Informed Delivery® Year in Review

MARCH 2020 – MARCH 2021
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A Message from the Team

The Informed Delivery® Year in Review looks at engagement metrics year over year with the United States Postal Service® (USPS®) Informed Delivery program. This publication is renewed quarterly.

This report provides insight into the behaviors of consumers, mailers, and shippers.

Over the past year, the Informed Delivery program has undergone immense growth. To date, Informed Delivery has acquired over 37 million users. Over 90,000 interactive campaigns have been completed by mailers. Informed Delivery has focused on driving additional value into mail and packages through user growth and positive customer experience.

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

- USPS Informed Delivery Program Office
The Informed Delivery® feature continues to enhance the utility of mail as an advertising medium in the digital age with more than 37 million users.\(^1\)

\(^1\)Internal data as of March 31, 2021
Informed Delivery® Program Drivers

The Informed Delivery program office focuses on maximizing value through reach, engagement, and data-driven decision making.

**Reach**
The Informed Delivery feature’s reach across users, mailers, and the USPS network directly reflects the value and success of the feature.

**Engagement**
Engaging with users and mailers to understand feedback and sentiment is essential to improving the Informed Delivery feature experience.

**Data-Driven Decision Making**
Insights about performance, user behaviors, and market trends enable Informed Delivery feature improvements.
<table>
<thead>
<tr>
<th><strong>Reach</strong></th>
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<tbody>
<tr>
<td>Total users</td>
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<tr>
<td>Saturation</td>
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<tr>
<td>Total mailers</td>
</tr>
<tr>
<td>Mail volume</td>
</tr>
<tr>
<td>Acquisition</td>
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</table>
Mailer Growth

Over the last year, active mailer participation has increased by 47% to a total of 2,004. The number of cumulative completed campaigns increased by 81% to a total of 90,764.

Internal data as of March 31, 2021
User Growth

USPS has invested in multiple user acquisition initiatives to grow the user base and drive engagement that has led to over 37 million users and a 54% YOY growth.

Informed Delivery® User Growth

Internal data as of March 31, 2021
Enrollment Saturation

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

**March 2020**
14.9% National Saturation of Eligible Households¹

**March 2021**
22.1% National Saturation of Eligible Households²

¹Internal data as of March 31, 2020
²Internal data as of March 31, 2021
Notification Views

Users benefit from Informed Delivery® notifications through increased convenience and visibility into incoming mailpieces and packages via their Daily Digest email, dashboard, or mobile app.

Informed Delivery Feature Totals
March 2020 – March 2021

- **Total Mailpieces** in Informed Delivery accounts: **20,853,100,039**
- **Total Daily Digest Emails Sent**: **6,707,140,488**
- **Total Daily Digest Emails Opened**: **4,675,240,122**

Internal data as of March 31, 2021
Acquisition Strategies

Through a variety of strategies, the Informed Delivery® program has successfully acquired over 37 million users to date.

User Growth Strategies

- **Co-Marketing** – Collaborated with mailers to develop promotional inserts to support their mailing.
- **Cross-Sell** – Developed multiple enrollment strategies during consumer touchpoints with usps.com®.
- **Third Party Enrollment** – Partnered with a mailer that delivers to servicemembers, marking the first external Informed Delivery enrollment channel.
- **Refer-a-Friend** – Upcoming strategy that will leverage referrals and the Informed Delivery Daily Digest.
- **Sign up in retail locations** – Upcoming partnership that enables enrollment for customers while they are at a Post Office™ retail location.
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 17,000,000 new consumers by promoting the Informed Delivery feature and enabling users to sign up during online transactions across 5 existing USPS channels.

1. Hold Mail
Customers are prompted to sign up for an Informed Delivery account when placing a hold mail request online.

Over 1,200,000 Acquired Users¹

2. Tracking
Customers are prompted to sign up for an Informed Delivery account when tracking packages on usps.com.

Over 425,000 Acquired Users¹

3. MPA/POBOL
Customers can enroll in Multiple Physical Addresses (MPA) for their primary residence and a P.O Box™ Online (POBOL) on one Informed Delivery account.

Over 98,000 Acquired Users¹,³

4. Click-n-Ship®
Customers are prompted to sign up for an Informed Delivery account when purchasing postage online.

Over 240,000 Acquired Users¹

5. Change of Address
Customers are prompted to sign up for an Informed Delivery account when changing their address online.

Over 15 million Acquired Users²

¹Data as of April 2021
²Data from Informed Delivery Monthly Snapshot September 2019 – March 2021
³The MPA/POBOL feature was launched in November 2020. Data from 11/22/2020 – 4/12/2020.
Engagement

Impressions
Interactive Campaigns
Success Stories
Engagement
User Survey
Total Impressions

The average email open rate of 70% from both mail and packages has resulted in billions of impressions by consumers.

Mail Impressions Delivered: Mar 2020 – Mar 2021

Package Impressions Delivered: Mar 2020 – Mar 2021
Interactive Campaigns

Throughout the year over 43,000 interactive campaigns were completed by mailers who leveraged either basic or dual campaigns to connect with customers.

**17,947**
Basic Campaigns

**25,171**
Dual Campaigns

- **5,792** Campaigns on Flats
- **19,379** Campaigns on Letters

Internal data as of March 31, 2021
Interactive Campaign Impressions

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

**Engagement**

<table>
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<tbody>
<tr>
<td>Completed Interactive Campaigns</td>
<td>41,421</td>
<td>43,118</td>
</tr>
</tbody>
</table>

**Totals for Informed Delivery Interactive Campaigns**

March 2020 – March 2021

- 1,283,166,808 Campaign Mailpieces
- 755,760,700 Emails Opened
- 1,206,832,376 Emails Sent with Campaign
- 10,920,578 Campaign Clicks
Success Story | 2020-2021 IRS Economic Impact Payments

Transparency and Reliability

In 2020 and 2021, the Internal Revenue Service (IRS) conducted USPS Informed Delivery® mail campaigns for the first two Economic Impact Payments (EIP).

For Informed Delivery users receiving stimulus checks from the IRS, the interactive campaign linked to the IRS.gov EIP landing page where taxpayers could review the payment status.

During the pandemic, IRS and the Informed Delivery feature offered helpful information, transparency, and reliability.

27.8M Mailpieces sent to Informed Delivery users in the first two EIP\(^1\).

74.5% Average open rate for emails containing the EIP Interactive Campaign\(^1\).

12.42% Average click-through rate for the EIP Interactive Campaign\(^1\).

\(^{1}\) Informed Delivery Post-Campaign Reporting, as of Feb. 2021
Success Story | 2020 US Census

Partnership and Innovation

USPS Informed Delivery® increased 2020 Census awareness.

For the first time, individuals had the option to complete the 2020 Census online. Informed Delivery Mail Campaigns conducted by the US Census provided a streamlined, simple access point to this groundbreaking online option.

63M+ Informed Delivery Daily Digest emails included the 2020 Census mail campaign (ride along image and URL)\(^1\)

61.5% Email Open Rate\(^1\), more than 2.4x the overall industry average\(^2\)

1.1M Click-Throughs to the 2020 Census website for online response\(^1\)
User Satisfaction

Surveyed Informed Delivery® users are similarly satisfied between October 2020 and March 2021, with fewer 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 March 2021 Informed Delivery User Survey and October 2020 Informed Delivery User Survey

Note: Individual survey responses remain anonymous and are not associated with personal information or individual addresses.
Consumer Testimonials

In the March 2021 User Survey, customers stated that they value being able to anticipate, track, and act on incoming mail sooner with Informed Delivery.

I receive temperature-sensitive medication by mail and [Informed Delivery] is important during summer and winter.

When traveling, I’m able to see what arrives and can remind my husband to take action on important mail.

My P.O. Box™ is in another city, I want to know when my mail is arriving there so I don’t have to drive in every day.

I watch for bills that come to my elderly father’s mailbox so he doesn’t miss paying them.
Self-Reported Demographics

Responses from the Informed Delivery® October 2020 User Survey highlight a variety of users. Roughly 8K people responded to the March 2021 User Survey.

**AGE**

- 18-24: 8%
- 25-34: 14%
- 35-44: 15%
- 45-54: 22%
- 55-64: 34%
- 65+: 7%

**RACE & ETHNICITY**

- Asian/Pacific Islander: 14%
- Black or African American: 6%
- Hispanic or Latino: 4%
- Native American: 4%
- Other: 6%
- Prefer not to answer: 1%

**GENDER**

- MEN: 38%
- WOMEN: 56%
- OTHER: 1%
- PREFER NOT TO ANSWER: 5%

**MAIL USE PROFILE**

- Indicated they are almost always the primary household member retrieving mail: 89%
- Indicated they check their physical mailbox every day or almost every day: 74%

Data from March 2021 Informed Delivery User Survey and October 2020 Informed Delivery User Survey

Note: Individual survey responses remain anonymous and are not associated with personal information or individual addresses.
Data-Driven Decisions

User Behavior
Mailer and Brand Growth
Email Open Rate
User Behavior

Users of Informed Delivery® continue to be highly engaged.

When users are engaging

- Morning: 68%
- Afternoon: 28%
- Evening: 4%

How users view their daily notifications

- EMAIL: 75%
- MOBILE APP: 10%
- USPS.COM: 14%

Data from March 2021 Informed Delivery User Survey and October 2020 Informed Delivery User Survey

Note: Individual survey responses remain anonymous and are not associated with personal information or individual addresses.
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 1,500+ mailpieces per campaign

**Large Company**
Average 19,000+ mailpieces per campaign

11,724
Brands Represented

2,004
Mailers

Data as of March 31, 2021

A brand is a company marketing its products or services to postal consumers. A mailer is a service provider for brands using direct mail marketing. While there are dedicated Mail Service Providers (MSPs), some brands manage their own mail.
The Informed Delivery® feature averaged an email open rate above 70% between March 2020 – March 2021.

Monthly Email Open Rate March 2020 – March 2021²

- March 2020: 62.6%
- April 2020: 67.9%
- May 2020: 87.1%
- June 2020: 86.8%
- July 2020: 85.9%
- August 2020: 72.9%
- September 2020: 64.7%
- October 2020: 63.8%
- November 2020: 62.9%
- December 2020: 63.6%
- January 2021: 65.3%
- February 2021: 65.7%
- March 2021: 65.8%

Overall industry average 26.7%¹

DATA-DRIVEN DECISIONS

2.5X Higher Email Open Rate¹

¹Campaign Monitor, Global Email Benchmarks Data (2021) a
²Data as of March 31, 2021
Thank you!

LEARN MORE:
Informed Delivery® Website
informeddelivery.usps.com
• Review features and benefits of Informed Delivery updates
• View FAQs for sign-up and best practices

Business Mailers Website
usps.com/informeddeliverycampaigns
• Review the resources such as FAQs, Interactive Campaign Guide, and Campaign Image Requirements to learn about campaign creation and how to get started
• Learn How to Create your Campaign by reviewing the Mailer Campaign Portal tutorial
Appendix
Mailer and Brand Growth | Company Size

Informed Delivery® provides an avenue for companies of all sizes to leverage interactive campaigns and 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>6,415,893</td>
<td>5,838,222</td>
<td>3,838,019</td>
<td>32,310</td>
<td>65.7%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Medium</td>
<td>78,896,259</td>
<td>70,950,081</td>
<td>45,543,753</td>
<td>355,581</td>
<td>64.2%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Large</td>
<td>1,196,062,151</td>
<td>1,128,402,938</td>
<td>705,192,082</td>
<td>10,477,911</td>
<td>62.5%</td>
<td>1.5%</td>
</tr>
</tbody>
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Data as of March 1, 2020 – March 31, 2021
Informed Delivery Cross-Sell

Building on the successes from this year, USPS® will be promoting Informed Delivery® enrollment both in-person and online through new enrollment channels.

**Promote the Informed Delivery feature to Post Office™ Customers**

USPS will introduce in-person enrollment opportunities to leverage customer information provided during transactions at Post Office retail locations.

**Improve Existing Online Enrollment Processes**

USPS will offer streamlined identity proofing and enrollment cross-sells to reduce enrollment barriers for USPS.com®.