

# Informed Delivery<sup>®</sup>

**Year in Review**  
**May 2019 – May 2020**



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# A Message from the Team

Over the past year, Informed Delivery® has undergone immense growth. To date, Informed Delivery has over 26 million users and over 50,000 interactive campaigns<sup>1</sup> have been completed by mailers. Throughout the year, Informed Delivery has focused on driving value through user growth, customer experience, data driven decisions, and market sensing.

While the Coronavirus (COVID-19) pandemic has resulted in impacts and changes to all markets and industries, USPS remains committed to partnering with our industry customers to innovate and “bind the nation”.

Thank you for your continued support, feedback, and trusted relationship.

***- USPS Informed Delivery Program Office***

<sup>1</sup>Data as of May 31, 2020



A person's hands are shown holding a smartphone, with their index finger touching the screen. The person is wearing a dark blue long-sleeved shirt. In the background, a white cup of coffee with a light brown foam sits on a white saucer on a light blue surface. A laptop keyboard is visible in the lower-left foreground. The entire scene is overlaid with a semi-transparent dark blue filter.

**The Informed Delivery<sup>®</sup> feature  
continues to enhance the utility of  
mail as an advertising medium in  
the digital age and is used by more  
than 20 million Americans.**

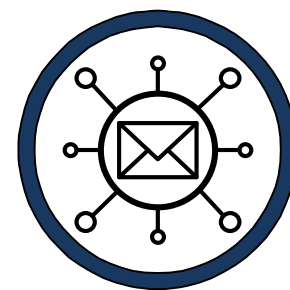
# Informed Delivery<sup>®</sup> Feature | Core Value Drivers

The Informed Delivery program continues to focus on maximizing value through user growth, customer experience, data, and market sensing.



## User and Mailer Growth

Acquisition of users and mailers is the core driver of value and success for the program. We have successfully activated multiple acquisition strategies to increase user sign ups and mailer participation over the last year.



## Customer Experience

Maximizing the level of engagement and quality of interactions for users and mailers continues to be a primary focus. We continue to see high rates of engagement and satisfaction.



## Data Driven Decisions

Utilizing data is at the forefront of our decision making. It continues to help us derive valuable insights about performance, user behaviors, and market trends that allow us to prioritize and enhance the platform.



## Market Sensing

Understanding customer feedback and sentiment is key to improving the experience. We continue to review and analyze the qualitative and quantitative data as we evolve Informed Delivery.

# Informed Delivery<sup>®</sup> Feature | By the Numbers

Over the past year, the Informed Delivery program has focused on quantitative and qualitative growth across our four core value drivers.



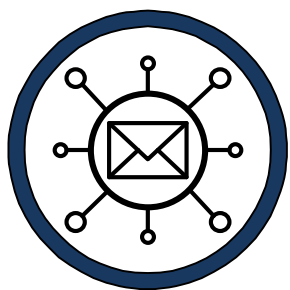
## User and Mailer Growth

**26**

Million Users  
+55%<sup>1</sup>

**1,451**

Mailers/MSPs  
+91%<sup>1</sup>



## Customer Experience

**93%**

User Satisfaction<sup>2</sup>

**94%**

Would Recommend<sup>2</sup>



## Data Driven Decisions

**65%**

Email Open Rate<sup>3</sup>

**4X**

Higher Email Open Rate  
Compared to the  
Industry<sup>4</sup>



## Market Sensing

**5+**

Sensing Tools Used

**25+**

Priorities and  
Decisions Informed

<sup>1</sup>Data as of May 20, 2020  
<sup>2</sup>Data from January 2020 Informed Delivery User Survey  
<sup>3</sup>Data as of May 21, 2020  
<sup>4</sup>Chaffey, Dave. ["How do you compare? 2020 email marketing statistics compilation"](#) 7 April 2020





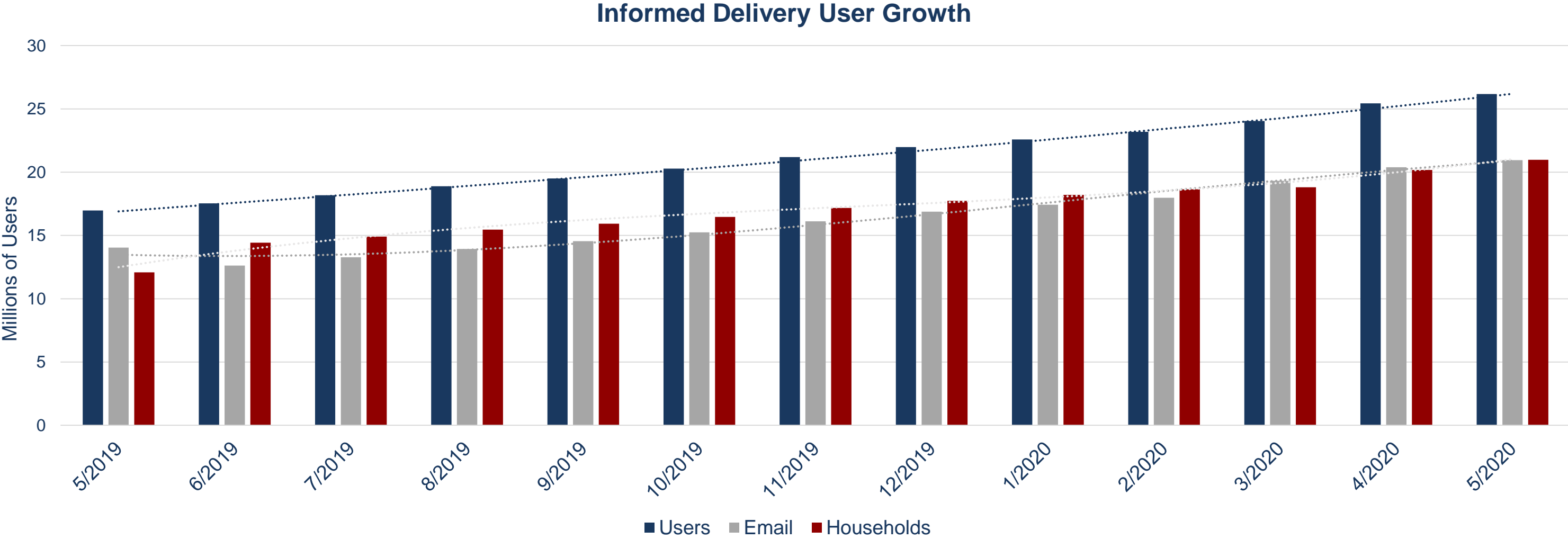
# User Growth



# User Growth



USPS has invested in multiple user acquisition initiatives to grow the user base and drive engagement that has led to 26 million users and a 55% YOY growth.



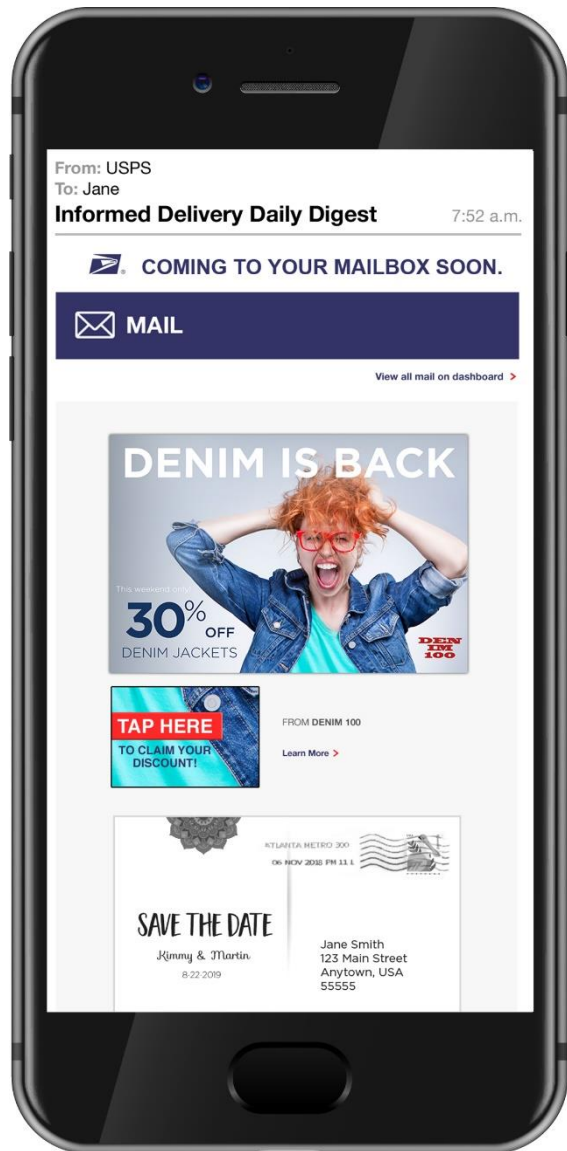
Data as of May 20, 2020





# User Growth | Notification Views

Throughout the year users have benefited from viewing their Informed Delivery<sup>®</sup> notifications to gain additional visibility and convenience via their Daily Digest email, dashboard, or mobile app.



**Totals for Informed Delivery**  
May 2019-May 2020

**15,579,633,407**  
Total Mailpieces in  
Informed Delivery

**4,320,321,699**  
Total Daily Digest  
Emails Sent

**2,757,062,454**  
Total Daily Digest  
Emails Opened

Data as of June 5, 2020

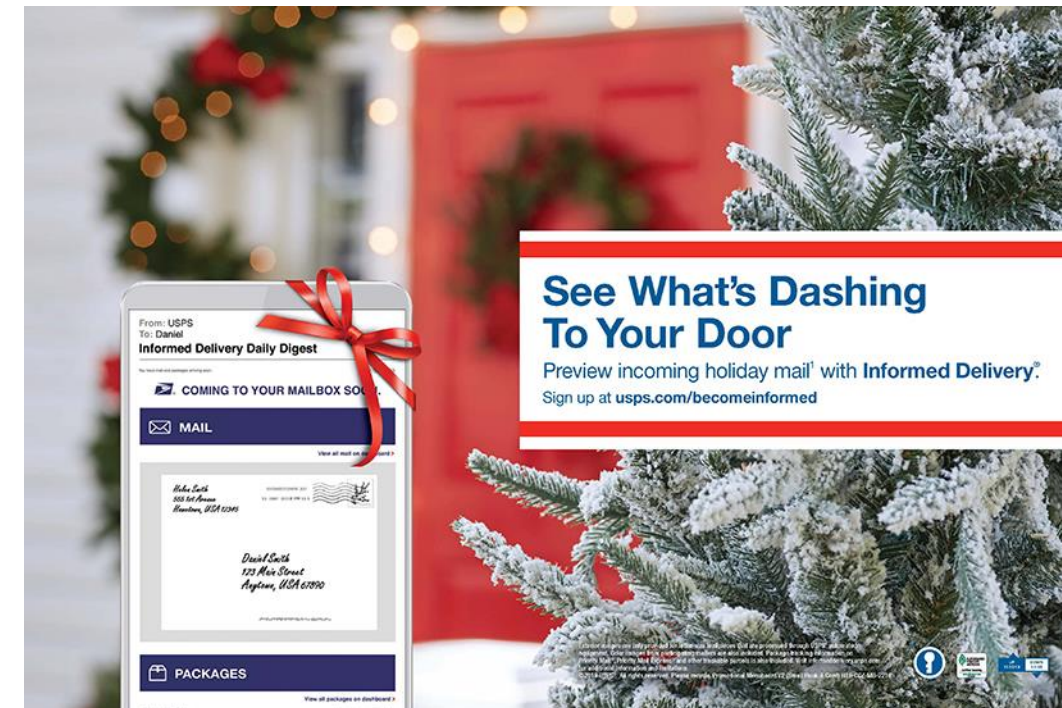


# User Growth | Acquisition Strategies

Through a variety of different acquisition strategies, Informed Delivery® has successfully achieved over 26 million users to date.

## User Growth Strategies

- **Cross-Sell** – Developed multiple enrollment strategies during consumer touchpoints with USPS.
- **Refer-a-Friend** – Upcoming user acquisition strategy that will leverage the Informed Delivery Daily Digest.
- **Co-Marketing** – Collaborated with mailer to develop promotional inserts in support with their mailing.
- **2019 USPS Holiday Mailer** – Delivered to over 100 million American homes before the holiday season.



<sup>1</sup>Data from Informed Delivery Monthly Snapshot May 2019-April 2020



# User Growth | Cross-Sell Deep Dive

Informed Delivery<sup>®</sup> Cross-Sell is a USPS user acquisition initiative that aims to increase the number of users by implementing enrollment opportunities during consumer transactions with USPS.

To date, USPS has enrolled over 8,800,000 new consumers by promoting the Informed Delivery feature and enabling users to sign up during online transactions across 5 existing USPS channels.



Over  
**8.8M**  
Acquired Users to Date

## 1. Hold Mail

Customers are prompted to sign up for Informed Delivery when placing a hold mail request online.



Over **614,000**  
Acquired Users<sup>1</sup>

## 2. Package Tracking

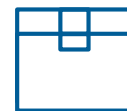
Customers are prompted to sign up for Informed Delivery when tracking packages on USPS.com.



Over **140,000**  
Acquired Users<sup>1</sup>

## 3. Package Redelivery

Customers are prompted to sign up for Informed Delivery when scheduling a package redelivery.



Over **2,000**  
Acquired Users<sup>1</sup>

## 4. Click-n-Ship

Customers are prompted to sign up for Informed Delivery when purchasing postage online.



Over **99,000**  
Acquired Users<sup>1</sup>

## 5. Change of Address

Customers are prompted to sign up for Informed Delivery when changing their address online.



Over **8 million**  
Acquired Users<sup>2</sup>

<sup>1</sup>Data as of May 20, 2020

<sup>2</sup>Data from Informed Delivery Monthly Snapshot May 2019-April 2020





# Mailer Growth

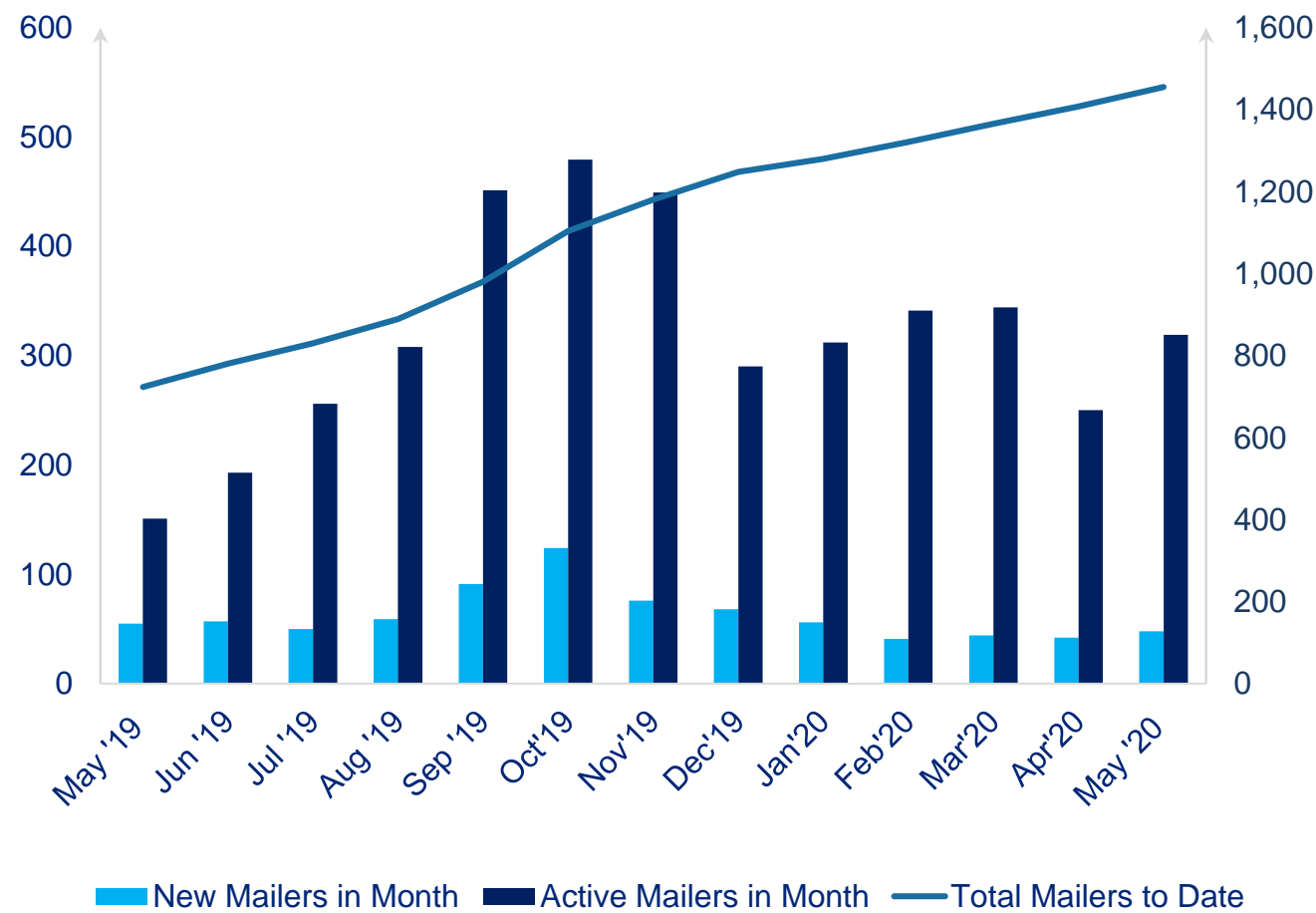




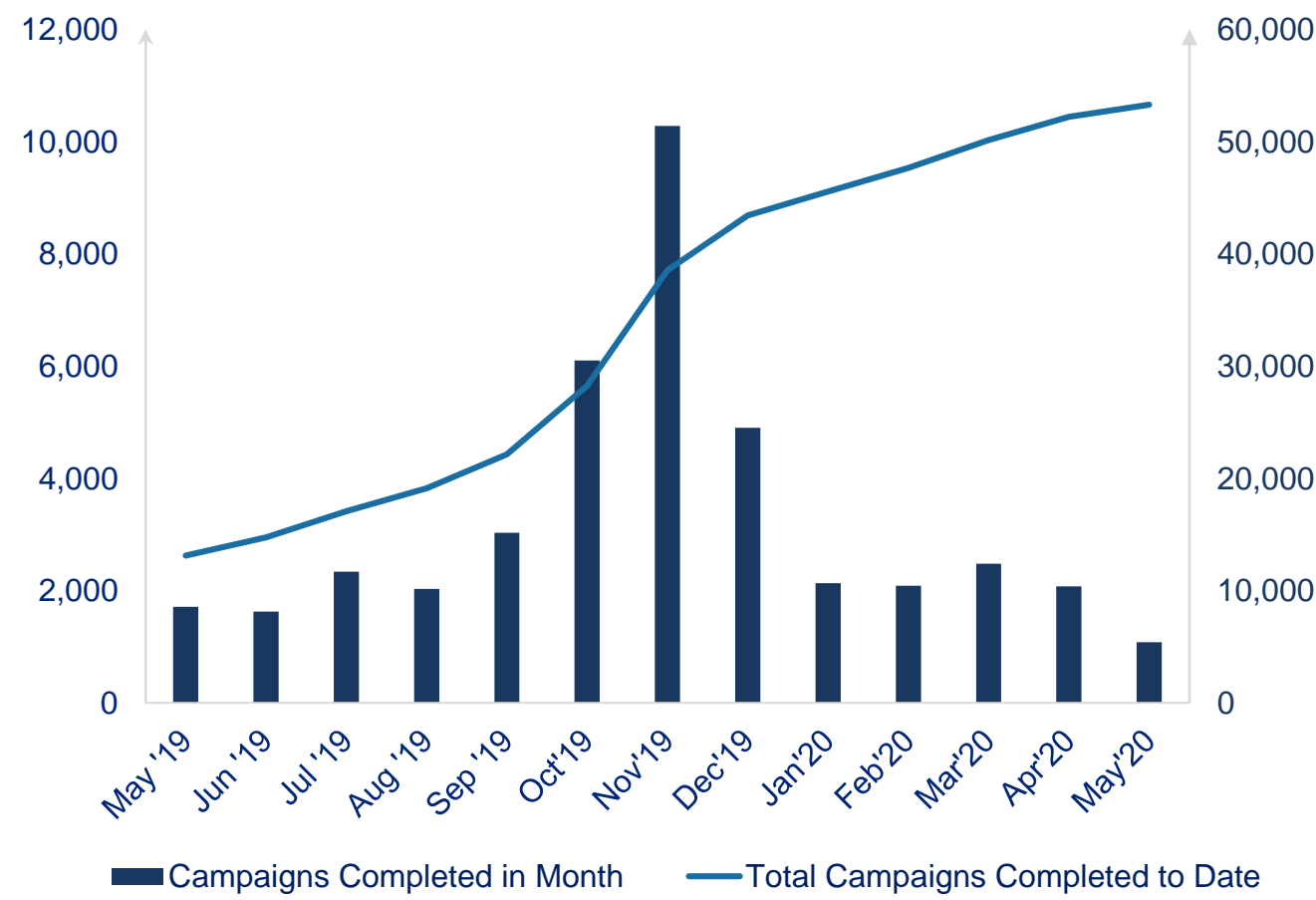
# Mailer Growth

Over the last year, active mailer participation has increased by 91% to 1,451 and the number of cumulative completed campaigns by 334% to 53,030.

Mailer Participation



Completed Interactive Campaigns



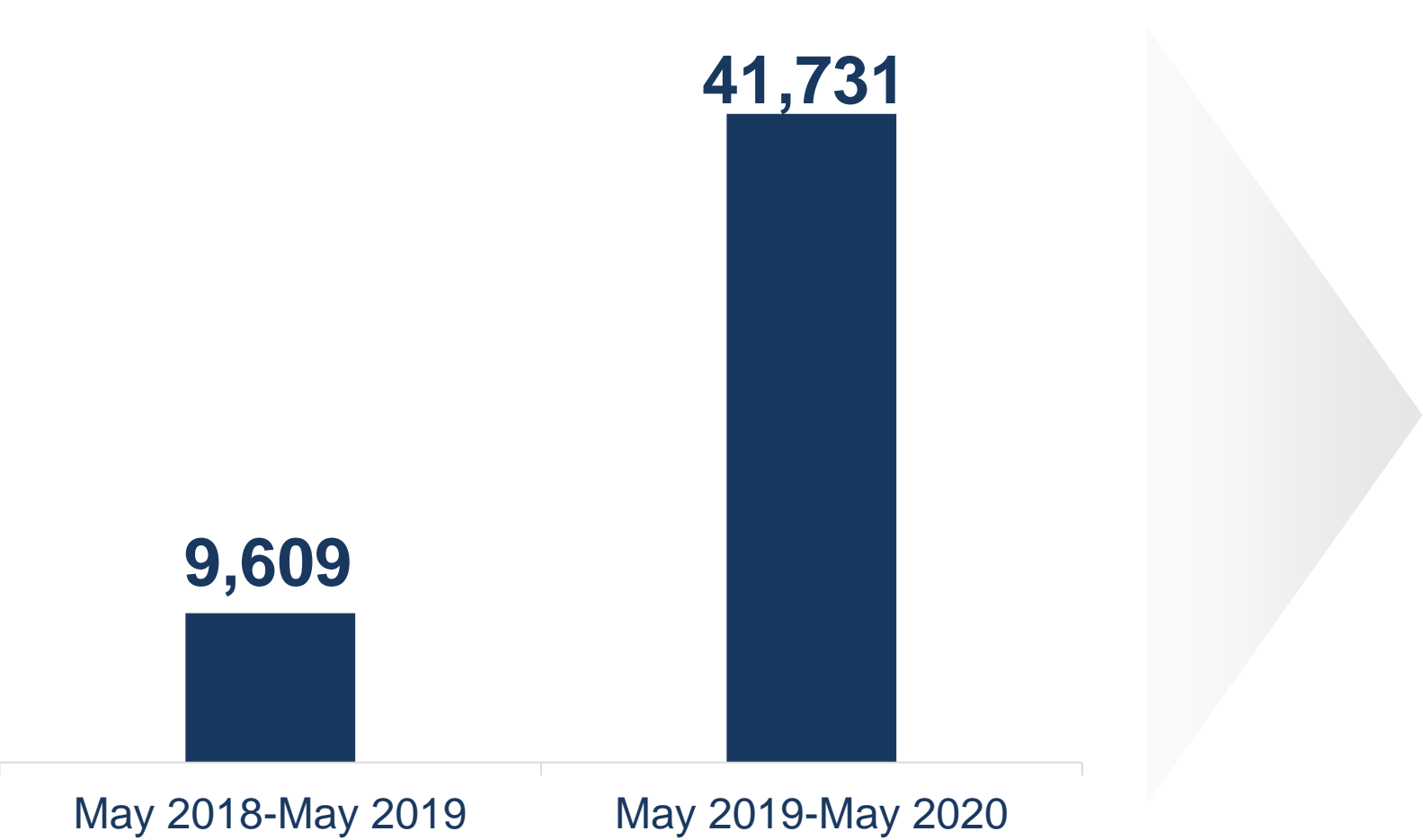
Data as of May 20, 2020



# Mailer Growth | Engagement

Through the integration of hardcopy mail and digital marketing, over the past year Informed Delivery® has continued to provide increased impressions for a mailer to their customers.

Completed Interactive Campaigns



Totals for Informed Delivery Interactive Campaigns  
May 2019-May 2020

942,558,092  
Campaign Mailpieces

449,104,576  
Emails Opened

778,942,123  
Emails Sent with  
Campaign

5,371,565  
Campaign Clicks

Data as of May 21,2020

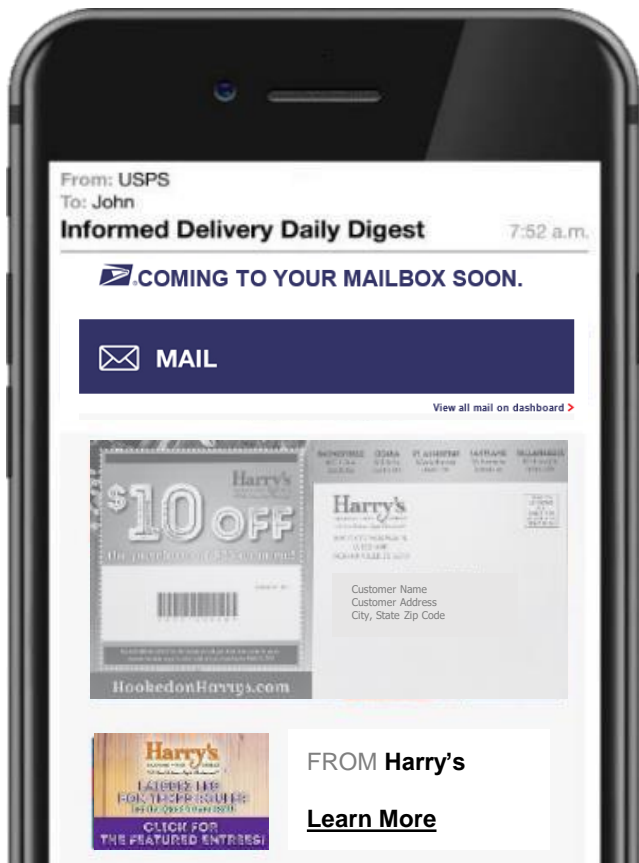




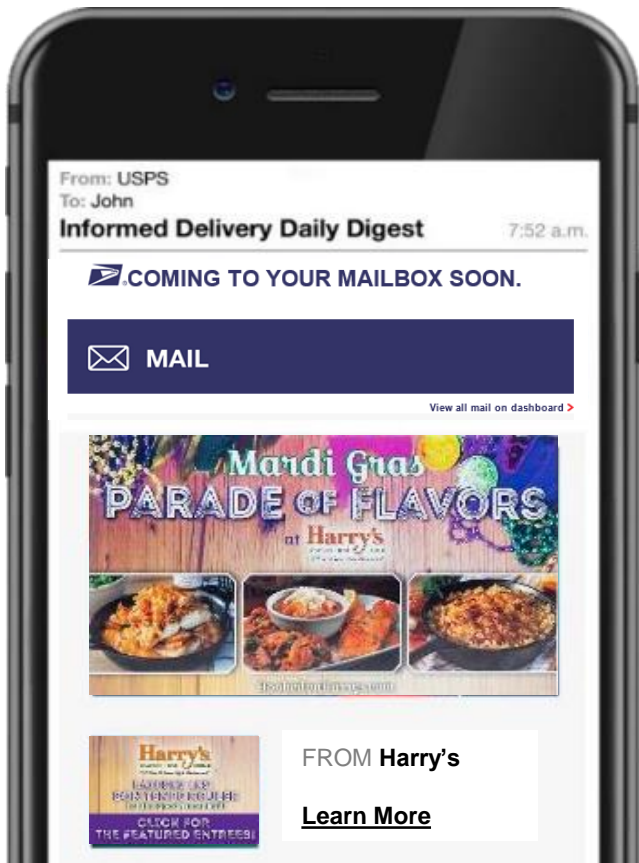
# Mailer Growth | Interactive Campaign

Throughout the year, over 40,000 interactive campaigns were completed by mailers who leveraged either a basic or dual campaign to connect with customers.

**23,048**  
Basic Campaigns



**18,683**  
Dual Campaigns



- **4,030** Campaigns on Flats
- **14,653** Campaigns on Letters

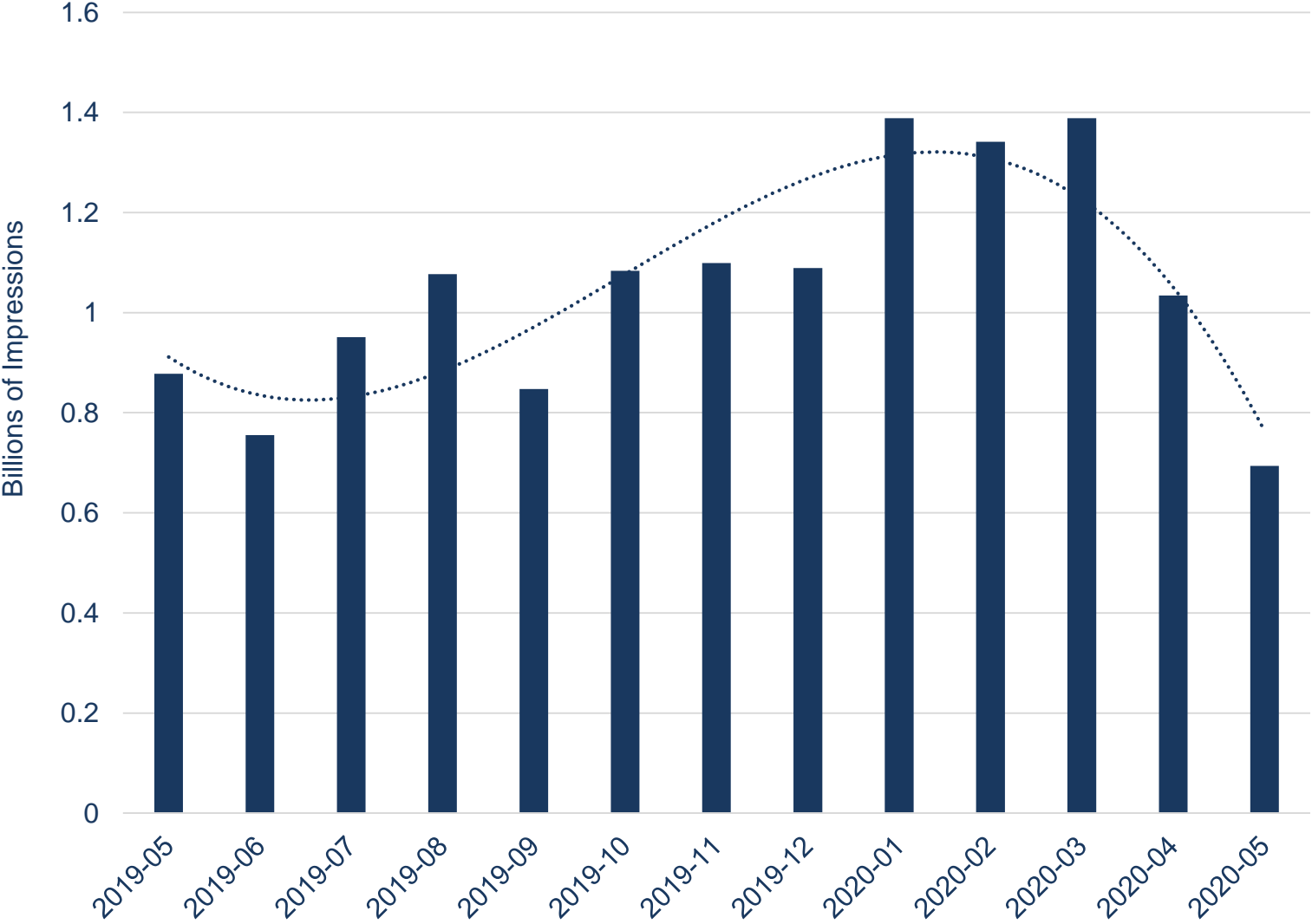
Data as of May 21,2020



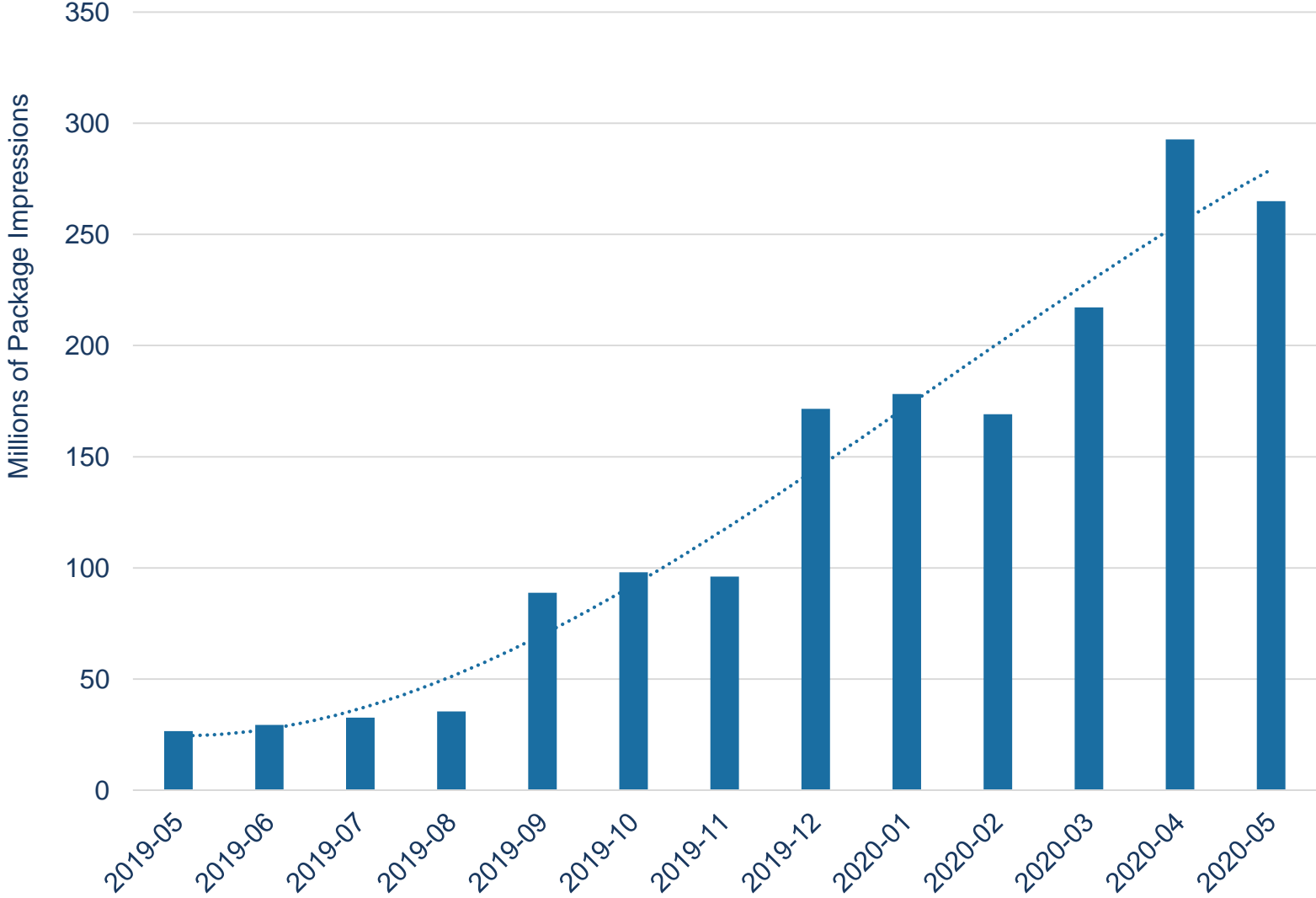
# Mailer Growth | Impressions

The average email open rate of 62% from both mail and packages has resulted in billions of impressions to mailer’s customers.

Mail Impressions Delivered: May 2019 - May 2020



Package Impressions Delivered: May 2019 - May 2020



Data as of June,1,2020

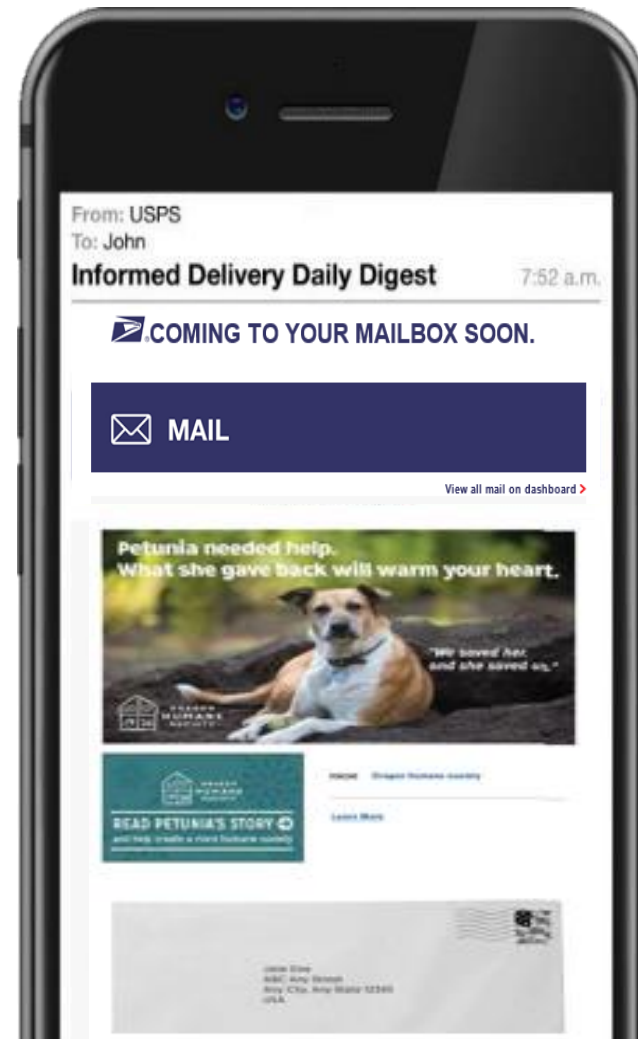


# Mailer Growth | Success Spotlight

The Oregon Humane Society and Freville Farms™ show how businesses can build a community and results through the creative use of mail, the Informed Delivery® feature, and their digital channels.

The Oregon Humane Society (OHS) utilized Informed Delivery to support their annual holiday donation drive by considering the different needs and mindsets of donors:

- **67%** Email Open Rate
- **2,049** Donations made to OHS
- **\$236,000+** Dollars Raised for OHS



Sarah Friedman is passionate about launching a movement, #KnowWhereYourFoodComesFrom. Utilizing tools from the United States Postal Service like Informed Delivery, she has grown her business and cause.





# Customer Experience: Users

# Customer Experience | User Satisfaction



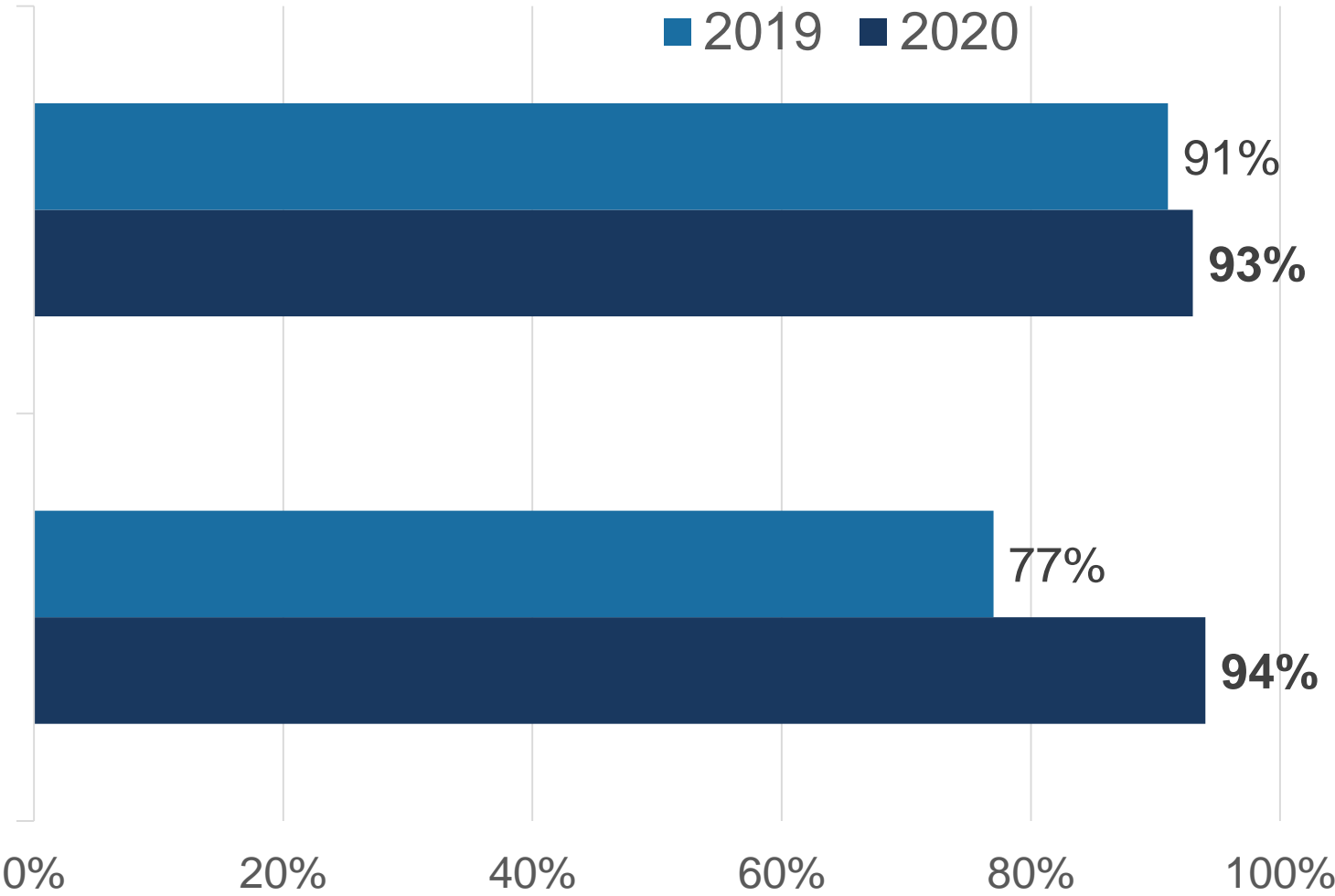
Surveyed Informed Delivery<sup>®</sup> users have shown an increase in satisfaction over the past year, with more users stating they would recommend the feature to someone else.



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



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



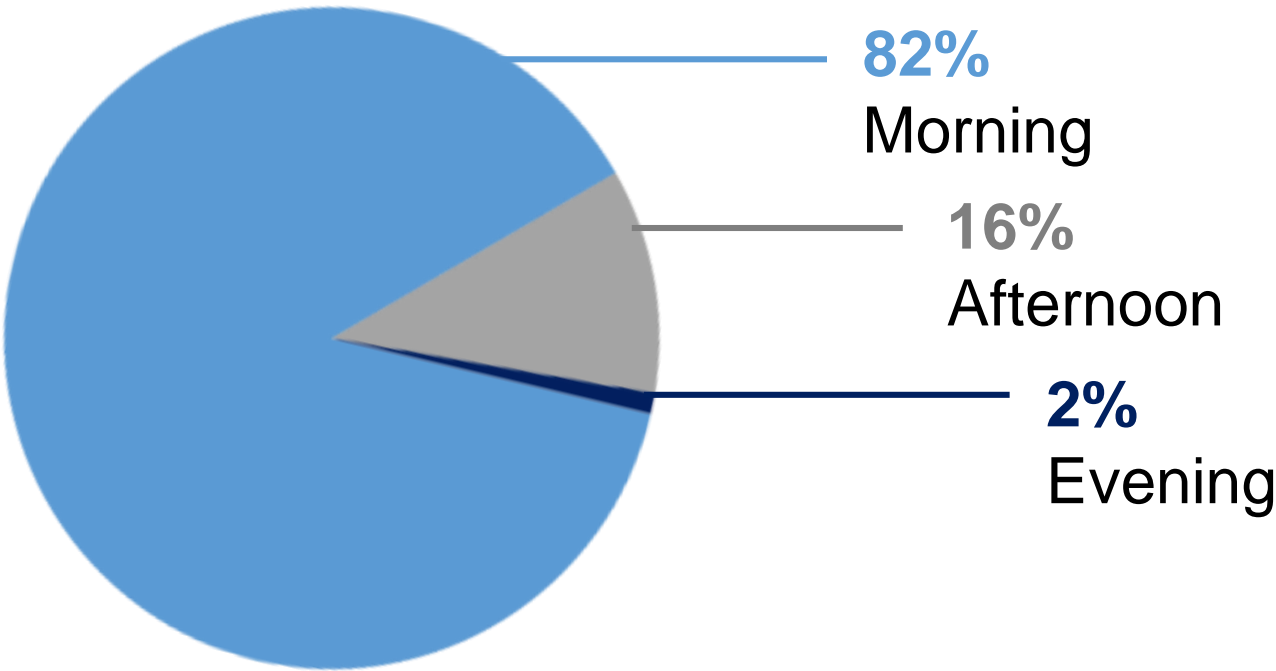
Data from June 2019 Informed Delivery User Survey and January 2020 Informed Delivery User Survey



# Customer Experience | User Engagement

Users of the Informed Delivery<sup>®</sup> feature continue to be highly engaged.

When Users are Engaging



How Users are Engaging



79%  
Daily Digest  
Email



11%  
Informed  
Delivery  
Dashboard



10%  
Informed  
Delivery Mobile  
App

Data from January 2020 Informed Delivery User Survey





# Customer Experience: Mailers



# Customer Experience | 2019 Promotion

The Informed Delivery<sup>®</sup> Promotion resulted in 391% increase in completed interactive campaigns; 80% of which were net new brands.



**21,756** Statements Received Discount



**\$11,799,895.09** Total Discount Given to Mailers



**99.53%** of Finalized Statements that Claimed the Incentive Received the Discount



2% discount on postage to mailers who utilized Informed Delivery (9/1/19-11/30/19)

Data as of May 21,2020



# Customer Experience | Supporting Resources

In preparation for the 2020 Informed Delivery® Promotion, the following guidance is available to mailers to support their interactive campaign efforts.

Top Error Codes for April 2019-March 2020	Number of Errors
Campaign Overlap*	1,403
Ride-along Image Resource Unavailable**	1,049
Campaign Start Date in the Past	990
Campaign Status	454
Replacement Image Size Error	236
Campaign Code Not Unique	140
Target URL Invalid	124
Ride-along Image Size Error	116
Ride-along Image Format Error	4
Campaign End date in the Past	1

## Supporting Resources



- Connect with the USPS Informed Delivery PostalOne! eDoc Support Team ([USPSInformedDeliveryeDoc@usps.gov](mailto:USPSInformedDeliveryeDoc@usps.gov)) to schedule an onboarding session



- Submit test jobs in CAT before submitting jobs in Production with the support with the USPS eDoc team
- Review all requirements for images on the Informed Delivery Business Mailer’s website

Data as of May 21, 2020  
\*The majority of overlap errors (about 70%) were due to a defect that was creating duplicate campaigns in the portal. This defect was resolved the end of November 2019 with a new release.  
\*\*The majority of these errors were from one mailer that had an outdated server with cookie issues, which was resolved in Mid-November 2019.





# Customer Experience: Innovation

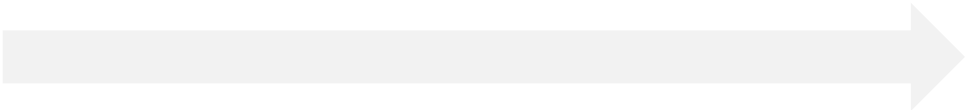
# Customer Experience | Informed Offers<sup>®</sup> Feature



The first Informed Offers pilot was launched in August 2019 to 21,000 Informed Delivery users in Northern Virginia.

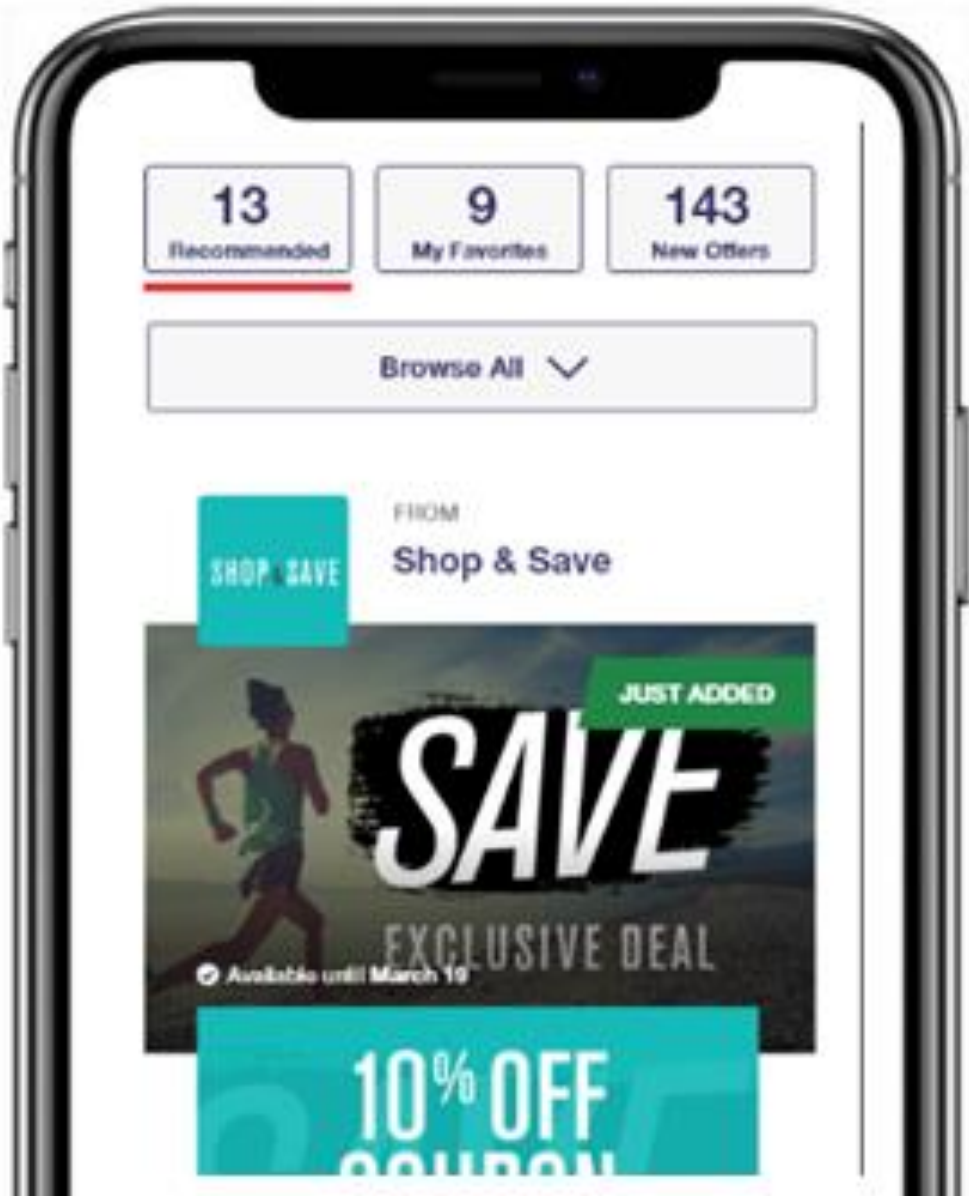
## Consumer Value

- **Access to Mail Offers** in circulation
- Platform to **express** their mail preferences



## Business Mailer Value

- **Access** to all 17M Informed Delivery users
- Better **customer targeting** for **direct mail**



## Summary Metrics

Consumer	3,896	Unique visitors who were interested in IO (18% of pilot participants) <sup>1</sup>
	13%	of visitors returned at least once <sup>2</sup>
	2%	of pilot participants submitted preferences
Mailer	119	Offers provided by mailers
	50,534	Impressions <sup>3</sup>
	0.8%	Average offer click-through rate

<sup>1</sup>Percent of pilot population who clicked on the IO virtual campaign at least once  
<sup>2</sup>Based on data for Flow A users  
<sup>3</sup>Individual offer loads on the IO site

# Customer Experience | Informed Address<sup>®</sup> Pilot

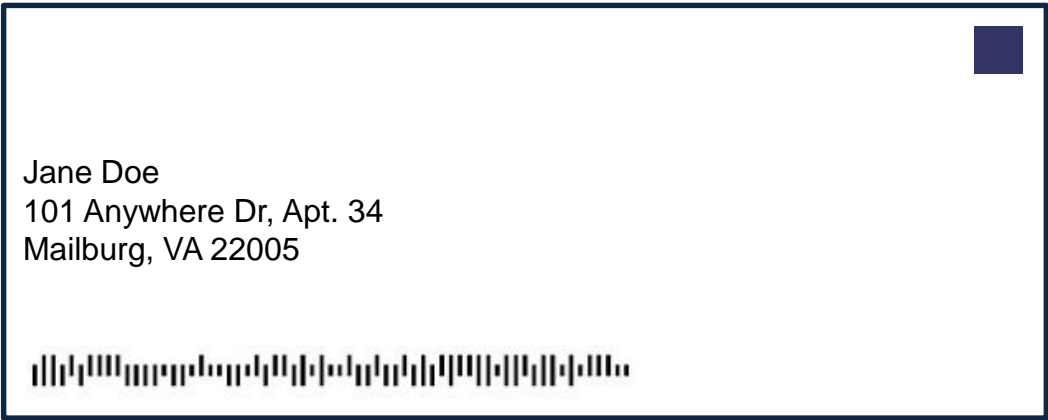


Informed Address technology will provide the groundwork for many new USPS developments in 2020.

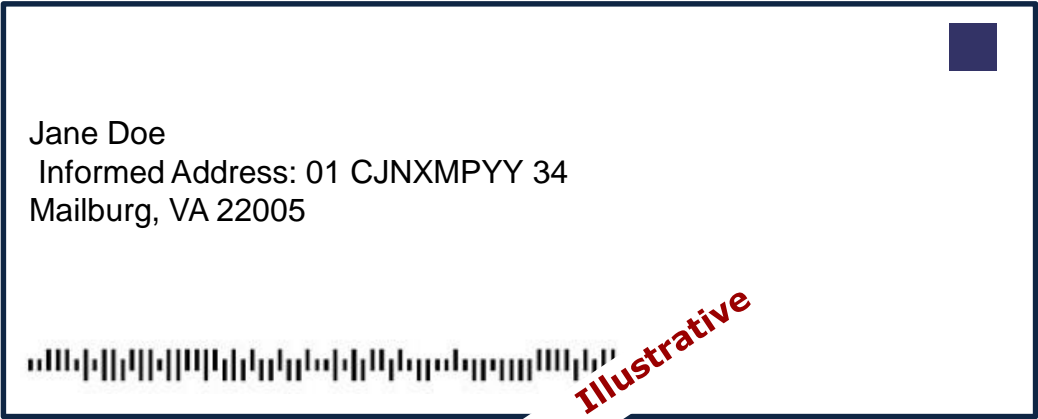
Informed Address **replaces a consumer’s physical address with an alphanumeric code.**

With this technology, **mailers can reach prospective customers** without the need for physical address information.

## Current State



## Future State







# Data Driven Decisions

# Data Driven | Email Open Rate

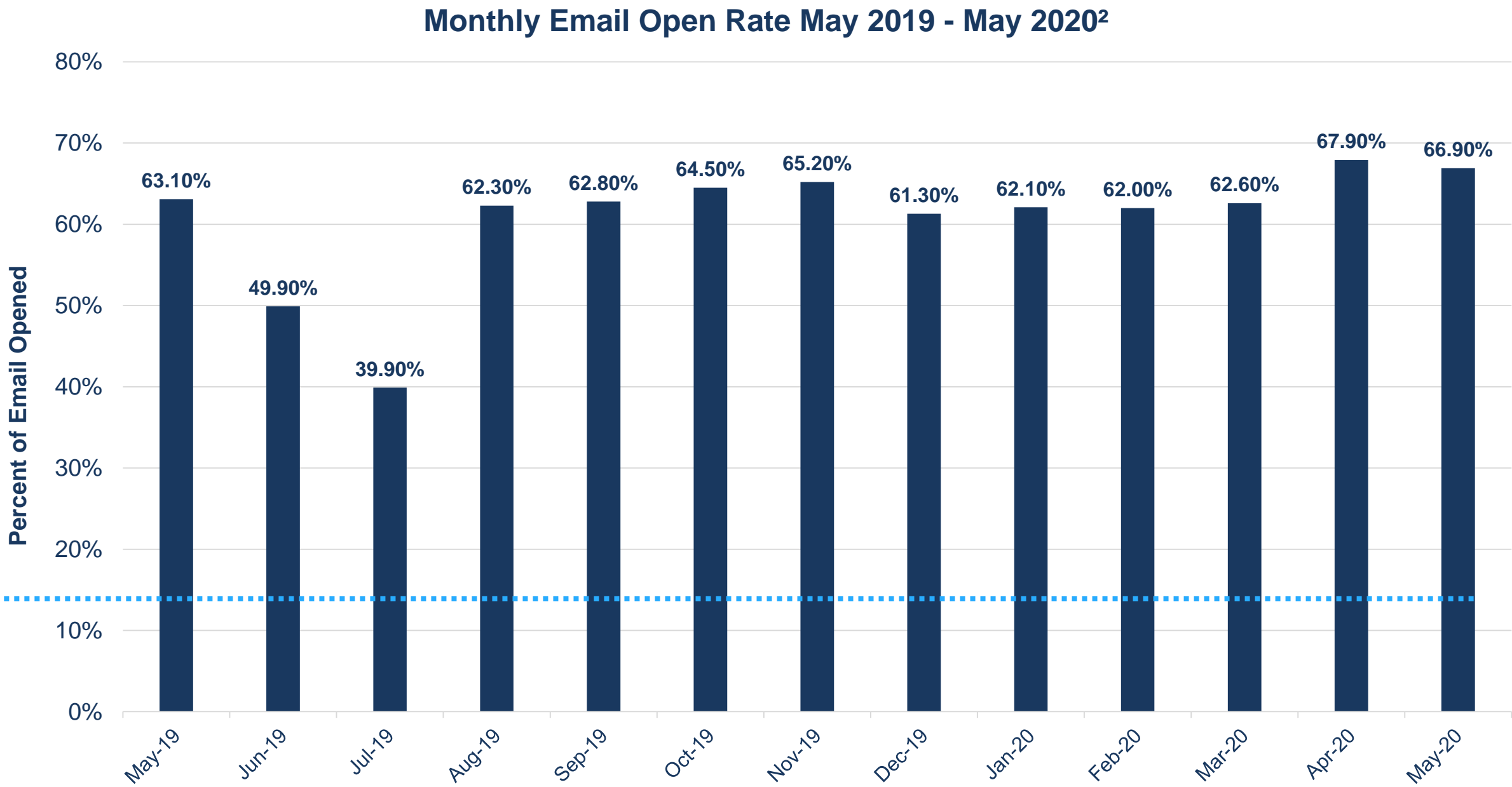


The Informed Delivery<sup>®</sup> feature averaged an email open rate above 62% between May 2019-May 2020.

4X

Higher Email Open Rate<sup>1</sup>

Overall industry average 13.94%<sup>1</sup>



<sup>1</sup>Chaffey. Dave. "How do you compare? 2020 email marketing statistics compilation" 7 April 2020  
<sup>2</sup>Data as of May 21,2020

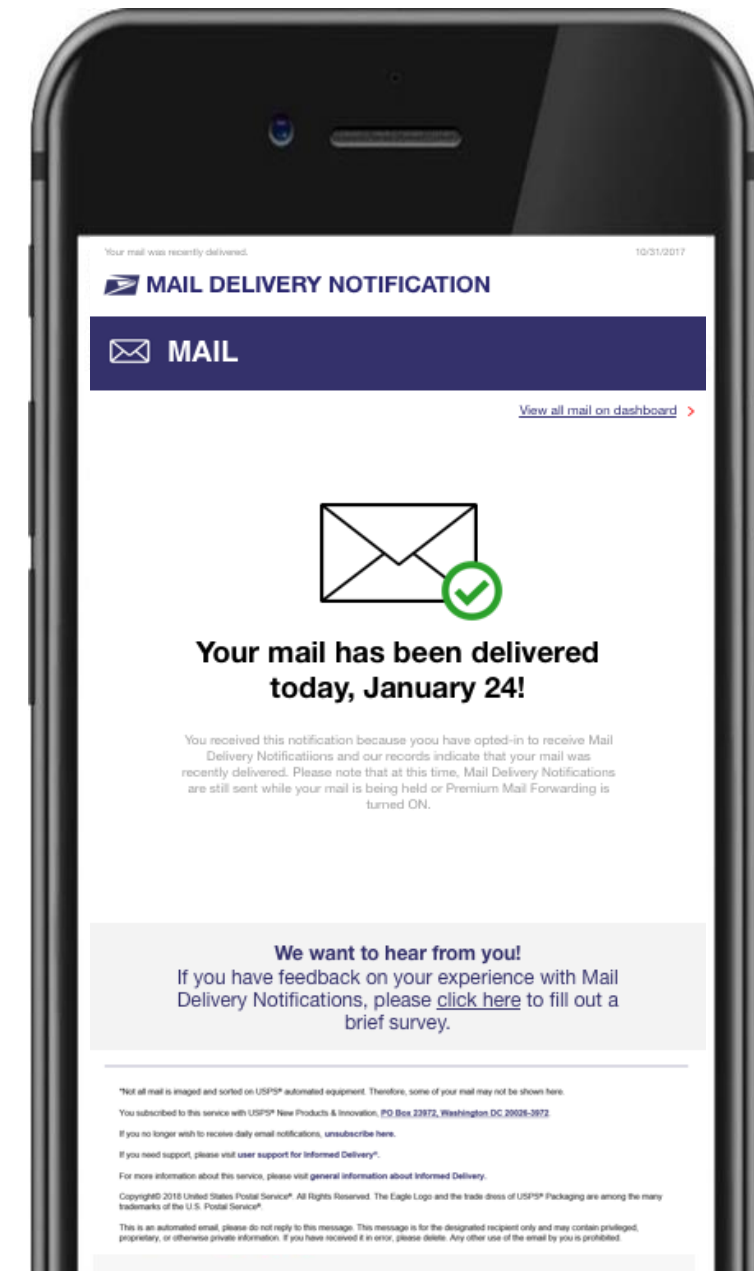




# Data Driven | Mail Delivery Notification

The Mail Delivery Notification pilot was launched in 15 ZIP Codes across in April 2020 after being the most requested enhancement from the Informed Delivery<sup>®</sup> Survey for two years.

- The pilot targeted existing Informed Delivery users who opted in to receive an email to notify them when letter and/or flat-sized mail had been delivered to the mailbox at their home address or personal-use PO Box<sup>™</sup>
- **1,302** users opted in to the feature
  - **1,166** users opted in via their invitation email
  - **136** users opted in without being prompted by an invitation email
- Pilot results are currently being analyzed with the goal of relaunching the feature in late-2020.



Data as of April 16, 2020



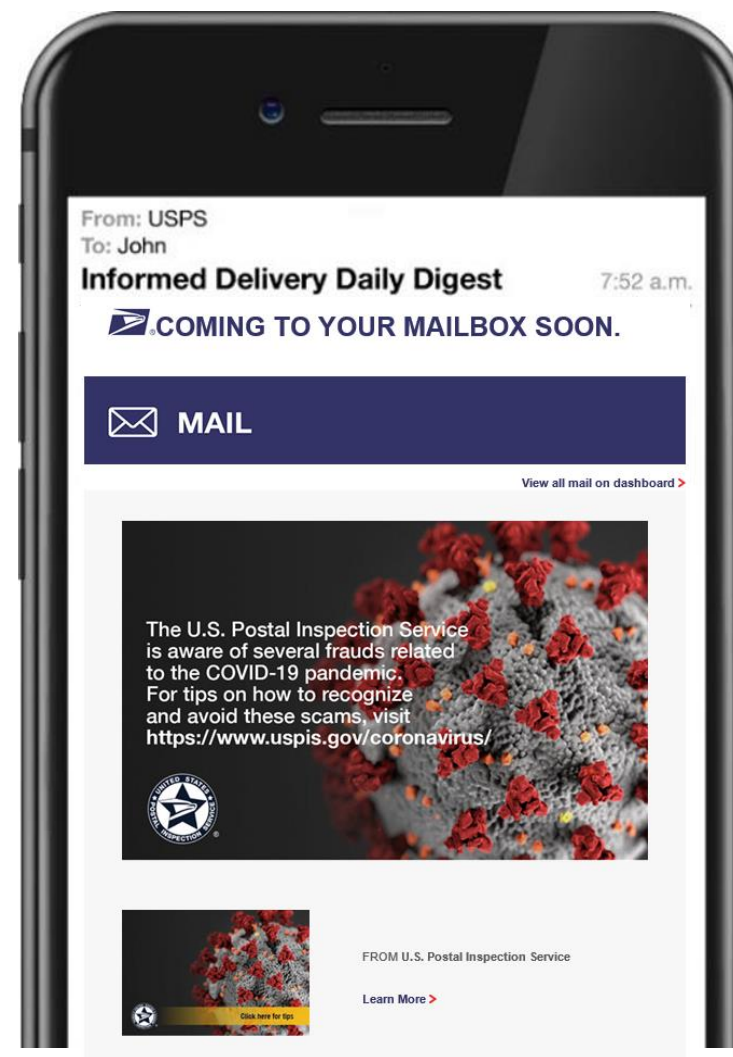
# Data Driven | Digital Mail COVID-19 Response



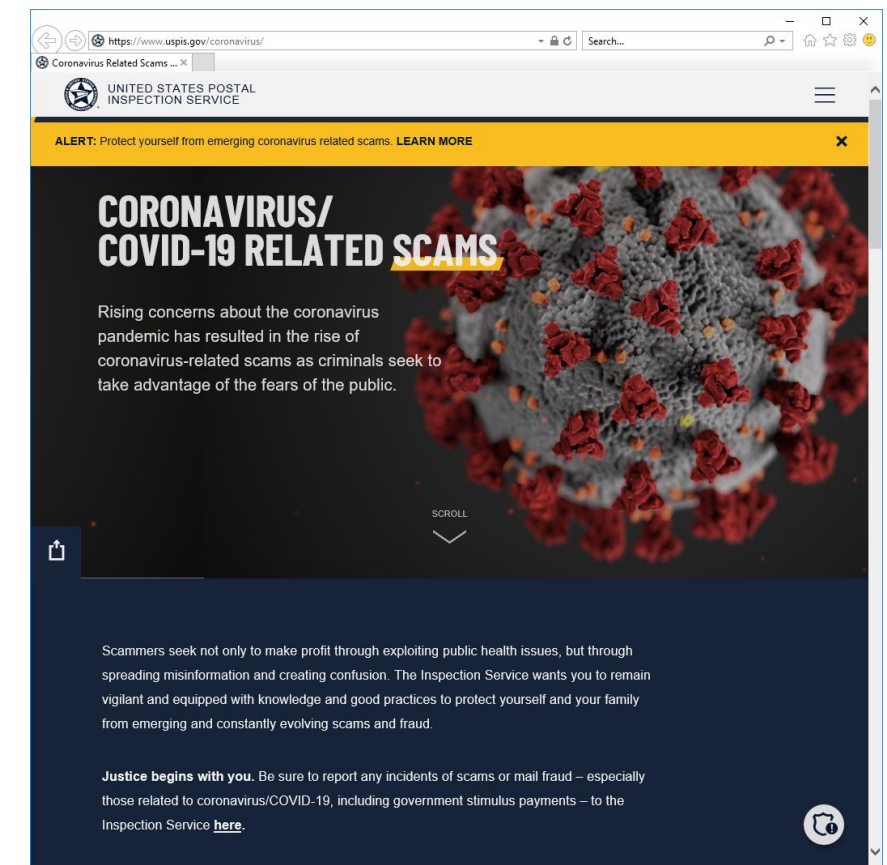
The COVID-19 pandemic resulted in new adaptations to business, providing USPS and the Informed Delivery® feature, the opportunity to support users during this challenge time.

- USPS has developed multiple Digital Mail campaigns, which are interactive campaigns with no associated physical mail.
- United States Postal Inspection Service (USPIS) created a Digital Mail campaign to notify users regarding frauds related to the COVID-19 pandemic.
- To support this campaign, users were directed to the USPIS targeted website to learn more about COVID-19 related scams.

## Informed Delivery Campaign



## USPIS Targeted Website







# Market Sensing





# Customer Testimonials

Informed Delivery® users stated, in the January 2020 User Survey, that the feature provides them with benefits like convenience, visibility, and access while away.

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

“It **helps me to plan my day** when I know what's arriving.”

“I have a child in the military, informed delivery **shows me when he has written!**”

“It's fun to forward the ID **mail** to someone who's written me, to say “**cant wait to get home to your mail.**”

“I own two properties and **I like to see what is arriving** in the mail.”

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

“I work long hours and **want to know what mail to expect**/whether I need to make a midday trip home to collect urgent mail or packages.”

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

“**Security in knowing** what's coming.”

Direct quotes from January 2020 Informed Delivery User Survey





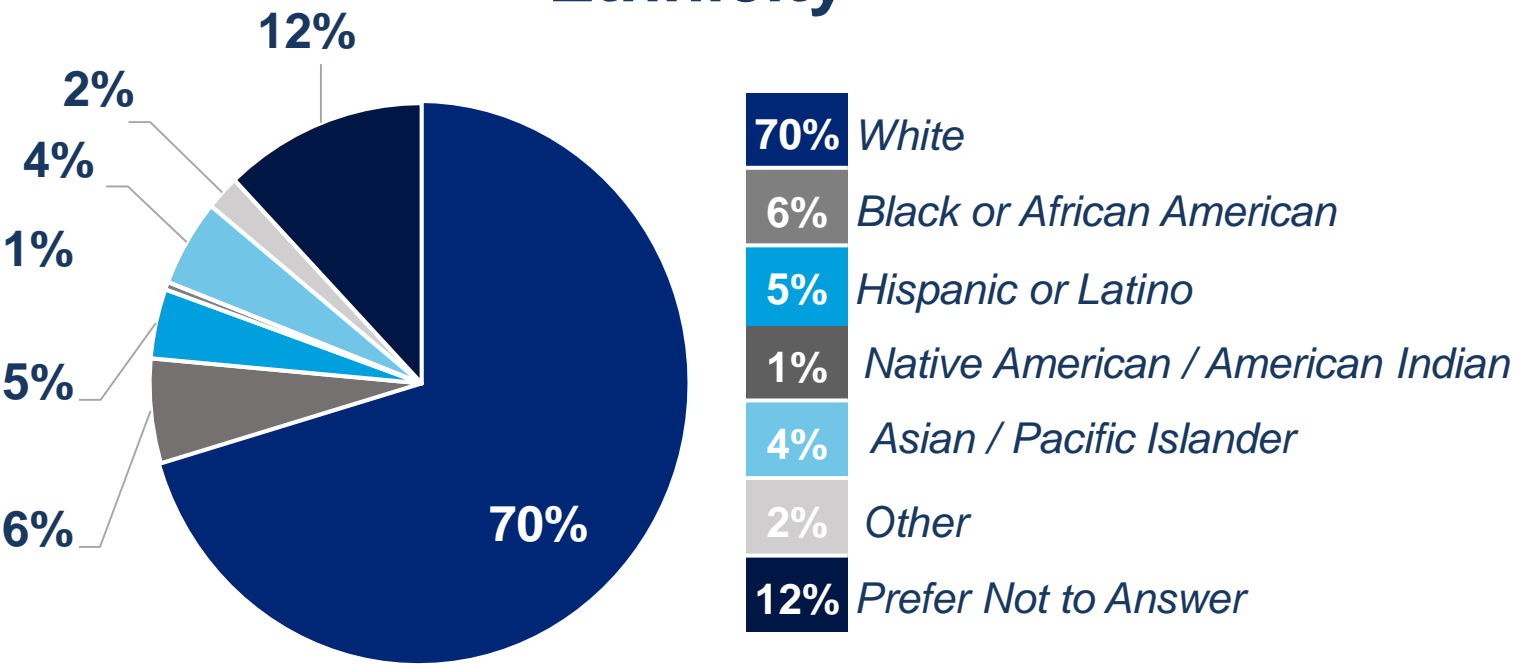
# Self-Reported Demographics

Responses from the Informed Delivery® user survey highlight the variety of backgrounds.

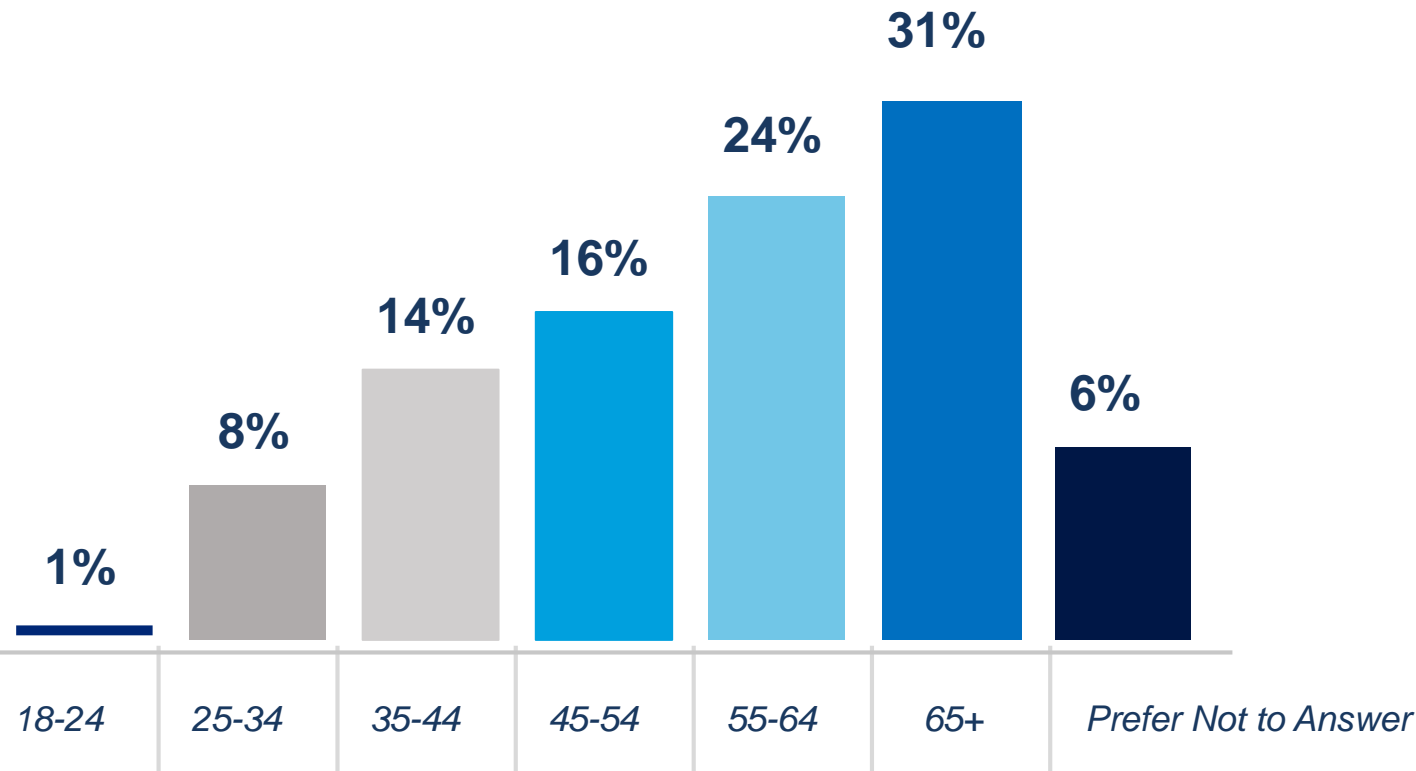
## Gender



## Ethnicity



## Age



Data from January 2020 Informed Delivery User Survey



# System Updates

There have been various system updates to Informed Delivery® that have provided enhancements, a new feature, and security improvements.



## Enhancements

- **Batch Reporting:** Reports in the Mailer Campaign Portal run daily overnight rather than on-demand by mailer request
- **Pagination:** Mailers can now display 30 reports on each page versus only 5
- **Post-Campaign Detail Reports:** Search capabilities are now available to mailers
- **Increase character limit to 40:** Available for the Campaign Code, Campaign Title, Campaign Display Name



## New Features

- **USPS Electrotonic Signature Online™ (eSOL):** Allows customers to electronically sign for their Priority Mail Express™ and Signature Confirmation, thus authorizing carriers/clerks to deliver their items without capturing a physical signature



## Security

- **“Block List”:** Helps to prevent mailers from creating campaigns who pose a security risk

# Moving Forward





# May 2020-May 2021 | Strategic Roadmap

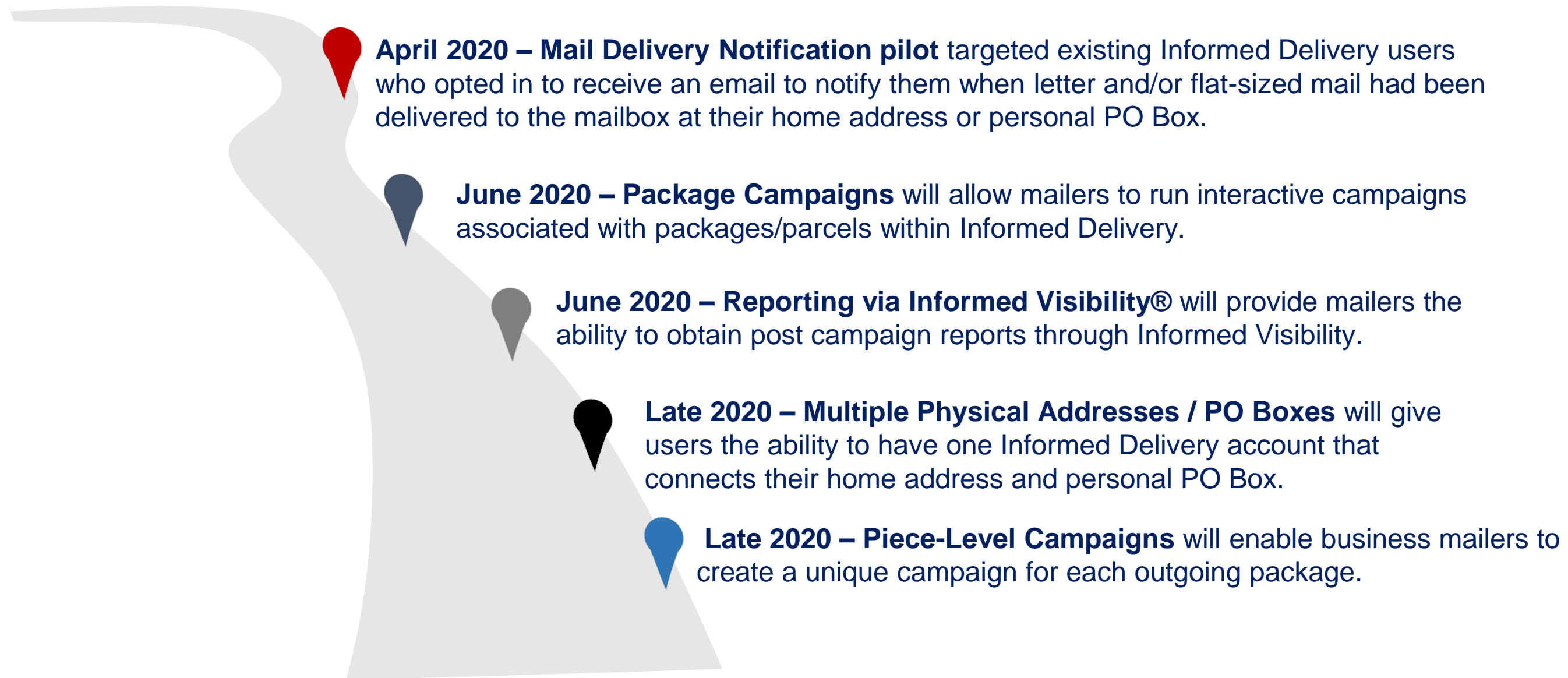
USPS and the Informed Delivery® program will continue to invest in innovative technologies and features to promote user growth, optimize the user experience, and evolve the product.

## 2020-2021 Informed Delivery Roadmap



# May 2020-May 2021 | Feature Goals

The Informed Delivery<sup>®</sup> feature will continue to evolve to meet the everchanging demands of the market and consumer behaviors.







Thank You!





# Informed Delivery<sup>®</sup> Team



# Additional Support

For any questions or concerns, please contact the Informed Delivery® team.



**Bob Dixon**

Director, Product Technology Innovation

Email: [Robert.E.Dixon3@usps.gov](mailto:Robert.E.Dixon3@usps.gov)



**Fernando Mello**

Product Manager, Informed Delivery

Email: [Fernando.Mello@usps.gov](mailto:Fernando.Mello@usps.gov)



# Appendix





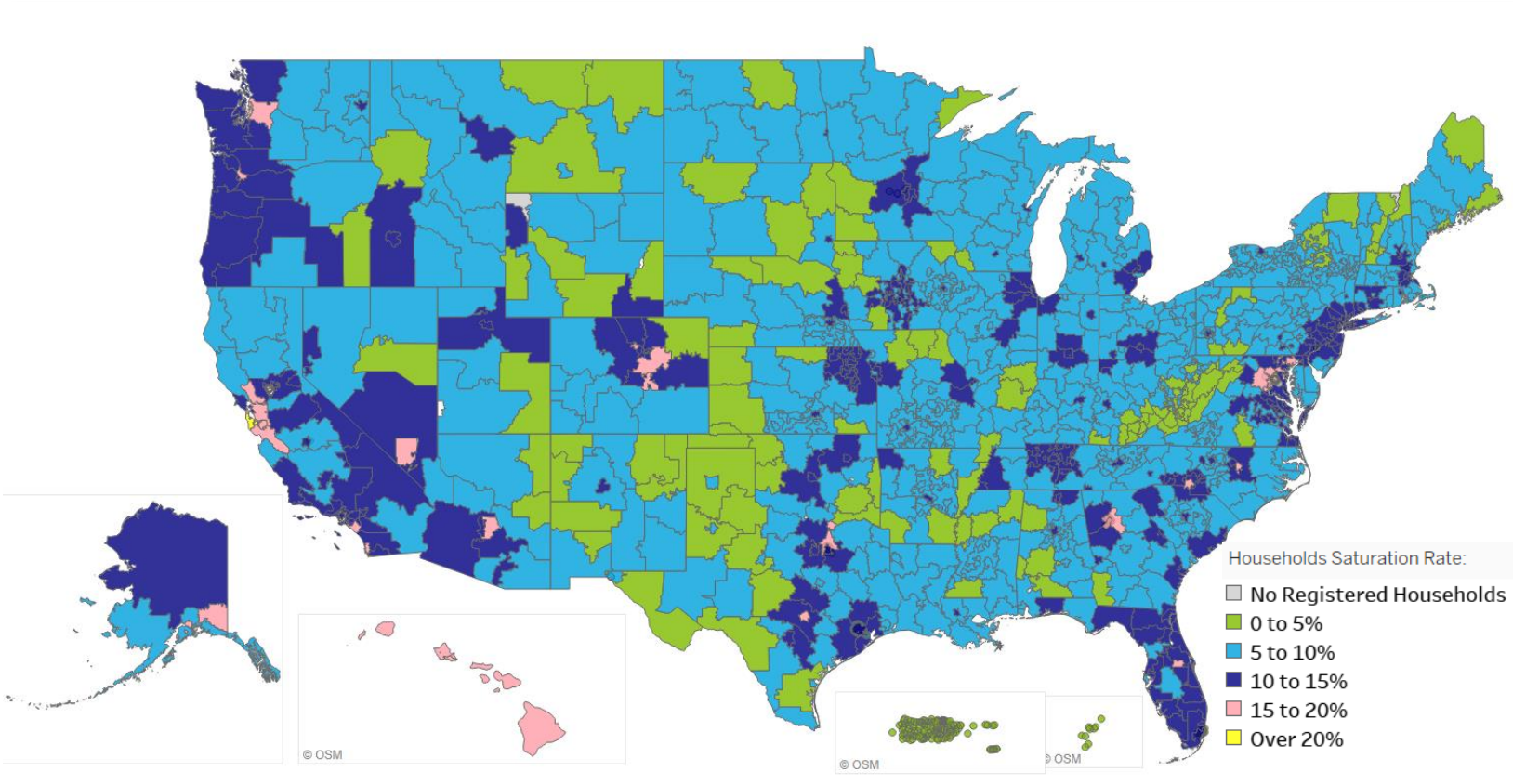
# User Growth | Saturation



The Informed Delivery<sup>®</sup> feature continues to become an integral aspect of users' daily digital routine.

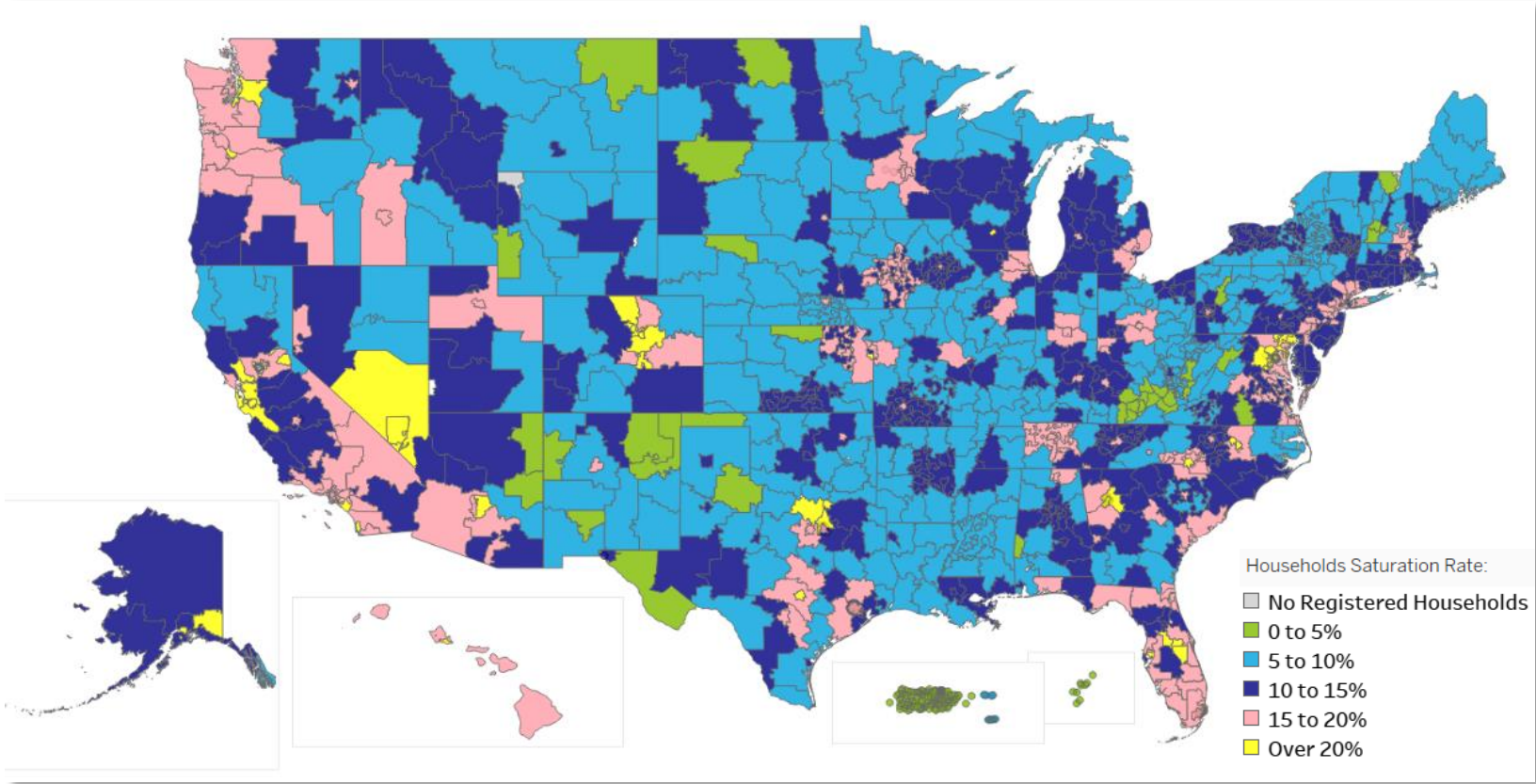
May 2019

10.8% National Saturation of Eligible Households<sup>1</sup>



May 2020

15.6% National Saturation of Eligible Households<sup>2</sup>

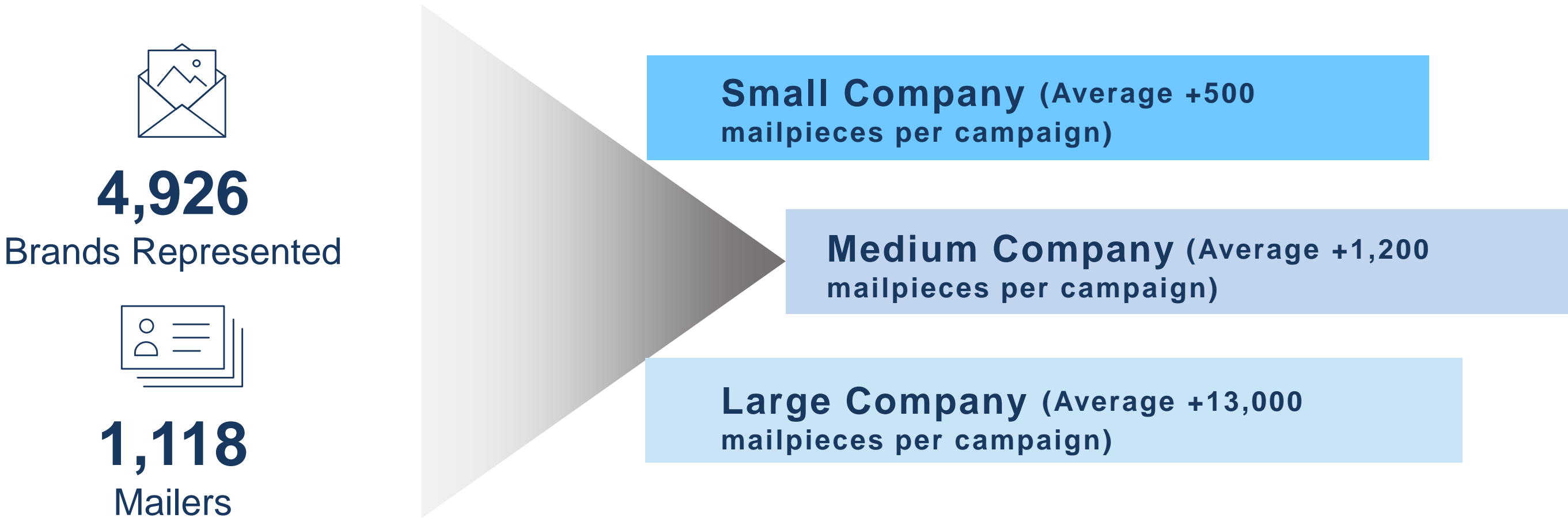


<sup>1</sup>Data as of May 27, 2019  
<sup>2</sup>Data as of May 19, 2020



# Mailer and Brand Growth | Company Size

Across industries and business size, Informed Delivery<sup>®</sup> has provided each group the opportunity to generate multiple impressions all from a single mailpiece.



Data as of May 21, 2020



# Mailer and Brand Growth | Company Size

Informed Delivery® has provided an avenue for companies of all sizes to leverage Informed Delivery interactive campaigns to utilize a multi-channel approach.

Company Size	Number of Mailpieces Sent	Number of Emails	Number of Email Opens	Number of Clicks	Email Open Rate	Click to Open Rate
Small	4,863,890	2,891,029	1,686,520	21,540	58.3%	1.3%
Medium	55,904,935	42,022,535	24,256,489	271,351	57.7%	1.1%
Large	878,570,165	73,262,6759	422,337,575	5,064,542	57.6%	1.2%

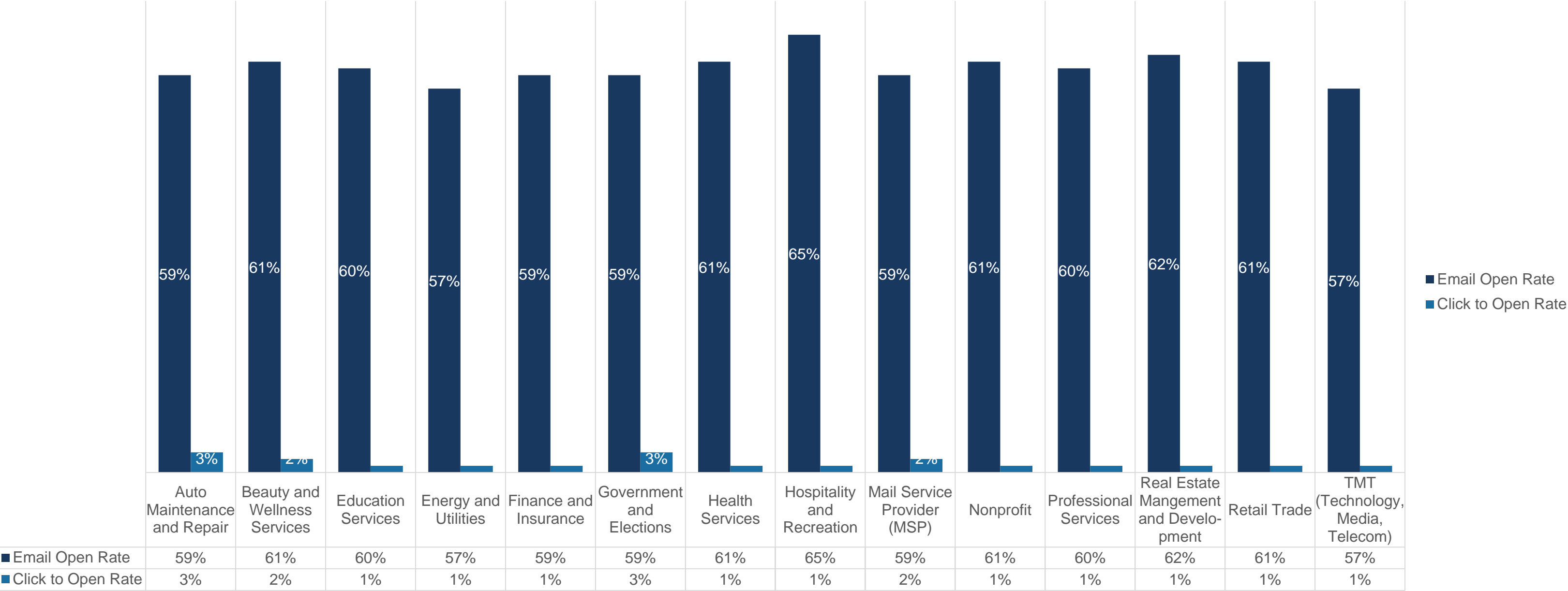
Data as of May 21,2020





# Mailer and Brand Growth | Industry Breakdown

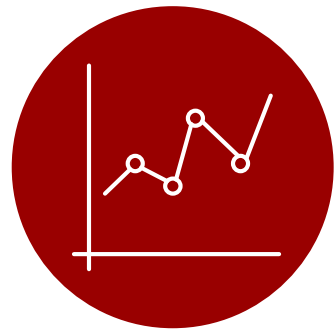
A variety of industries have developed effective Informed Delivery<sup>®</sup> interactive campaigns.



Data as of May 21,2020

# Informed Delivery<sup>®</sup> Cross-Sell

Building on the successes from this year, USPS will be enhancing existing cross-sell channels and expanding to new channels.



## Improve Existing Cross-Sell Channels

USPS will improve its existing user acquisition channels using analytical insights to enhance the customer enrollment experience.



## Implement Additional Cross-Sell Channels

USPS will continue to increase the demand and value of the Informed Delivery feature by integrating customer enrollments within USPS products and services.