Campaigns



2.1M+

Packages associated to campaigns



21K+

Total Click Throughs



1.1%

Click Through Rate



63.9%

Email Open Rate

Internal data as of December 31, 2023

**Sign Up**

**More Info**

Anyone interested in signing up for Package Campaigns should email us at [IDPackageCampaigns@usps.gov](mailto:IDPackageCampaigns@usps.gov).

For those seeking more information, check out the **Shipper Campaign Portal (SCP) Guide** on the Informed Delivery for Business Mailers website: <https://www.usps.com/business/informed-delivery.htm>