Informed Delivery®
Overview

November 2017
What is Informed Delivery?

Informed Delivery is a new 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**.

**Mailpiece Image**: Users receive morning emails with grayscale images of the exterior, address side of incoming letter-sized mailpieces (processed through automated equipment). Users can also view images on their dashboard.

**Representative Image**: Mailers can replace a grayscale image with a full color Representative image.

**Supplemental Content**: Participating mailers **must** include a Ride-along image and URL to accompany either the grayscale or Representative image.

**For Flats**: Users will see this message if the mailer does not conduct an interactive campaign:

A mailpiece for which we do not currently have an image is included in today’s mail.
How Does the Feature Work?

USPS leverages existing mail imaging processes to provide users with a digital preview of mail arriving soon. The Intelligent Mail® Barcode (IMb®) facilitates the entire process.

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-sized 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, dashboard, or mobile app view.

USPS delivers physical mailpieces through regular delivery.

Just like a physical mailbox, Informed Delivery is provided at a household level, based on a delivery point address. Multiple residents can sign up for the feature.
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 You Use Informed Delivery?

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

**Business Objectives**

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

- Retail
  - Promotional Codes
  - Rewards Enrollment

- Telecom
  - Service Upgrade
  - Device Upgrade
  - Manage Account

- Insurance
  - Policy Bundling
  - Claim Submissions

- eCommerce
  - Subscription Renewal
  - Seller Registration

- Government
  - Fee Payment
  - Voter Registration
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.

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

**Campaign**
- Prepare mailing
  - Enter campaign elements such as campaign start and end dates, the Mailer ID (MID), IMb Serial Number Range (if applicable), custom image(s), and a URL

**Post-Campaign**
- Induct your mailing
  - View the results of your campaign, including email open rate and number of click-throughs
- Analyze and gather insights

**Two Campaign Options**

1. **MID only** = all pieces with that MID on Piece get the campaign applied
2. **MID/IMb Serial Number Range** = all pieces with the MID on Piece within the Serial Number Range submitted get the campaign applied – most commonly used

*Mailpiece level campaigns will be supported at a future date*
How is an Interactive Campaign Submitted?

USPS provides **two methods of self-serve** campaign submission: **PostalOne!®** and a **Mailer Campaign Portal**. Mail Owners or MSPs can submit campaigns.

<table>
<thead>
<tr>
<th><strong>PostalOne!</strong></th>
<th><strong>Mailer Campaign Portal</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Functionality</strong></td>
<td><strong>Current Functionality</strong></td>
</tr>
</tbody>
</table>
| • Work with *PostalOne!** Informed Delivery support team to conduct CAT testing  
  - [USPSInformedDeliveryeDoc@usps.gov](mailto:USPSInformedDeliveryeDoc@usps.gov) | • Mailer logs into Business Customer Gateway (BCG) and selects the Informed Delivery Mailer Campaign Portal |
| • Use eDoc (Mail.dat) V17.2 to submit campaign elements  
  - Must allow for submission and processing prior to campaign start date  
  - The need to send images to USPS for manual uploading has been removed as of Nov 2017 | • Mailer submits campaign elements in a step-by-step campaign creation process  
  - NLT noon prior to campaign start date  
  • Campaigns can be edited and campaign reports can be accessed within the Portal |
| **Expected in 2018** | **Currently in soft-launch testing with early adopter test mailers. National launch has been moved to early 2018.** |
| • Mailpiece level campaigns  
 • Direct access to Post-Campaign reports |
What Type of Data is Shared?

Pre-Campaign Saturation Report **OPTIONAL**
Evaluate campaign reach and see how many Informed Delivery users are within a particular mailing list.

<table>
<thead>
<tr>
<th>Pre-Campaign List Size</th>
<th>Eligible 11-digit Delivery Point ZIP Codes</th>
<th>Unique Eligible 11-digit Delivery Point ZIP Codes</th>
<th># of Subscribers</th>
<th>Subscriber Saturation (%)</th>
<th># of Email Enrolled Subscribers</th>
<th>Email Enrolled Saturation (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>103,231</td>
<td>98,978</td>
<td>97,603</td>
<td>10,736</td>
<td>11.0</td>
<td>2,684</td>
<td>2.8</td>
</tr>
</tbody>
</table>

Post-Campaign Summary Report
Provides aggregate data on the number of pieces, emails delivered, emails opened, and click-throughs.

<table>
<thead>
<tr>
<th>Brand Display Name</th>
<th>Campaign Title</th>
<th>Num of Physical Pieces</th>
<th>Num of Emails</th>
<th>% of Physical Pieces Included in Email</th>
<th>Num of Email Opens</th>
<th>% of Emails Opened</th>
<th>Num of Click-throughs</th>
<th>% of Click-throughs</th>
</tr>
</thead>
<tbody>
<tr>
<td>MailerOne</td>
<td></td>
<td>608,773</td>
<td>216,384</td>
<td>36%</td>
<td>153,136</td>
<td>71%</td>
<td>1,839</td>
<td>0.3%</td>
</tr>
<tr>
<td>Spring #1 - March 2017</td>
<td></td>
<td>126,111</td>
<td>48,031</td>
<td>38%</td>
<td>33,677</td>
<td>70%</td>
<td>353</td>
<td>0.3%</td>
</tr>
<tr>
<td>ABC041617_A</td>
<td></td>
<td>57,385</td>
<td>21,021</td>
<td>37%</td>
<td>15,001</td>
<td>71%</td>
<td>220</td>
<td>0.4%</td>
</tr>
<tr>
<td>ABC041617_B</td>
<td></td>
<td>68,726</td>
<td>27,010</td>
<td>39%</td>
<td>18,676</td>
<td>69%</td>
<td>133</td>
<td>0.2%</td>
</tr>
<tr>
<td>Spring #2 - March 2017</td>
<td></td>
<td>482,662</td>
<td>168,353</td>
<td>35%</td>
<td>119,459</td>
<td>71%</td>
<td>1,486</td>
<td>0.3%</td>
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<tr>
<td>ABC041617_C</td>
<td></td>
<td>185,795</td>
<td>68,276</td>
<td>37%</td>
<td>48,676</td>
<td>71%</td>
<td>488</td>
<td>0.3%</td>
</tr>
<tr>
<td>ABC041617_D</td>
<td></td>
<td>296,867</td>
<td>100,077</td>
<td>34%</td>
<td>70,783</td>
<td>71%</td>
<td>998</td>
<td>0.3%</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td>608,773</td>
<td>216,384</td>
<td>36%</td>
<td>153,136</td>
<td>71%</td>
<td>1,839</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

Post-Campaign Detailed Report
Provides line level detail of the counts in the Summary report using 5-digit ZIP Codes in place of Delivery Points.
Where Can You Learn More?

Mailer Website: usps.com/informeddeliverycampaigns

• Review the benefits of the feature, learn about campaign creation, and more
• View an interactive video and Informed Delivery user testimonial videos
• View or download our Users and Household Data to see our growing user base

Industry Webinars:

• If you missed our previous webinars, you can download them or stream the playback anytime:
  • Introductory Webinar: Informed Delivery Overview
  • Advanced Informed Delivery Webinar: Campaign Entry Processes
  • Advanced Informed Delivery Webinar: Mailer Campaign Portal Preview

Contact Information:

• After reviewing the website and resources provided, if you still have questions, contact us at USPSInformedDeliveryCampaigns@usps.gov.