

INFORMED DELIVERY[®] OVERVIEW



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WHAT IS INFORMED DELIVERY?

The Informed Delivery feature offers an integrated marketing approach to meet today's consumer demands.



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 USPS mobile app**



If a mailer participates in Informed Delivery, supplemental content, referred to as **interactive campaigns**, will be shown

Interactive campaigns include **custom images and a URL** that directs the user to a digital experience

Users are also able to track and manage their incoming packages on Informed Delivery

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.



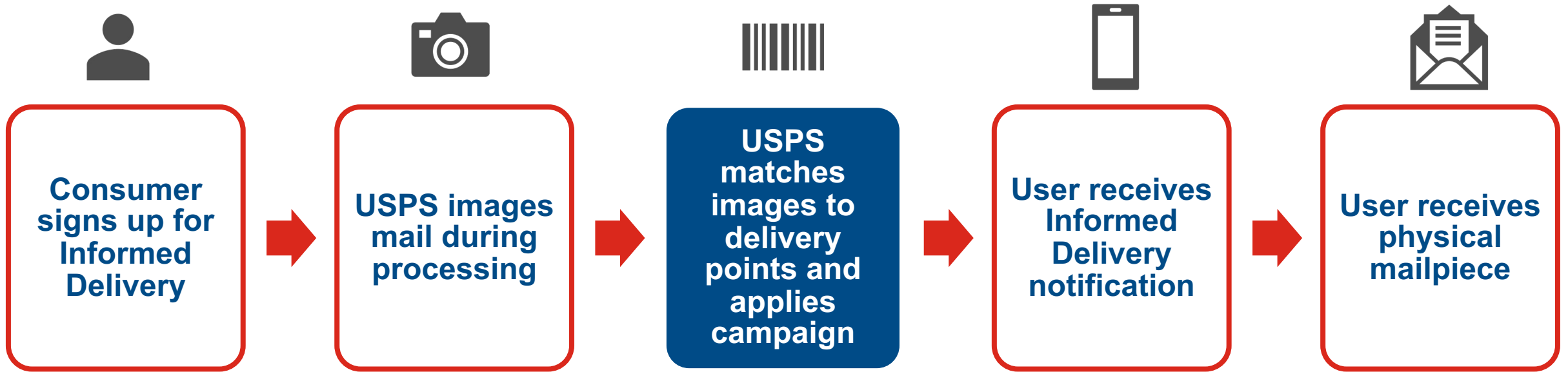
Digital Experience



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?

USPS leverages existing mail imaging processes to provide digital previews of household mail to Informed Delivery users.



Mailer/brand crates and tracks campaign

Interactive Campaigns Overview and Guide



VALUE OF CAMPAIGNS

Informed Delivery offers a variety of benefits to mailers who create campaigns.



Generate higher email open rates



Create multiple impressions



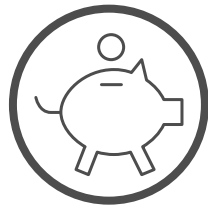
Drive consumer response



Build consumer trust with the brand



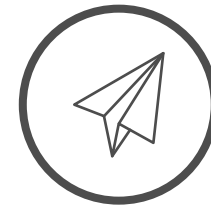
Easily reach consumers digitally



Potentially increase ROI



Provide additional data insights



Elevate the consumer journey

WHO CAN PARTICIPATE?

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



Mail Owners / Brands

Companies that own the brand and the decision to mail



Mail Service Providers (MSPs)

Companies that support mail owners with mail printing, addressing, barcoding, sorting, distribution, and/or commingling



Advertising Agencies

Companies that support mail owners with media decisions, campaign creative, mailpiece design, etc.

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.



KEY DATA POINTS FOR ANALYSIS

Post-campaign reports deliver three key data points that demonstrate the value of Informed Delivery campaigns.



Email Open Rate

68% average open across all campaigns over the last year



Click-through Rate

1.3% average click-through rate across all campaigns over the last year



Total Impressions

Over **1.4 billion** campaign impressions over the last year

Data from FY22 Q1 Year in Review

7 STEPS FOR CAMPAIGN CREATION

- 1 Select Submission Method
- 2 Choose Campaign Breakdown
- 3 Determine MID and IMb Serial Number
- 4 Identify Campaign Type and Content
- 5 Define Campaign Timeline
- 6 Enter/Submit the Campaign
- 7 Monitor Progress and Results

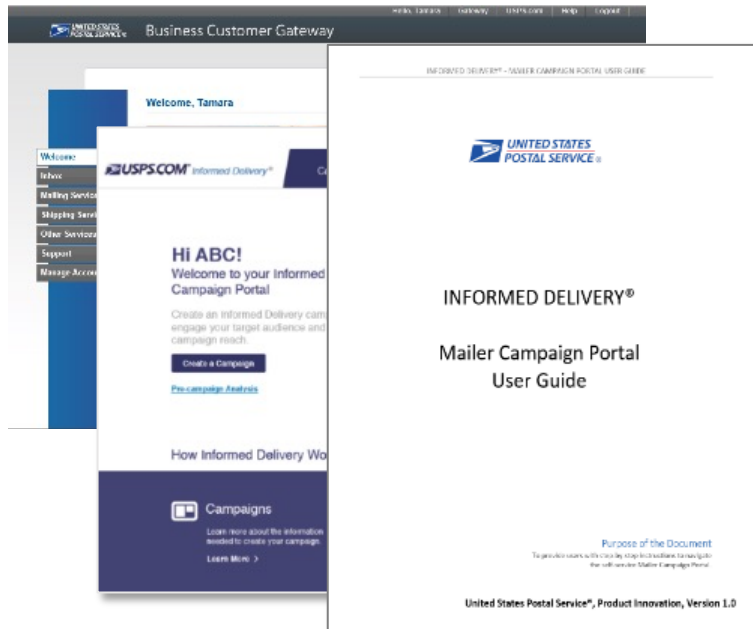
SUMMARY OF CAMPAIGN ELEMENTS

Elements	Descriptions
Brand Display Name (i.e. Mail Owner Name)	This name will show in the “From” field in the Informed Delivery campaign presented to users. It must be the mail owner’s name. For example, if an MSP represents Company123, this field should read “Company123.” The same Brand Display Name can be used for multiple campaigns. This field can have a maximum of 30 characters including spaces.
Campaign Title	This field is for internal use only. For example, “AnyBrand Letter Mailing.” The same Campaign Title can be used for multiple campaigns. This field can have a maximum of 30 characters including spaces
Campaign Code	This field is for internal use only. It must be unique for each campaign. For example “ABC102218-1” (company name, campaign Start Date, extension if more than one campaign). This field can have a maximum of 30 characters including spaces.
Campaign Start and End Dates	These fields indicate the dates when the campaign will begin and end. USPS suggests that the Start Date is three days prior to and the End Date is three days after the target in-home date(s). The campaign Start Date cannot occur in the past. The Start Date and End Date cannot be more than 45 days apart. .
Mailer ID (MID)	The MID must be six or nine numeric digits in length; this is the MID that will be on the mailpieces sent. If this is a shared MID or multiple campaigns are conducted at the same time, then the Intelligent Mail® barcode (IMb®) Serial Number Range is also required. The MID can belong to the mail owner or a Mail Service Provider (MSP). The company that addresses and prints the IMb’s on the mailpieces will know this number.
IMb Serial Number Range Start / End	This range is required if the campaign level is IMb Serialized (see the Interactive Campaign Guide for more information on campaign levels). Campaigns using a shared MID must each have a unique and sequential IMb Serial Number Range. This must be a six- or nine-digit number (depending on length of the MID). The company that addresses and prints the IMb’s on the mailpieces will need to derive and provide this range.
Mailpiece Shape	Indicate the type of mailpiece “Letter/Postcard” or (“Flat”) based on the postage payment rate.
Representative Image	A Representative Image is optional for letters and postcards. Flat campaigns must utilize a Representative Image.
Ride-along Image	A Ride-along Image is required for all campaigns.
Target URL	Website to which users click-through via the Ride-along Image or “View Website” link. Required for all campaigns.

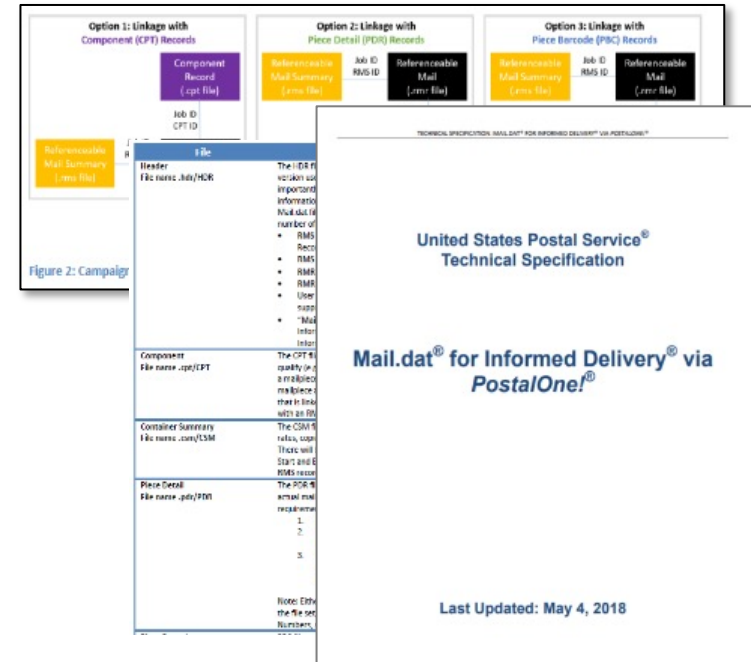
STEP 1: SELECT SUBMISSION METHOD

There are two self-serve campaign submission methods available via the Business Customer Gateway (BCG):

Mailer Campaign Portal (MCP) MANUAL ENTRY



PostalOne!® ELECTRONIC SUBMISSION



STEP 1: MAILER CAMPAIGN PORTAL

The MCP is a simple, self-service option that allows mailers to initiate, create, and track campaigns in one convenient location.

Ideal for:



Lower Campaign Volume



Less Complex Campaigns

Benefits:



Streamlined Data and Reports



Easily Creatable Campaign Elements

STEP 2: CHOOSE CAMPAIGN BREAKDOWN

The campaign breakdown will also determine the level of the campaign.

**Choose
to
apply**

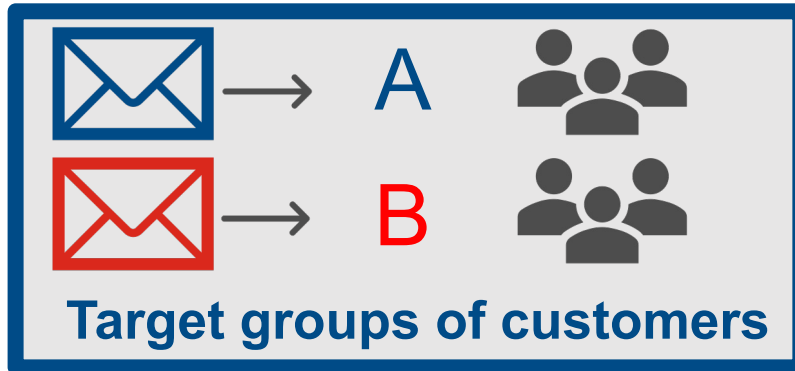
**Same
campaign**



**Mailer ID
(MID) Only**

– OR –

**Different
campaigns**



**Intelligent
Mail[®] Barcode
(IMb[®])
Serialized**

STEP 3: DETERMINE MID & IMB SERIAL NUMBER

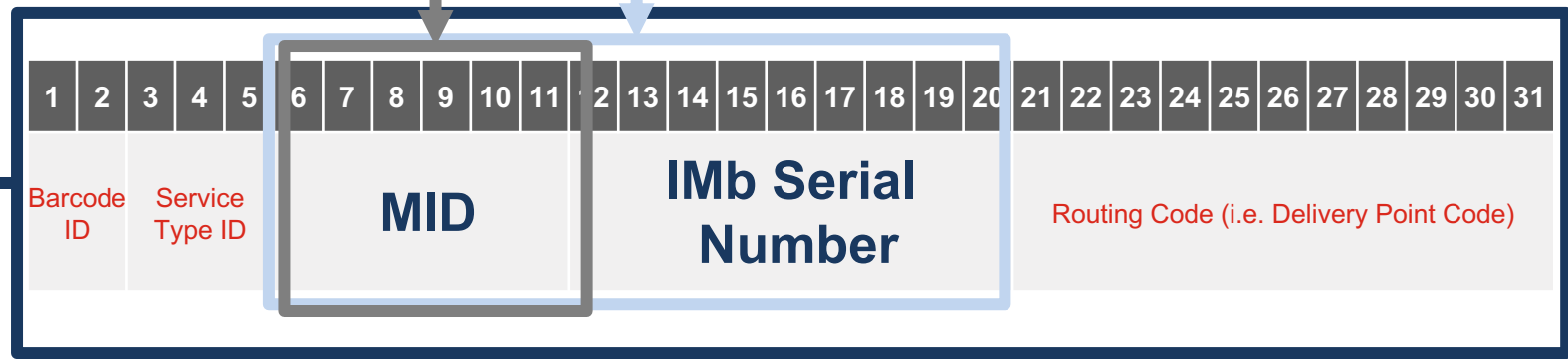
MID

- Number assigned by USPS to identify mailers
- Owned by Mail Owners or Brands, MSPs, Ad Agencies, and Printers

IMb Serial Number

- Unique and sequential campaign number
- Key to activating a campaign
- Cannot overlap another active campaign

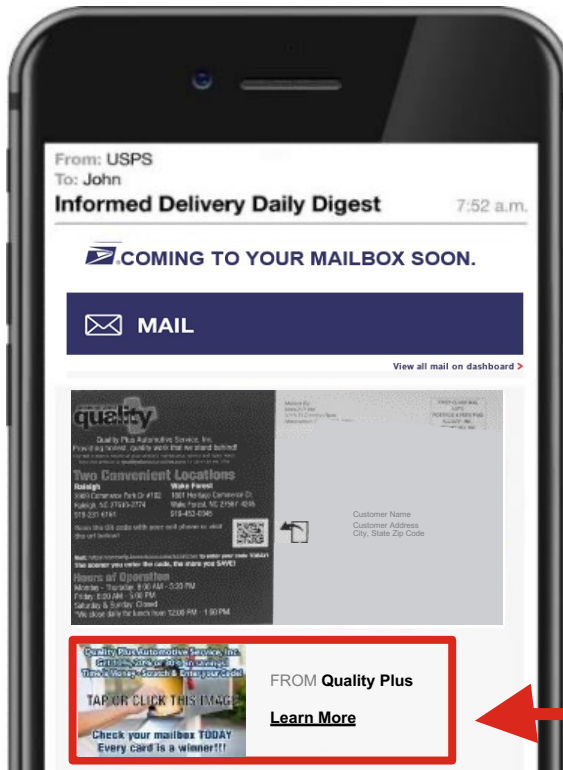
Robert Dixon
475 L'Enfant Plaza
Room 5607
Washington, DC 20260-0004



STEP 4: IDENTIFY CAMPAIGN TYPE AND CONTENT

Mailers can choose between two different types of campaigns and options for supplemental content.

Basic Campaign

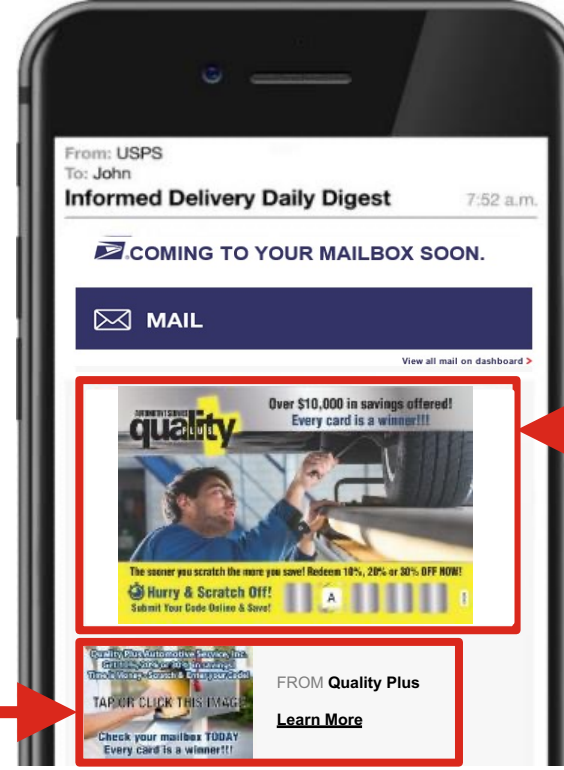


Select Brand
Display
Name and
URL

Choose
Ride-along
Image

FROM Quality Plus
[Learn More](#)
Check your mailbox TODAY
Every card is a winner!!!

Dual Campaign



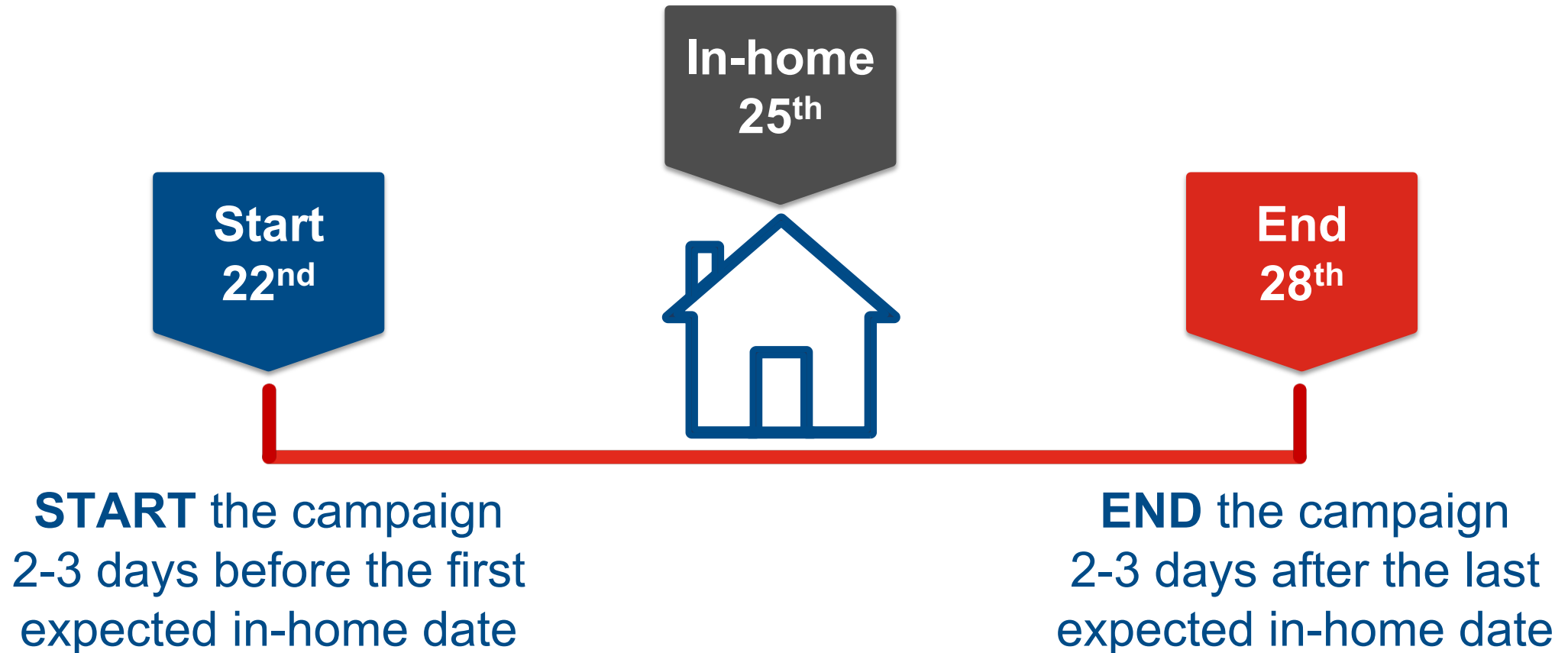
Create the
Representative
Image to be
directly related
to the mailpiece

FROM Quality Plus
[Learn More](#)
Check your mailbox TODAY
Every card is a winner!!!

Experiment with different campaign types to get the best results!

STEP 5: DEFINE CAMPAIGN TIMELINE

Consider the mail destination and the class of mail when choosing the target in-home dates.



STEP 6: ENTER AND SUBMIT THE CAMPAIGN

It's time to take the final steps.



Enter campaign information and upload content.



Submit the campaign no later than **12:59 PM local time** the day before the campaign start date.



Induct the mailing campaign as usual.

The screenshot displays the USPS.COM Informed Delivery Mailer Campaign Portal. The top navigation bar includes 'USPS.COM Informed Delivery', 'Campaigns', 'Media', and 'How it Works'. The current page is titled 'Campaigns > Spring Sale 2017'. A progress bar at the top shows four steps: 'Describe' (checked), 'Build' (active), 'Review', and 'Submit'. The main content area is divided into two columns. The left column shows a preview of the campaign content, including the USPS logo, the text 'Arriving Soon via USPS® Mail', and a placeholder for a representative image. The right column contains the 'Representative Image' section, which includes instructions to provide a digital color image that correlates to the physical mailpiece, recommended sizing (780px by 500px for landscape, 350px by 500px for portrait), and an 'Insert Image' section with 'Upload Image' and 'Media' tabs. Below this is a 'Link Image' section with instructions to link the image to a preferred website. At the bottom of the page, there are 'Campaign Preview', 'Save as Draft', and 'Save and Continue' buttons.

Mailer Campaign Portal

STEP 7: MONITOR PROGRESS AND RESULTS

The MCP offers two types of post-campaign reports.



Summary Report: provides insight into the number of emails sent, emails opened, and click-throughs

	A	B	C	D	E	F	G	H	I
1	CAMPAIGN_DISPLAY_NAME	CAMPAIGN_TITLE	CAMPAIGN_CODE	MAILPIECES	EMAILS	EMAIL_OPEN	EMAIL_OPEN_RATE	CLICK_THROUGH	CLICK_THROUGH_RATE
2	ABC CO	1.A.1698	ABC CO July 2018	10096	5576	3678	66.0%	29	0.29%



Detailed Report: includes a line item for every “event,” including dates and times

	A	B	C	D	E	F	G	H	I	J
1	BRAND_DISPLAY_NAME	MAILER_ID	CAMPAIGN_CODE	CAMPAIGN_TITLE	SUBMITTER_CRID	START_DATE	END_DATE	START_SERIAL	END_SERIAL	MID_SERIAL
50	ABC CO	333333	1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
51	ABC CO	333333	1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
52	ABC CO	333333	1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
	K	L	M	N	O	P	Q	R	S	T
	ZIP5	MAILPIECE_ID	DELIVERY_DATE	EMAIL_ID	WHENWASEMAILED	WHENWASEMAILED	IMAGEPOSITIONINMAIL	WHENCLICKEDTHROUGH	SOURCE	RECORD_TYPE
	27889	293687710008	6/30/2018 5:00	37538498473	6/30/2018 11:47		1			Email
	27889	293687710008	6/30/2018 5:00	37538505987	6/30/2018 11:07		1			Email
	27889	293687710008	6/30/2018 5:00	37538503464	6/30/2018 11:13		1			Email

Where Can You Learn More?

Informed Delivery Website: informeddelivery.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/informeddeliverycampaigns

- **View an interactive video** and Informed Delivery user testimonial videos to learn about the benefits of the feature
- **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

Thank you!

