Informed Delivery®

Year in Review
May 2019 – May 2020
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</tbody>
</table>
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 campaigns¹ 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

¹Data as of May 31, 2020
The Informed Delivery® 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® 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® 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%¹
- **1,451 Mailers/MSPs**
  - +91%¹

**Customer Experience**
- **93% User Satisfaction²**
- **94% Would Recommend²**

**Data Driven Decisions**
- **65% Email Open Rate³**
- **4X Higher Email Open Rate Compared to the Industry⁴**

**Market Sensing**
- **5+ Sensing Tools Used**
- **25+ Priorities and Decisions Informed**

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¹Data as of May 20, 2020
²Data from January 2020 Informed Delivery User Survey
³Data as of May 21, 2020
⁴Chaffey, 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.

Informed Delivery User Growth

Data as of May 30, 2020
User Growth | Notification Views

Throughout the year users have benefited from viewing their Informed Delivery® 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.

¹Data from Informed Delivery Monthly Snapshot May 2019 - April 2020
# User Growth | Cross-Sell Deep Dive

Informed Delivery® 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.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers are prompted to sign up for Informed Delivery when placing a hold mail request online.</td>
<td>Customers are prompted to sign up for Informed Delivery when tracking packages on USPS.com.</td>
<td>Customers are prompted to sign up for Informed Delivery when scheduling a package redelivery.</td>
<td>Customers are prompted to sign up for Informed Delivery when purchasing postage online.</td>
<td>Customers are prompted to sign up for Informed Delivery when changing their address online.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Acquired Users¹</th>
<th>Acquired Users¹</th>
<th>Acquired Users¹</th>
<th>Acquired Users¹</th>
<th>Acquired Users²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 614,000</td>
<td>Over 140,000</td>
<td>Over 2,000</td>
<td>Over 99,000</td>
<td>Over 8 million</td>
</tr>
</tbody>
</table>

¹Data as of May 20, 2020
²Data from Informed Delivery Monthly Snapshot May 2019-April 2020
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.

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

- May 2018-May 2019: 9,609
- May 2019-May 2020: 41,731

Totals for Informed Delivery Interactive Campaigns
May 2019-May 2020

- 942,558,092 Campaign Mailpieces
- 778,942,123 Emails Sent with Campaign
- 5,371,565 Campaign Clicks
- 449,104,576 Emails Opened

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

Data as of May 21, 2020

- 4,030 Campaigns on Flats
- 14,653 Campaigns on Letters
Mailer Growth | Impressions

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

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® 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® feature continue to be 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

Data from January 2020 Informed Delivery User Survey
Customer Experience: Mailers
Customer Experience | 2019 Promotion

The Informed Delivery® 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.

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

Supporting Resources

- Connect with the USPS Informed Delivery PostalOne! eDoc Support Team (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
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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3,896 Unique visitors who were interested in IO (18% of pilot participants)¹</td>
</tr>
<tr>
<td></td>
<td>13% of visitors returned at least once²</td>
</tr>
<tr>
<td>Mailer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>119 Offers provided by mailers</td>
</tr>
<tr>
<td></td>
<td>50,534 Impressions³</td>
</tr>
<tr>
<td></td>
<td>0.8% Average offer click-through rate</td>
</tr>
</tbody>
</table>

¹Percent of pilot population who clicked on the IO virtual campaign at least once
²Based on data for Flow A users
³Individual offer loads on the IO site
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.
Data Driven Decisions
The Informed Delivery® feature averaged an email open rate above 62% between May 2019-May 2020.

Overall industry average 13.94%¹

4X Higher Email Open Rate¹

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

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

“IT helps me to plan my day when I know what’s arriving.”

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

“It’s fun to forward the ID mail to someone who’s written me, to say "can’t wait to get home to your mail."”

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

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

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

“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:**
  - 41% Male
  - 55% Female

- **Age Distribution:**
  - 18-24: 1%
  - 25-34: 8%
  - 35-44: 14%
  - 45-54: 16%
  - 55-64: 24%
  - 65+: 31%
  - Prefer Not to Answer: 6%

- **Ethnicity Distribution:**
  - 70% White
  - 6% Black or African American
  - 5% Hispanic or Latino
  - 4% Native American / American Indian
  - 6% Asian / Pacific Islander
  - 2% Other
  - 12% Prefer Not to Answer

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
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

**Re-platforming:** Improve supporting technologies (infrastructure and architecture) to optimize performance.

**Reporting Enhancements:** Update reporting capabilities for Business Mailers to improve interactive campaign analysis.

**Social Media Channels:** Explore channels for content distribution and engagement.

**User Acquisition:** Enhance and explore viable user acquisition channels.

**Enterprise Integration:** Integrate Informed Delivery with other relevant USPS services – Informed Address, Address Verification, and Informed Offers.

**Feature Enhancements:** Innovate and evolve Informed Delivery through new updates that will enhance the user experience.
May 2020-May 2021 | Feature Goals

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

April 2020 – Mail Delivery Notification 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 PO Box.

June 2020 – Package Campaigns will allow mailers to run interactive campaigns associated with packages/parcels within Informed Delivery.

June 2020 – Reporting via Informed Visibility® will provide mailers the ability to obtain post campaign reports through Informed Visibility.

Late 2020 – Multiple Physical Addresses / PO Boxes will give users the ability to have one Informed Delivery account that connects their home address and personal PO Box.

Late 2020 – Piece-Level Campaigns will enable business mailers to create a unique campaign for each outgoing package.
Thank You!
Informed Delivery® 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

Fernando Mello
Product Manager, Informed Delivery
Email: Fernando.Mello@usps.gov
User Growth | Saturation

The Informed Delivery® feature continues to become an integral aspect of users’ daily digital routine.

May 2019
10.8% National Saturation of Eligible Households¹

May 2020
15.6% National Saturation of Eligible Households²

¹Data as of May 27, 2019
²Data as of May 19, 2020
Mailer and Brand Growth | Company Size

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

Small Company (Average +500 mailpieces per campaign)

Medium Company (Average +1,200 mailpieces per campaign)

Large Company (Average +13,000 mailpieces per campaign)

4,926 Brands Represented

1,118 Mailers

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.

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

Data as of May 21, 2020
A variety of industries have developed effective Informed Delivery® interactive campaigns.

### Email Open Rate

<table>
<thead>
<tr>
<th>Industry</th>
<th>Email Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto Maintenance and Repair</td>
<td>59%</td>
</tr>
<tr>
<td>Beauty and Wellness Services</td>
<td>61%</td>
</tr>
<tr>
<td>Education Services</td>
<td>60%</td>
</tr>
<tr>
<td>Energy and Utilities</td>
<td>57%</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>59%</td>
</tr>
<tr>
<td>Government and Elections</td>
<td>59%</td>
</tr>
<tr>
<td>Health Services</td>
<td>61%</td>
</tr>
<tr>
<td>Hospitality and Recreation</td>
<td>65%</td>
</tr>
<tr>
<td>Mail Service Provider (MSP)</td>
<td>59%</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>61%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>60%</td>
</tr>
<tr>
<td>Real Estate Management and Developement</td>
<td>62%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>61%</td>
</tr>
<tr>
<td>TMT (Technology, Media, Telecom)</td>
<td>57%</td>
</tr>
</tbody>
</table>

### Click to Open Rate

<table>
<thead>
<tr>
<th>Industry</th>
<th>Click to Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto Maintenance and Repair</td>
<td>3%</td>
</tr>
<tr>
<td>Beauty and Wellness Services</td>
<td>2%</td>
</tr>
<tr>
<td>Education Services</td>
<td>1%</td>
</tr>
<tr>
<td>Energy and Utilities</td>
<td>1%</td>
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<td>Finance and Insurance</td>
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<td>Government and Elections</td>
<td>3%</td>
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<td>Health Services</td>
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<td>1%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>1%</td>
</tr>
<tr>
<td>TMT (Technology, Media, Telecom)</td>
<td>1%</td>
</tr>
</tbody>
</table>

Data as of May 21, 2020
Informed Delivery® 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.