What is Informed Delivery?

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 **mobile app**.

If a mailer participates in Informed Delivery, supplemental content, referred to as **“interactive campaigns,”** will be shown (for letters or flats).

Interactive campaigns include **custom images** and a **URL** that directs the user to a digital experience.

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*Exterior images are only provided for letter-size mailpieces that are processed through USPS’ automated equipment. Package tracking information on Priority Mail®, Priority Mail Express®, and other trackable parcels is also provided.
Informed Delivery provides an integrated marketing approach to meet today’s consumer demands.
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?

U.S. Postal Service® leverages existing mail imaging processes to provide digital previews of household mail to Informed Delivery users.

Consumer signs up for Informed Delivery

USPS images mail during processing

USPS matches images to delivery points and applies campaign

User receives Informed Delivery

User receives physical mailpiece

Mailer creates and tracks campaign
Mailpieces Eligible for Informed Delivery

Letters and Cards
- **Scanned** by USPS® automation equipment
- Eligible for **both types of campaigns**
- If no interactive campaign is applied, users will see a grayscale image

Flats
- **Not scanned** by USPS automation equipment
- Eligible for **dual campaigns only**
- Larger than cards and letters
- Examples: Newspapers, magazines, flyers, etc.

If no interactive campaign is applied, users will see this **message**: 

Mailpieces that we do not have an image for are included in today’s mail.
There is no change to mail processing operations with Informed Delivery.
User Testimonials

Informed Delivery users stated, in the January 2020 User Survey, that the feature provides them with numerous benefits.

Convenience & Early Action

“We are going through the college process and I want to see when we get responses from colleges ahead of time.”

Visibility & Security

“Package was stolen or not delivered to my house. This allows me to know when it is supposed to show up.”

Access While Away

“Rarely home due to work and like to know when I need to pick up mail to keep bills and correspondence taken care of.”

Source: January 2020 Informed Delivery User Survey
User Satisfaction

Surveyed Informed Delivery users have shown an increase in satisfaction; with more users stating they would recommend the feature to someone else.

Users are **satisfied or very satisfied** with the Informed Delivery feature

Users would **recommend** the Informed Delivery feature to friends, family, or colleagues

Source: June 2019 Informed Delivery User Survey and January 2020 Informed Delivery User Survey
User Engagement

Users of the Informed Delivery feature are highly engaged.

When Users are Engaging

- 82% Morning
- 16% Afternoon
- 2% Evening

How Users are Engaging

- 79% Daily Digest Email
- 11% Informed Delivery Dashboard
- 10% Informed Delivery Mobile App

Source: January 2020 Informed Delivery User Survey
Value of Campaigns

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

- **Build product / brand awareness**
- **Create multiple impressions**
- **Drive customer response**
- **Enhance product experience**
- **Potentially increase ROI**
- **Provide data for analysis**
Informed Delivery
Interactive Campaigns
Key Elements of Informed Delivery

No Interactive Campaign

Interactive Campaign Applied

Well-designed physical mailpiece

Mailing details

Representative Image

Ride-along Image and Target URL

The Informed Delivery for Business Mailers website is the one-stop-shop for information on interactive campaigns.
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.

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**Pre-Campaign**

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

**Campaign**

- **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**

**Post-Campaign**

- **Induct mailing**
- **Analyze and gather insights**
  - View the results of your campaign, including email open rate and number of click-throughs
What Type of Data is Shared?

Informed Delivery provides organizations with aggregate pre- and post-campaign data.

Density and Email Statistics
The number of users and the percentage of users who elect to receive Informed Delivery emails.

Email Open Rates
The number and the percentage of emails opened during an Informed Delivery campaign.

Click-through Rates
The number and percentage of click-throughs – when a user interacts with digital content.
How to Submit a Campaign

USPS provides **two self-serve campaign submission methods**, found via the Business Customer Gateway (BCG):

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

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

- **A new way to reach your customers** with a digital preview of their daily household mail

- Integrates hardcopy mail and digital marketing, providing **multiple impressions and interactivity** for your customers

- Digital views create an opportunity for marketers to **build anticipation** by adding a digital element to their direct mail campaigns
Where Can You Learn More?

**Informed Delivery Website:**
[informeddelivery.usps.com/box/pages/intro/start.action](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](usps.com/informeddeliverycampaigns)
- 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
- Learn How to Create your Campaign by reviewing the Mailer Campaign Portal Tutorial