Informed Delivery®
Interactive Campaign Overview

Winter 2019
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 and package tracking information is 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.
Where are the Users?

Informed Delivery is available in the majority of ZIP Code™ locations nationwide. Find the most up-to-date user and household data on [usps.com/informeddeliverycampaigns](http://usps.com/informeddeliverycampaigns).

### User and Household Data

**Example File**

<table>
<thead>
<tr>
<th>Area &gt; District &gt; ZIP3 &gt; ZIP5</th>
<th>Registered Households</th>
<th>Registered Users</th>
<th>Email-enabled Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>✪ Capital Metro</td>
<td>1,424,289</td>
<td>1,719,633</td>
<td>1,124,531</td>
</tr>
<tr>
<td>✪ Eastern</td>
<td>1,428,728</td>
<td>1,698,882</td>
<td>1,092,565</td>
</tr>
<tr>
<td>✪ Great Lakes</td>
<td>1,122,769</td>
<td>1,330,591</td>
<td>829,763</td>
</tr>
<tr>
<td>✪ Central Illinois</td>
<td>160,931</td>
<td>191,756</td>
<td>118,177</td>
</tr>
<tr>
<td>✪ Chicago</td>
<td>93,991</td>
<td>113,832</td>
<td>72,591</td>
</tr>
<tr>
<td>✪ Detroit</td>
<td>199,755</td>
<td>238,251</td>
<td>151,592</td>
</tr>
<tr>
<td>✪ Gateway</td>
<td>144,994</td>
<td>170,038</td>
<td>104,691</td>
</tr>
<tr>
<td>✪ Greater Indiana</td>
<td>180,860</td>
<td>214,907</td>
<td>135,131</td>
</tr>
<tr>
<td>✪ Greater Michigan</td>
<td>121,218</td>
<td>141,874</td>
<td>88,742</td>
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<tr>
<td>✪ Lakeland</td>
<td>221,020</td>
<td>259,933</td>
<td>158,839</td>
</tr>
<tr>
<td>✪ Northeast</td>
<td>1,158,080</td>
<td>1,389,141</td>
<td>895,594</td>
</tr>
<tr>
<td>✪ Pacific</td>
<td>1,540,038</td>
<td>1,881,590</td>
<td>1,174,965</td>
</tr>
<tr>
<td>✪ Southern</td>
<td>2,420,401</td>
<td>2,917,153</td>
<td>1,989,856</td>
</tr>
<tr>
<td>✪ Western</td>
<td>1,941,293</td>
<td>2,308,502</td>
<td>1,444,837</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>11,035,598</td>
<td>13,245,492</td>
<td>8,552,111</td>
</tr>
</tbody>
</table>

Select the **plus signs** (+) to expand the rows for more detailed information at the ZIP3 and ZIP5 levels.

Not every Informed Delivery user opts in to get the email digest. These are our most engaged users, however!
What is the User Response?

89% are satisfied or very satisfied with Informed Delivery

93% would recommend Informed Delivery to friends, family, or colleagues

Device Used to View Notifications
- 61% Mobile
- 30% Computer or Laptop
- 8% Tablet

Time of Day to View
- 82% Morning
- 16% Afternoon
- 2% Evening

Source: November 2018 User Survey
What Value Do Campaigns Add?

- **Offers a high email open rate** – 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?

- Balance Transfer
- Credit Card Activation
- Device Upgrade
- Manage Account
- Subscription Renewal
- Seller Registration
- Promotional Codes
- Rewards Enrollment
- Policy Bundling
- Claim Submissions
- Voter Registration
- Civic Engagement

Business Objectives:

- Financial Services
- Retail
- Insurance
- Telecom
- eCommerce
- Government
How Can a Mailer Participate?

The campaign process is simple – create hardcopy mail as usual, provide USPS with campaign 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
  - Provide campaign details
    - Enter or submit campaign elements to USPS

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

**Mailer Participation Criteria**

- **Virtually any Mailer can conduct an Informed Delivery campaign if the following criteria are met:**
  - Mailpieces must be automation compatible
  - Mailpieces must contain a valid IMb (applied by Mailer or MSP)
- **There are no fees associated with conducting an interactive campaign at this time**
- **A campaign can be initiated by the Mailer or by their designated MSP**

*Monetization opportunities for advanced campaign features are TBD*
How Does the Feature Work?

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 based on an 11-Digit Delivery Point ZIP Code. USPS notifies Informed Delivery users of mail arriving soon in an email and/or dashboard view. USPS delivers physical mailpieces through regular delivery.

Interactive campaign data is applied at this step…

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 Are Mailer Campaigns Activated?

The Intelligent Mail Barcode® (IMb) on each mailpiece facilitates the entire process.

1. Consumer signs up
2. Mail imaged during processing
3. Images matched to delivery points & campaigns identified
4. Notification emailed to user
5. User receives mailpiece

Whether it's for a Weekend Sale or another campaign, the Intelligent Mail Barcode® (IMb) on each mailpiece facilitates the entire process.

**Images matched to delivery points & campaigns identified**

**Interactive Campaign Applied**

![Interactive Campaign](image)

**No Interactive Campaign**

![No Interactive Campaign](image)

*Mailer Identifier (MID)*
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 bundle scan is detected), users will see the interactive campaign.
Campaign Elements

These are the campaign elements that are required, regardless of submission method.

**Description**
- Brand Display Name (i.e., Mail Owner Name)
- Campaign Title
- Campaign Code
- Campaign Start & End Dates

**Mailpiece Information**
- MID on piece
- IMb Serial Number Range
- Mailpiece Shape (e.g., flat, letter/postcard)

**Supplemental Content**
- Ride-along Image
- Target URL
- Representative Image*  

*Required for flats, optional for letters/postcards.
Seven Simple Steps to Campaign Participation

1. Determine Submission Method
2. Determine Campaign Breakdown/Level
3. Determine MID and/or MID+IMb Serial Number Range
4. Determine Supplemental Content
5. Determine Campaign Timeline, Title and Code
6. Enter/Submit the Campaign
7. Monitor Progress and Analyze Results
1. Determine Submission Method

USPS provides two methods of self-serve campaign submission. Currently, 95% of campaigns are entered via the Mailer Campaign Portal.

**Mailer Campaign Portal**

**MANUAL ENTRY**

**PostalOne!®**

**ELECTRONIC SUBMISSION**

Campaigns should be submitted no later than 11:59AM EST prior to the campaign start date. This is a requirement for the Mailer Campaign Portal and highly recommended for PostalOne!.

*When properly completed using by/for information, PostalOne! campaigns will flow into the Mailer Campaign Portal for the purposes of viewing, cancelling, and reporting.*
2. Determine Campaign Breakdown/Level

There are currently 2 campaign breakdowns/levels supported*:

<table>
<thead>
<tr>
<th>MID: Apply the same campaign to all customers</th>
<th>IMb Serialized: Apply different campaigns to groups of customers</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Envelope Icon" /> → <img src="image" alt="Group Icon" /></td>
<td><img src="image" alt="Envelope Icon" /> → <img src="image" alt="Group Icon" /> <img src="image" alt="Group Icon" /></td>
</tr>
</tbody>
</table>

When applying different campaigns to groups of customers (within a single mailing or multiple mailings), **conduct mailing list segregation prior to the assignment or printing of the IMb. This will ensure you get a unique and sequential IMb Serial Number range for each campaign.**

**Note:** The majority of campaigns are conducted at the IMb Serialized level due to the use of shared MIDs.

*Testing for Personalized campaigns via PostalOne! was conducted April-July 2018. Testing is now halted. **Official launch date is expected in 2019-2020.**
3. Determine MID and/or MID+IMb Serial Number Range(s)

Because a MID is often shared by other business units in a company or it belongs to a Mail Service Provider, it’s most common to run campaigns at the IMb Serialized level.

The Mailer ID (MID) on piece can belong to:

- Mail Owner or Brand
- Mail Service Provider (MSP)
- Ad Agency
- Printer

- The MID entered must be the one printed in the IMb on the mailpieces
- For IMb Serialized campaigns, you must ensure that you get a unique and sequential IMb Serial Number range for each campaign treatment. IMb’s can be assigned prior to or during printing

<table>
<thead>
<tr>
<th>Campaign Treatment</th>
<th>Number of Customers</th>
<th>URLs</th>
<th>IMb Serial Start</th>
<th>IMb Serial End</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>5000</td>
<td><a href="http://abcco/blue">http://abcco/blue</a></td>
<td>0000000001</td>
<td>0000050000</td>
</tr>
<tr>
<td>B</td>
<td>5000</td>
<td><a href="http://abcco/green">http://abcco/green</a></td>
<td>0000050001</td>
<td>0000100000</td>
</tr>
<tr>
<td>C</td>
<td>5000</td>
<td><a href="http://abcco/red">http://abcco/red</a></td>
<td>0000100001</td>
<td>0000150000</td>
</tr>
</tbody>
</table>

Sample of unique and sequential IMb serial number ranges required for “IMb Serialized” Level campaigns

Your mailing list needs to be segregated prior to printing or IMb assignment. IMb serial number ranges cannot overlap another active campaign.

If you apply your campaign at the MID level, every piece of mail with that MID, during the designated campaign timeframe, will have the campaign applied.
4. Determine Supplemental Content
Determine which type of campaign you will conduct (basic or dual). Consider trying both options to determine which one gives you a better response rate. Your URL for your campaign should be different than the one printed on your piece for tracking purposes.

Minimum requirement to conduct a campaign.

FROM: Beyond Cubicle
Learn More ➔

Representative Image +
Ride-along Image & URL (Dual)

FROM: Beyond Cubicle
Learn More ➔

Required for flat-size mail, optional for letters/postcards.
5: Determine Campaign Timeline

Based on the expected/targeted in-home dates for the mailing, determine your campaign start and end dates

- **Start campaign 2-3 days prior to first expected in-home date**
  *E.g., if the first expected in-home date is June 10\(^{th}\), start the campaign on June 7\(^{th}\) or 8\(^{th}\)*

- **End campaign 2-3 days after last expected in-home date**
  *E.g., if the last expected in-home date is June 20\(^{th}\), end the campaign on June 22\(^{nd}\) or 23\(^{rd}\)*

Consider where the mail is being entered and the class of mail to determine expected/targeted in-home dates.

*Maximum campaign length is 45 days.*

*Define your Campaign Title and Campaign Code at this step too.*
6: Enter/Submit the Campaign

Using the preferred submission method chosen in Step 1, enter campaign(s) no later than 12:00 p.m. EST the day before the campaign start date.

- Mailer Campaign Portal (manual)
- *PostalOne!* (electronic)

Then, induct the mailing as usual!
7: Monitor Progress and Results

There are two types of Post-Campaign reports available for Informed Delivery campaigns:

**Summary Report:** Provides the number of emails sent, emails opened, and click throughs.

**Detailed Report:** Expands upon the Summary Report by including dates, times, etc. for each individual record.

*The Interactive Campaign Guide on the Informed Delivery for Business Mailers website contains detailed information on the data provided in these reports, including the data descriptions and mathematical calculations.*

As of August 2018, all reports are available via the Mailer Campaign Portal, regardless of the submission method used.
Where Can You Learn More?

Mailer Website: [usps.com/informededeliverycampaigns](http://usps.com/informededeliverycampaigns)

- **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 or phone number provided on the website.