Table of Contents

Executive Summary
Reach Millions of Users
Reach Engaged Users
Added Value
Package Campaigns
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 49.4M users and a 19% 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 +64.

Average email open rate has consistently outpaced the industry average at above 66%, with over 6B total Daily Digest emails opened.

Brands have seen strong returns on campaigns with the Informed Delivery feature and impressions totaling over 38B.

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

Internal data as of July 31, 2022
SUMMARY OF KEY METRICS

The numbers below summarize key metrics that make Informed Delivery® a powerful digital marketing tool.

- 49.4 Million Users
- 38.3 Billion Impressions
- 27.5% National Saturation
- 66.0% Avg. Email Open Rate
- 181,113 Campaigns Completed
- 1:20 Avg. Time Spent on Dashboard

Internal data as of July 31, 2022
The Informed Delivery® user base continues to accelerate with a 19% YoY increase, offering brands the opportunity to reach even more consumers.

Internal data as of July 31, 2022
The Informed Delivery® enrollment saturation has increased by about 4% over the past year, with more regions of the United States having over 27% in household saturation.

WIDESPREAD ENROLLMENT SATURATION

July 2021
23.7% National Saturation of Eligible Households¹

July 2022
27.5% 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 July 31, 2021
²Internal data as of July 31, 2022
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.

**Informed Delivery Feature Totals**

**July 2021 – July 2022**

- **Total Physical Mailpieces in Informed Delivery feature accounts**: 31,705,950,845
- **Total Daily Digest Emails Sent**: 9,440,861,395
- **Total Daily Digest Emails Opened**: 6,227,676,657

Internal data as of July 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.

July 2021 - July 2022 Informed Delivery User Survey
Users are highly likely to recommend Informed Delivery® to others, leading to more awareness and a potential increase in the user base.

**+64**

USPS Informed Delivery Feature

NPS Score

**+62**

eCommerce

**+61**

Retail

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1Data from July 2022 Informed Delivery User Survey

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. To calculate, visit [NPS Calculator: Calculate and Benchmark Your Net Promoter Score](https://www.retently.com/blog/good-net-promoter-score/)
Users regularly check and engage with their Daily Digest email, rendering more than double the industry open rate standards.

**MOST FREQUENTLY USED CHANNELS**

Users regularly check and engage with their Daily Digest email, rendering more than double the industry open rate standards.

**REACH ENGAGED USERS**

**3.1x**
higher email open rate, as compared to industry standards

**65.4%**
average Informed Delivery email open rate

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1 July 2022 Informed Delivery User Survey
2 Campaign Monitor, Global Email Benchmarks Data (2022) (Measured against the average for all industries)
3 Internal Data as of July 1st, 2022
TIME SPENT ON DASHBOARD

Users spend approximately 26 more seconds on the Informed Delivery® dashboard than the average time spent on-page for 10+ industries.

1:20 mins
Informed Delivery Feature Dashboard

0:54 secs
Average Across 10+ Industries

Informed Delivery increases visibility and engagement opportunities for your business.

1 InformedDeliveryFeature GoogleAnalyticsData July 1st, 2022 – July 31st, 2022
2 2021 Digital Experience Benchmark: Global CX Performance Across 10+ Industries
The average email open rate of 65% from both mail and packages has resulted in over 38 billion total single mailpieces and package impressions by consumers in the past year.
Informed Delivery® users are heavily engaged with their Daily Digest, demonstrated by an average email open rate above 66% YoY. These impressions transform your user’s inbox into a high-performing consumer touchpoint.

**HIGH EMAIL OPEN RATES**

Monthly Email Open Rate July 2021 – July 2022

* The email open rate for November 2021 was impacted by Verizon firewall issues on Gmail accounts

Internal data as of July 31, 2022
INTERACTIVE CAMPAIGN IMPRESSIONS

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

Completed Interactive Campaigns

<table>
<thead>
<tr>
<th>Month</th>
<th>Campaigns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul-21</td>
<td>4,038</td>
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<tr>
<td>Aug-21</td>
<td>4,198</td>
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<tr>
<td>Sep-21</td>
<td>4,351</td>
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<td>Oct-21</td>
<td>6,869</td>
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<td>Nov-21</td>
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<tr>
<td>Dec-21</td>
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<tr>
<td>Jan-22</td>
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<tr>
<td>Feb-22</td>
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<tr>
<td>Mar-22</td>
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<tr>
<td>Apr-22</td>
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<tr>
<td>May-22</td>
<td>6,277</td>
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<tr>
<td>Jun-22</td>
<td>6,490</td>
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<tr>
<td>Jul-22</td>
<td>6,703</td>
</tr>
</tbody>
</table>

Trend Line (Number of Completed Interactive Campaigns)

Totals for Informed Delivery Interactive Campaigns

July 2021 – July 2022

- **2,745,822,505** Individual Campaign Mailpieces
- **1,483,117,425** Emails Opened
- **2,489,951,576** Emails Sent with Campaigns
- **10,505,597** Campaign Clicks

Internal data as of July 31, 2022
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 49.4 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.
OPPORTUNITY FOR INTERACTIVE CAMPAIGNS

The Informed Delivery® feature has offered mailers the opportunity to create over 80,000 interactive campaigns to connect with consumers beyond mail.

<table>
<thead>
<tr>
<th>Type of Campaign</th>
<th>Number</th>
<th>Click Through Rate</th>
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</thead>
<tbody>
<tr>
<td>Basic Campaigns</td>
<td>32,987</td>
<td>1.3%</td>
</tr>
<tr>
<td>Dual Campaigns</td>
<td>47,482</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

Internal data as of July 31, 2022
The Informed Delivery® Program Office is continuing to onboard businesses to the Package Campaigns feature.

Anyone interested in signing up for Package Campaigns should email us at IDPackageCampaigns@usps.gov.


Data from August 1st, 2021 to July 31, 2022

- 1564 Total Package Campaigns
- 1.4M+ Packages associated to campaigns
- +11K+ Total Click Throughs
- 1.03% Click Through Rate
- 62.6% Email Open Rate
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.