Informed Delivery® Overview

Spring 2018
What is Informed Delivery?

Informed Delivery is a 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.

Informed Delivery users receive scanned images of the exterior of incoming letter-size mailpieces (processed through automated equipment).*

Images are available via email notification, online dashboard, or mobile app.

If a mailer conducts an Informed Delivery interactive campaign, supplemental content will be shown (for letters/postcards or flats).

Interactive campaigns include custom images, known as Representative and Ride-along Images, and a target 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. Color images from participating mailers are also included. Package tracking information on Priority Mail®, Priority Mail Express®, and other trackable parcels is also included.
Who are the Users?
Informed Delivery is available the majority of ZIP Code™ locations nationwide. User and household numbers are updated weekly on usps.com/informeddeliverycampaigns.

User Density
As of Feb 2018
How Does the Feature Work for Consumers?

USPS leverages existing mail imaging processes to provide users with a digital preview of mail arriving soon.

Consumers sign up on usps.com® after email address is provided and identity is verified.

Mail is sent. USPS uses existing processes to gather digital images of the exterior of letter-size mailpieces that are processed through automation equipment.

USPS automatically matches mailpiece images to Informed Delivery users.

USPS notifies Informed Delivery users of mail arriving soon in an email and/or dashboard view.

USPS delivers physical mailpieces through regular delivery.

Just like a physical mailbox, the Informed Delivery feature is provided at a household level, based on a unique delivery point code for each address. Multiple residents can sign up.
How Does the Feature Work for Mailers?

For mailers that choose to conduct interactive campaigns, the Intelligent Mail® Barcode (IMb®) facilitate the entire process.

Interactive campaign data is applied at this step based on the MID and, if applicable, the Serial Number or Serial Number Range in the IMb...
What Mailpiece Types are Eligible?

For a letter, postcard, or flat to be eligible for Informed Delivery, it must be **automation compatible** and **scanned through USPS equipment**.

**LETTERS / POSTCARDS**

The majority of **letter-size mailpieces** and postcards are eligible for Informed Delivery because they are automation compatible and scanned through USPS equipment.

**FLATS**

Eligibility varies. Images of **flat-size mailpieces** are not captured by USPS automation equipment at this time. If the mailer does not conduct an interactive campaign on a flat, users will see a message stating “A mailpiece for which we do not currently have an image is included in today’s mail.”

**FLATS CAMPAIGNS**

- Mailers can still conduct Informed Delivery campaigns on flats, but should be aware results may not match letter-size campaigns.
- The Representative Image is a **required** campaign element for flats.
- If a flat with an Informed Delivery campaign applied is processed through automation equipment (or a scan is otherwise detected), users will see the interactive campaign.
What Does an Interactive Campaign Look Like?

Well-designed Physical Mailpiece

Mailing Details (Mailer ID, IMb Serial Number Range, or IMb Serial Number)

Customized Content (Representative Image)

Interactive Content (Ride-along Image and target URL)

Additional information on required campaign elements can be found in the Interactive Campaign Guide on the Informed Delivery for Business Mailers website.
What is the User Response?

- **95%** are satisfied or very satisfied with Informed Delivery
- **95%** view Informed Delivery notifications every day or almost every day
- **96%** 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**
- **88%** Morning
- **11%** Afternoon
- **1%** Evening

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 Different Industries Use Informed Delivery?

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

**Financial Services**
- Bill Payment
- Balance Transfer
- Credit Card Activation

**Retail**
- Promotional Codes
- Rewards Enrollment

**Insurance**
- Policy Bundling
- Claim Submissions

**Telecom**
- Service Upgrade
- Device Upgrade
- Manage Account

**eCommerce**
- Subscription Renewal
- Seller Registration

**Government**
- Fee Payment
- Voter Registration

**Business Objectives**
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.

### Three Campaign Options*

1. **MID Only** = all pieces with that **MID on Piece** get the campaign applied
2. **IMb Serialized** = all pieces with the **MID on Piece within the Serial Number Range** submitted get the campaign applied
3. **Personalized** = each piece has an **individual IMb** and gets a unique campaign applied

*Testing of personalized campaigns, entered via PostalOne!, began in Spring 2018. Mailers wishing to conduct personalized campaigns must work closely with the Informed Delivery PostalOne! technical team to facilitate testing.
Who Can Create an Interactive Campaign?

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

1. Mail Owners / Brands
2. Mail Service Providers (MSPs)
3. Advertising Agencies
How is an Interactive Campaign Submitted?

USPS provides two methods of self-serve campaign submission:

**Mailer Campaign Portal**
- **MANUAL ENTRY**

**PostalOne!®**
- **ELECTRONIC SUBMISSION**

Campaigns should be submitted no later than noon prior to the campaign start date. This is a requirement for the Mailer Campaign Portal, and highly recommended for PostalOne!.
Where Can You Learn More?

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

Contact Information:

- After reviewing the website and documentation provided, if you still have questions, reach out to your USPS Sales Representative or contact us at the email address provided on the website.