

USPS Informed Delivery[®] Package Campaigns

Enhance the way your customers connect with your brand through Informed Delivery Package Campaigns.



Maximize brand exposure and drive conversions

Reach your customers via the *Informed Delivery* feature, a marketing channel with more than **50M active users and a 70% email open rate**



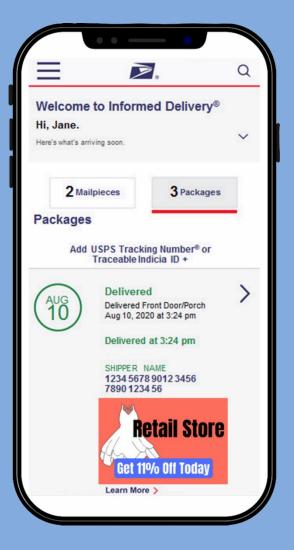
Conduct and manage marketing campaigns with ease

Efficiently launch and manage campaigns of all sizes from one easy-touse portal



Generate deeper insights on your customer

Leverage campaign data in combination with your other first-party data (e.g., past sales interactions, website activity, customer feedback) to design experiences that recognize the needs and desires of your customer base



Clickable images along with package tracking information creates additional customer interactions and generates new insights for your business.

Discover a new way to connect with your customers

Email us at USPSInformedDeliveryCampaigns@usps.gov