INFORMED DELIVERY®
YEAR IN REVIEW

April 2021 – April 2022

Informed Delivery by USPS

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Reach Millions of Users

Reach Engaged Users

Campaign Success

Added Value
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 47.6M users and a 23% 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 64%, with over 5B total Daily Digest emails opened.

Brands have seen strong returns on campaigns with the Informed Delivery feature and impressions totaling over 35B.

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

Internal data as of April 30, 2022
SUMMARY OF KEY METRICS

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

- 47.6 Million Users
- 35.7 Billion Impressions
- 26.6% National Saturation
- 64.5% Avg. Email Open Rate
- 160,858 Campaigns Completed
- 1:16 Avg. Time Spent on Dashboard

Internal data as of April 30, 2022
INCREASING USER GROWTH

The Informed Delivery® user base continues to accelerate with a 23% YoY increase, offering brands the opportunity to reach even more consumers.

47,657,566 Users

35,262,996 Households

39,823,811 Email-Enabled Users

Internal data as of April 30, 2022
The Informed Delivery® enrollment saturation has increased by about 4% over the past year, with more regions of the United States having over 26% in household saturation.

**April 2021**
22.5% National Saturation of Eligible Households¹

**April 2022**
26.6% National Saturation of Eligible Households²

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¹Internal data as of April 30, 2021  
²Internal data as of April 30, 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.

Internal data as of April 30, 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.

April 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.

**USPS Informed Delivery Feature**

NPS Score

**+63**

+62 **eCommerce**

+61 **Retail**

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1Data from April 2022 Informed Delivery 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.
Users regularly check and engage with their Daily Digest email, rendering more than double the industry open rate standards.

**MOST FREQUENTLY USED CHANNELS**

- **EMAIL**: 93%
- **MOBILE APP**: 14%
- **USPS.COM**: 20%

2.4x² higher email open rate, as compared to industry standards

65.4% average Informed Delivery email open rate

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¹ April 2022 Informed Delivery User Survey
² Informed Delivery 2022 Q2 Year in Review
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 Jan 1, 2021 – Apr 30, 2022
² 2021 Digital Experience Benchmark: Global CX Performance Across 10+ Industries
The average email open rate of 64% from both mail and packages has resulted in over 35 billion total single mailpieces and package impressions by consumers in the past year.

Mail Impressions Delivered: Apr 2021 – Apr 2022

Package Impressions Delivered: Apr 2021 – Apr 2022

Internal data as of April 30, 2022
Informed Delivery® users are heavily engaged with their Daily Digest, demonstrated by an average email open rate above 64% YoY. These impressions transform your user’s inbox into a high-performing consumer touchpoint.

Monthly Email Open Rate April 2021 – April 2022²

Internal data as of April 30, 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

Internal data as of April 30, 2022

Totals for Informed Delivery Interactive Campaigns
April 2021 – April 2022

- **Emails Sent with Campaigns**: 1,266,227,046
- **Emails Opened**: 2,176,131,130
- **Campaign Clicks**: 13,903,668
- **Individual Campaign Mailpieces**: 2,410,545,914

Internal data as of April 30, 2022
OPPORTUNITY FOR INTERACTIVE CAMPAIGNS

The Informed Delivery® feature has offered mailers the opportunity to create over 70,000 interactive campaigns to connect with consumers beyond mail.

29,655 Basic Campaigns

- 0.3% Click Through Rate

40,440 Dual Campaigns

- 0.8% Click Through Rate

Internal data as of April 30, 2022

7,138 Campaigns on Flats

33,302 Campaigns on Letters
CAMPAIGN SPOTLIGHT: COVID-19 TEST KITS

USPS launched two nationwide Informed Delivery® COVID-19 Test Kit Campaigns to encourage test kit orders.

Wave 1 (3/17 – 3/23)

30.2M
Unique Households
Reached

31.1M
Total Emails Sent
with Campaign

728k
Clicks
generated

Wave 2 (3/30 – 4/2)

34.9M
Unique Households
Reached

35.7M
Total Emails Sent
with Campaign

634k
Clicks
generated

Wave 3 (4/12 – 4/15)

35.0M
Unique Households
Reached

36.0M
Total Emails Sent
with Campaign

545k
Clicks
generated

*Data highlights the total number of orders placed on https://special.usps.com/testkits two weeks after the latest government announcement on March 7 as compared to total orders placed two weeks following the first government announcement on January 18. Wave 1 used a subset of the total Informed Delivery user base due to a technical configuration error.
INTERACTIVE CAMPAIGNS CUSTOMER SATISFACTION

Business customers shared in a recent survey why they love Informed Delivery® as part of their multichannel marketing strategy.

Informed Delivery as a Powerful Marketing Channel

“... helps us with our marketing campaigns. The click-through rates have been a particular favorite!”

“We’ve used it for four years, it’s an easy way to add value and boost engagement.”

“I use it to better understand how mail recipient balances print with digital information.”

Satisfaction with Informed Delivery

“What I like most about Informed Delivery is the visual image of mail.”

“I promote the program to all clients and prospects. I love everything about it.”

Informed Delivery FY22 Q2 User Survey
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.