INFORMED DELIVERY®
YEAR IN REVIEW

July 2023 – June 2024
Informed Delivery by USPS

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Table of Contents

- Executive Summary
- Reach Millions of Users
- Reach Engaged Users
- Added Value
- Package Campaigns
EXECUTIVE SUMMARY

The Informed Delivery® feature continues to provide value for brands by offering an additional touchpoint to re-engage customers, expand reach, and boost engagement.

CONTINUED GROWTH

The Informed Delivery user base has grown to 64.9M active users (+15% YoY).

STRONG EMAIL OPEN RATE

Email open rate for Daily Digest emails has consistently outpaced the industry average at above 62%.

VALUABLE IMPRESSIONS

Informed Delivery campaigns generate over 6.2B impressions, creating an opportunity for brands to expand their reach.

Internal data as of June 30, 2024
The numbers below summarize key metrics that make the Informed Delivery® feature a powerful digital marketing tool.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Million Users</td>
<td>62.9</td>
</tr>
<tr>
<td>Billion Impressions</td>
<td>41.8</td>
</tr>
<tr>
<td>National Saturation</td>
<td>31.8%</td>
</tr>
<tr>
<td>Average Email Open Rate</td>
<td>62.2%</td>
</tr>
<tr>
<td>Campaigns Completed</td>
<td>632,577</td>
</tr>
<tr>
<td>Average Time Spent on Dashboard</td>
<td>1:33</td>
</tr>
</tbody>
</table>

1 Internal data as of June 30, 2024  
2 Internal data between Jul 1, 2023, and June 30, 2024
GROWING USER BASE

With a growing user base of 64.9M active users, Informed Delivery® provides brands an opportunity to reach a large population of highly engaged customers.

**Registered Users**
July 2023 – June 2024

- **64.9M Users** +15% Growth YoY
- **45.9M Households** +15% Growth YoY
- **55.8M Email-enabled Users** +16% Growth YoY
INFORMED DELIVERY HOUSEHOLD SATURATION

Informed Delivery has reached 31.8% national saturation of eligible delivery points.

Internal data as of June 30, 2024

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HIGH REACH AND ENGAGEMENT

Impressive email open rates indicate that users are actively engaging with Informed Delivery notifications.

Brands can leverage Informed Delivery to reach this highly engaged audience...

- **11.9B**
  Total Daily Digest Emails Sent

- **7.3B**
  Total Daily Digest Emails Opened

**Informed Delivery Daily Digest Emails**

- **Informed Delivery Feature Totals**
  July 2023 – June 2024

- **Pieces**
- **Emails Sent**
- **Emails Opened**
- **Trend Line (Pieces)**
- **Trend Line (Emails Sent)**
- **Trend Line (Emails Opened)**

Internal data as of June 30, 2024
CONSISTENT USER SATISFACTION

User surveys indicate that users are 91% likely to continue engaging with the feature and are 92% likely to recommend it to friends, family, or colleagues.

91% of users\(^1\) are satisfied or very satisfied with the Informed Delivery\(®\) feature

92% of users\(^1\) would recommend the Informed Delivery feature to friends, family, or colleagues

\(^1\)Survey results collected from FY23Q4, FY24Q1, FY24Q2, & FY24Q3 User Surveys
REACH ENGAGED USERS

HIGH NET PROMOTER SCORE

Users are highly likely to recommend Informed Delivery to others, leading to more awareness and a potential increase in the user base.

USPS
Net Promoter Score1

692

Compared to NPS® scores for other industries3

Retail 64
eCommerce 52
Healthcare 46

1The 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 (retently.com). Net Promoter® and Net Promoter Score® are registered trademarks of Bain & Company, Inc.
2Data from FY24Q3 User Survey
3https://www.retently.com/blog/good-net-promoter-score/
REACH ENGAGED USERS

CHANNEL USAGE

Majority of Informed Delivery® users\(^1\) access Informed Delivery via Daily Digest email, followed by USPS.com, and then the USPS Mobile® App.

91% of Informed Delivery users access Informed Delivery via the Daily Digest email

- **Email**: 91%
- **USPS.com**: 20%
- **USPS Mobile App**: 13%

**Average Informed Delivery Daily Digest email open rate**

62.2%

**Email open rate ~3x higher than industry standards**\(^2\)

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\(^1\)Responses pulled from FY24 Q3 User Survey; Note: Respondents were able to select more than one response type

\(^2\)Email Open Rate: Statistics & 17 Best Practices (2024 Guide) | Mailmunch (Measured against the average for all industries)
On average, users spend more time on the Informed Delivery® dashboard than the average time spent on-page for 10+ industries.

Average of...

1:33 minutes spent on the Informed Delivery dashboard

vs. 0.47 secs average page view across sites of other industries

1Informed Delivery Feature Google Analytics Data July 1, 2023 – June 30, 2024
22023 Digital Experience Benchmark: Global CX Performance Across 10+ Industries
Daily Digest emails have generated 42 billion mailpiece and package impressions in the past year.

Internal data as of June 30, 2024
HIGH EMAIL OPEN RATES

Informed Delivery® users are heavily engaged with their Daily Digest, as seen by the high email open rate of 60.6% in Q3 FY24. These impressions transform your customer’s inbox into a high-performing touchpoint.

Quarterly Email Open Rate
(Q4 FY23 – Q3 FY24)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Email Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4 FY23</td>
<td>61.0%</td>
</tr>
<tr>
<td>Q1 FY24</td>
<td>63.4%</td>
</tr>
<tr>
<td>Q2 FY24</td>
<td>63.9%</td>
</tr>
<tr>
<td>Q3 FY24</td>
<td>60.6%</td>
</tr>
</tbody>
</table>

Internal data as of June 30, 2024
Through the integration of hardcopy mail and digital marketing, the Informed Delivery® feature continues to provide increased impressions for mailers.

Internal data as of June 30, 2024
INFORMED DELIVERY® AS A MARKETING CHANNEL

Business mailers and shippers can engage users through an integrated mail or package digital marketing campaign that generates additional consumer impressions, interactions, and insights.

Save Advertising Dollars

Informed Delivery campaigns provide a free marketing channel for businesses to promote custom messages. Brands can elevate their hardcopy mail campaigns by pairing them with a digital experience at no additional cost.

Expand Reach and Boost Engagement

Campaigns allow brands to generate additional digital impressions for intended recipients. With over 64M active users and a 62.2% email open rate, Informed Delivery provides brands an opportunity to reach an already engaged audience.

Gain Customer Insights and Data

Brands can leverage campaign data to gather insights on how customers interact with the brand, along with key performance metrics (i.e., open rates, click-through rates).

Elevate the Customer Experience

Customers can take action on their mail piece immediately—regardless of whether they retrieve mail from the physical mailbox. This in turn allows brands to see results faster than with traditional mailer campaigns.

To learn more about Informed Delivery campaigns, visit our Informed Delivery for Business Mailers and Shippers page.
OPPORTUNITY FOR INTERACTIVE CAMPAIGNS

Mailers can create and launch interactive campaigns to reach and re-engage their customers.

**Total # of Campaigns**
July 2023 – June 2024

- **Basic Campaigns**
  - 168,772
  - 73%

- **Dual Campaigns**
  - 63,208
  - 27%

**Click Through Rate**
- **Basic Campaigns**: 0.24%
- **Dual Campaigns**: 0.24%

Internal data from July 1, 2023, through June 30, 2024
Find out your potential return from a direct mail campaign that uses Informed Delivery with our helpful Informed Delivery® Return on Investment Calculator here:

https://www.uspsdelivers.com/informeddelivery-calculator/

Discover the additional reach, attention, response, and conversions your direct mail campaign can garner by using the Informed Delivery feature.
Shippers can also create and launch interactive campaigns to reach and re-engage their customers.

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