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 OVERVIEW

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.

1. **Consumer signs up for Informed Delivery**
2. **USPS images mail during processing**
3. **USPS matches images to delivery points and applies campaign**
4. **User receives Informed Delivery notification**
5. **User receives physical mailpiece**
6. **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.

Plan the campaign
Determine the type of campaign to conduct and create your mailing list(s)

Prepare Mailing
Enter campaign elements such as mailing dates, the MID or the MID and IMb, custom image(s), and a target URL

Provide mailing details

Induct mailing
View the results of your campaign, including email open rate and number of click-throughs

Pre-Campaign
Campaign
Post-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

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<tr>
<th>Step</th>
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<td>3</td>
<td>Determine MID and IMb Serial Number</td>
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<td>5</td>
<td>Define Campaign Timeline</td>
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<td>6</td>
<td>Enter/Submit the Campaign</td>
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<td>7</td>
<td>Monitor Progress and Results</td>
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### SUMMARY OF CAMPAIGN ELEMENTS

<table>
<thead>
<tr>
<th>Elements</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Display Name (i.e. Mail Owner Name)</td>
<td>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.</td>
</tr>
<tr>
<td>Campaign Title</td>
<td>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.</td>
</tr>
<tr>
<td>Campaign Code</td>
<td>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.</td>
</tr>
<tr>
<td>Campaign Start and End Dates</td>
<td>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.</td>
</tr>
<tr>
<td>Mailer ID (MID)</td>
<td>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.</td>
</tr>
<tr>
<td>IMb Serial Number Range Start / End</td>
<td>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.</td>
</tr>
<tr>
<td>Mailpiece Shape</td>
<td>Indicate the type of mailpiece “Letter/Postcard” or (“Flat”) based on the postage payment rate.</td>
</tr>
<tr>
<td>Representative Image</td>
<td>A Representative Image is optional for letters and postcards. Flat campaigns must utilize a Representative Image.</td>
</tr>
<tr>
<td>Ride-along Image</td>
<td>A Ride-along Image is required for all campaigns.</td>
</tr>
<tr>
<td>Target URL</td>
<td>Website to which users click-through via the Ride-along Image or “View Website” link. Required for all campaigns.</td>
</tr>
</tbody>
</table>
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
  - Target all customers
  - Mailer ID (MID) Only

- OR -

- Different campaigns
  - Target groups of customers
  - Intelligent Mail® Barcode (IMb®) Serialized

Choose from: Same campaign, Different campaigns.
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

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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

Dual Campaign

- Create the Representative Image to be directly related to the mailpiece

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.

**START** the campaign 2-3 days before the first expected in-home date

**END** the campaign 2-3 days after the last expected in-home date
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.
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

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

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<th>A</th>
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<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CAMPAIGN DISPLAY NAME</strong></td>
<td><strong>CAMPAIGN TITLE</strong></td>
<td><strong>CAMPAIGN CODE</strong></td>
<td><strong>MAILPIECES</strong></td>
<td><strong>EMAILS</strong></td>
<td><strong>EMAIL_OPEN RATE</strong></td>
<td><strong>EMAIL_OPEN RATE</strong></td>
<td><strong>CLICK THROUGH RATE</strong></td>
<td><strong>CLICK THROUGH RATE</strong></td>
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<td>ABC CO</td>
<td>ABC CO July 2018</td>
<td>10096</td>
<td>5576</td>
<td>3678</td>
<td>66.0%</td>
<td>29</td>
<td>0.29%</td>
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</table>

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<td><strong>CAMPAIGN TITLE</strong></td>
<td><strong>SUBMITTER Cơ CREGO</strong></td>
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<td><strong>END DATE</strong></td>
<td><strong>START_SERIAL</strong></td>
<td><strong>END_SERIAL</strong></td>
<td><strong>MID_SERIAL</strong></td>
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<td>1 A 1688</td>
<td>ABC CO July 2018</td>
<td>06/30/18</td>
<td>06/30/18</td>
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<td>872934219</td>
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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!