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Reach Millions of Users

Reach Engaged Users

Interact with Customers Digitally

Gain More Returns on Campaigns
EXECUTIVE SUMMARY

The Informed Delivery® feature continues to deliver on its value proposition to customers by providing the opportunity to reach more consumers, increase interaction with engaged users, encourage faster responses to campaigns, reach customers digitally from their physical address, and gain more returns on campaigns.

The Informed Delivery feature stands at about 45.7M users and a 37% year over year (YoY) growth.

User satisfaction is stronger than the e-commerce and retail industries with the Informed Delivery feature’s NPS score at +63.

Average email open rate has consistently outpaced the industry average at above 63%, with users eager to check their Daily Digest in the mornings.

Brands have seen strong returns on campaigns with the Informed Delivery feature and impressions totaling over 33B.

The Informed Delivery feature continues to be a powerful tool that maximizes returns across the gamut of business spend.

Internal data as of January 31, 2022
SUMMARY OF KEY METRICS
The numbers below summarize key metrics that make Informed Delivery a powerful digital marketing tool.

- 45.9 Million Users
- 2.5 Billion Impressions
- 25.8% National Saturation
- 67.4% Email Open Rates
- 5,071 Campaigns Completed
- 1:16 Avg. Time Spent on Dashboard

Internal data as of January 31, 2022
**INCREASING USER GROWTH**

The Informed Delivery® user base continues to accelerate with a 37% YoY increase, offering brands the opportunity to reach even more consumers.

- **45,767,223 Users**
- **34,022,686 Households**
- **38,040,759 Email-Enabled Users**

Internal data as of January 31, 2022
WIDESPREAD ENROLLMENT SATURATION

The Informed Delivery® enrollment saturation has increased by about 6% over the past year, with more regions of the United States having over 25% in household saturation.

January 2021
20.1% National Saturation of Eligible Households¹

January 2022
25.7% National Saturation of Eligible Households²

Household Saturation Rate:
- No Registered HH
- 0 to 5%
- 5 to 10%
- 10 to 15%
- 15 to 20%
- 20 to 25%
- Over 25%

¹Internal data as of January 31, 2021
²Internal data as of January 31, 2022
HIGH REACH AND ENGAGEMENT

Users are highly engaged through notifications via their Daily Digest email, dashboard, or mobile app. This offers enhancement to brands' e-commerce strategy by providing another impression without additional spend.

28,079,083,223
Total Physical Mailpieces in Informed Delivery feature accounts

8,623,504,042
Total Daily Digest Emails Sent

5,477,247,578
Total Daily Digest Emails Opened

Informed Delivery Feature Totals
January 2021 – January 2022

Internal data as of January 31, 2022
CONSISTENT USER SATISFACTION

With consistently high user satisfaction, Informed Delivery® users are likely to continue engaging with the feature and recommending it to friends, family, or colleagues.

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

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

Internal data as of January 31, 2022
Users are highly likely to recommend Informed Delivery® to others, leading to more awareness and a potential increase in the user base.

+63

USPS Informed Delivery Feature

NPS Score¹

+45

eCommerce²

+44

Retail²

¹Data from July 2021 User Survey
²https://www.retently.com/blog/good-net-promoter-score/

The Net Promoter Score (NPS) is an industry metric measured by asking users how likely they are to recommend a product, service or company to a friend or colleague.
TARGETED MORNING ENGAGEMENT

Mornings matter where engagement is involved. The strategic timing of Informed Delivery® Daily Digest means that your brand engages with consumers on their time.

More users open Daily Digest emails in the morning (9 AM) than any other hour, making it one of the better times for brands to engage users.

1Internal data as of January 31, 2022
2https://blog.hubspot.com/marketing/best-time-to-send-email
Reach engaged users

Time spent on Dashboard

Users spend approximately 22 more seconds on the Informed Delivery dashboard than in average sessions for 10+ industries.

1:16 mins
Informed Delivery Feature Dashboard¹

0:54 secs
Average Across 10+ Industries²

Informed Delivery® increases visibility and engagement opportunities for your business.

¹ Informed Delivery Feature Google Analytics Data Oct 1, 2021 – Jan 31, 2022
²2021 Digital Experience Benchmark: Global CX Performance Across 10+ Industries
SIGNIFICANT EMAIL IMPRESSIONS

The average email open rate of 63% from both mail and packages has resulted in 33 billion total single mailpiece and package impressions by consumers in the past year.

Mail Impressions Delivered: Jan 2021 – Jan 2022

Package Impressions Delivered: Jan 2021 – Jan 2022

Internal data as of January 31, 2022
REACH ENGAGED USERS

HIGH EMAIL OPEN RATES

Informed Delivery® users are heavily engaged with their Daily Digest, demonstrated by an average email open rate above 63% YoY. These impressions transform your user’s inbox into a high-performing consumer touchpoint.

2.5X Higher Email Open Rate¹

Overall industry average 26.7%¹

Monthly Email Open Rate January 2021 – January 2022²

Percent of Emails Opened

65.3% 65.7% 65.8% 64.9% 63.8% 63.7% 63.8% 62.9% 61.9% 66.3% 52.6%* 61.1% 67.4%

¹Campaign Monitor, Global Email Benchmarks Data (2021)
²Internal Data as of January 31, 2022
* The email open rate for November 2021 was impacted by Verizon firewall issues on Gmail accounts

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INTERACTIVE CAMPAIGN IMPRESSIONS

Through the integration of hardcopy mail and digital marketing, Informed Delivery® continues to provide increased impressions for mailers.

Totals for Informed Delivery Interactive Campaigns
January 2021 – January 2022

- 2,072,937,925 Individual Campaign Mailpieces
- 1,062,445,309 Emails Opened
- 1,846,775,805 Emails Sent with Campaigns
- 13,013,167 Campaign Clicks

Internal data as of January 31, 2022
OPPORTUNITY FOR INTERACTIVE CAMPAIGNS

The Informed Delivery® feature has offered mailers the opportunity to create over 62,000 interactive campaigns to connect with consumers beyond mail.

27,143 Basic Campaigns

0.4% Click Through Rate

35,386 Dual Campaigns

0.9% Click Through Rate

Internal data as of January 31, 2022
The Informed Delivery® feature’s high open rate and user base have led to significant click-through rates on campaigns created by brands across industries.

**TOP PERFORMING INDUSTRY CATEGORIES BASED ON TOP 100 CAMPAIGNS** (Click-through rate)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Number of Top Performing Campaigns</th>
<th>Average Pieces</th>
<th>Average Click-Through Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gaming</td>
<td>35</td>
<td>1,294</td>
<td>3.78%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>26</td>
<td>23,131</td>
<td>3.44%</td>
</tr>
<tr>
<td>Health Services</td>
<td>3</td>
<td>11,582</td>
<td>10.83%</td>
</tr>
<tr>
<td>Marketing</td>
<td>3</td>
<td>14,925</td>
<td>3.04%</td>
</tr>
<tr>
<td>Other*</td>
<td>5</td>
<td>2,286</td>
<td>3.02%</td>
</tr>
</tbody>
</table>

Internal data as of January 31, 2022
Manually reviewed records for Top Performing Campaigns brands to categorize vertical industries and calculate average pieces and click-through rates for each industry group. Table does not include campaigns with fewer than 500 pieces, PSG campaigns, and Government Campaigns
*Includes auto, higher education, retail and utility industries
TRANSLATING METRICS TO DIGITAL MARKETING

Direct mail gives digital marketing another opportunity to retarget and retain customers. The combination of direct mail and digital marketing makes Informed Delivery an easy business decision to highlight your brand in a stream of oversaturated marketing channels.

Why use Informed Delivery?

- User base of 45.9 million
- Generate high-value impressions
- Drive customer response
- Utilize data for insight-driven decisions

Leverage the power of a new digital channel in your direct mail marketing campaigns with Informed Delivery for Business Mailers. Learn more and sign up here.
CALCULATE YOUR POTENTIAL RETURN WITH THE INFORMED DELIVERY® FEATURE RETURN ON INVESTMENT CALCULATOR HERE:
https://www.uspsdelivers.com/informeddelivery-calculator/

Discover how much more reach, attention, response and conversions your direct mail campaign can garner by using the Informed Delivery feature.