INFORMED DELIVERY® OVERVIEW

March 2022
Table of Contents

Informed Delivery Overview

User Data and Engagement

Interactive Campaigns Overview and Guide
Informed Delivery Overview
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.

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

Mailer/brand crates and tracks campaign
User Data and Engagement
THE INFORMED DELIVERY FEATURE BY THE NUMBERS

**Program Metrics**

As of 3/15/2022

- **46.6M** Registered Users
- **38.8M** Email-enabled Users
- **279K+** Weekly User Registrations
  - 8-week average
- **148,570** Completed Campaigns
- **18,226** Brands Represented
- **2,480** Mailers/MSPs Participating

**National Household Saturation Rate**

Overall: 26.0%

As of 3/15/2022
Responses from the Informed Delivery January 2022 User Survey highlight a variety of users. 7,633 people responded across 5,333 ZIP codes.

**AGE**
- 1% 18-24
- 7% 25-34
- 14% 35-44
- 16% 45-54
- 24% 55-64
- 38% 65+

**RACE & ETHNICITY**
- 80% White
- 4% Asian/Pacific Islander
- 7% Black or African American
- 6% Hispanic or Latino
- 2% Native American
- 1% Other

**GENDER**
- 40% MEN
- 59% WOMEN
- 0.3% OTHER

**MAIL USE PROFILE**
- 89% Indicated they are almost always the primary household member retrieving mail
- 78% Indicated they check their physical mailbox every day or almost every day

Data from January 2022 Informed Delivery User Survey
Note: Individual survey responses remain anonymous and are not associated with personal information or individual addresses.
INFORMED DELIVERY USER DATA AND ENGAGEMENT

FY22Q1 USER SURVEY | USER BEHAVIOR

Informed Delivery consumers continue to be highly engaged, with 32% of users clicking a campaign link.

When users are engaging

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>65%</td>
</tr>
<tr>
<td>Afternoon</td>
<td>27%</td>
</tr>
<tr>
<td>Evening</td>
<td>8%</td>
</tr>
</tbody>
</table>

Percent of respondents who use each method for viewing daily Informed Delivery notifications

<table>
<thead>
<tr>
<th>Method</th>
<th>Used Exclusively</th>
<th>Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile App</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>Online</td>
<td>3%</td>
<td>20%</td>
</tr>
<tr>
<td>Email</td>
<td>72%</td>
<td>93%</td>
</tr>
</tbody>
</table>

Data from January 2022 Informed Delivery User Survey
Note: Individual survey responses remain anonymous and are not associated with personal information or individual addresses.

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Informed Delivery
Interactive Campaigns
INFORMED DELIVERY CAMPAIGNS

VALUE OF CAMPAIGNS

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

- Easily reach consumers digitally
- Create multiple impressions
- Drive consumer response
- Build consumer trust with the brand
- Generate higher email open rates
- Potentially increase ROI
- Provide additional data insights
- Elevate the consumer journey
- Generate higher email open rates
- Potentially increase ROI
- Provide additional data insights
- Elevate the consumer journey

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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.

Pre-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

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

Post-Campaign
- Analyze and gather insights
INFORMED DELIVERY CAMPAIGNS

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

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

Different campaigns

Mailer ID (MID) Only

Target all customers

Intelligent Mail® Barcode (IMb®) Serialized

Target groups of customers

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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
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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

Dual Campaign

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.
SUBMITTING CAMPAIGNS

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

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CAMPAIGN_DISPLAY_NAME</td>
<td>CAMPAIGN_TITLE</td>
<td>CAMPAIGN_CODE</td>
<td>MAILPIECES</td>
<td>EMAILS</td>
<td>EMAIL_OPEN</td>
<td>EMAIL_OPEN_RATE</td>
<td>CLICK_THROUGH_RATE</td>
</tr>
<tr>
<td>2</td>
<td>ABC CO</td>
<td>ABC CO July 2018</td>
<td>1A.1858</td>
<td>10096</td>
<td>5576</td>
<td>3678</td>
<td>66.0%</td>
<td>29</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BRAND_DISPLAY_NAME</td>
<td>MAILER_ID</td>
<td>CAMPAIGN_CODE</td>
<td>CAMPAIGN_TITLE</td>
<td>SUBMITE</td>
<td>START_DATE</td>
<td>END_DATE</td>
<td>START_SERIAL</td>
<td>END_SERIAL</td>
</tr>
<tr>
<td>2</td>
<td>ABC CO</td>
<td>333333</td>
<td>1A.1858</td>
<td>ABC CO July 2018</td>
<td>1A.1858</td>
<td>67/30/18</td>
<td>67/30/18</td>
<td>871542942</td>
<td>87243219</td>
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</tbody>
</table>

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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!