INFORMED DELIVERY®
YEAR IN REVIEW

September 2020 – September 2021

Informed Delivery by USPS

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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 43.0M users and a 38% 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 64%, 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 30B.

Internal data as of September 30, 2021
Informed Delivery® feature can help you reach millions of users
EXPANSIVE CURRENT USER BASE

The Informed Delivery® feature offers brands a considerable user base that is approaching 43 million users across the United States.

- **42,958,275** Users
- **32,297,485** Households
- **35,255,687** Email-Enabled Users

Internal data as of September 30, 2021
INCREASING USER GROWTH

The Informed Delivery® feature user base continues to accelerate with a 38% YoY, offering brands the opportunity to reach even more consumers.

Internal data as of September 30, 2021

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WIDESPREAD ENROLLMENT SATURATION

The Informed Delivery® feature’s enrollment saturation has increased by about 6% over the past year, with more regions of the United States having over 20% in household saturation.

**September 2020**
18.7% National Saturation of Eligible Households

**September 2021**
24.4% National Saturation of Eligible Households

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

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¹Internal data as of September 30, 2020
²Internal data as of September 30, 2021
The Informed Delivery® feature’s users continue to be engaged
HIGH NOTIFICATION VIEWS

Users are highly engaged with the Informed Delivery® feature through notifications on incoming mailpieces and packages via their Daily Digest email, dashboard, or mobile app.

Informed Delivery Feature Totals
September 2020 – September 2021

- 25,127,290,426 Total Mailpieces in Informed Delivery feature accounts
- 7,974,445,271 Total Daily Digest Emails Sent
- 5,103,810,206 Total Daily Digest Emails Opened

Internal data as of September 30, 2021
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 are highly likely to recommend Informed Delivery® to others leading to more awareness and a potential increase in the user base.

+65
USPS Informed Delivery Feature
NPS Score¹

+45
+44
eCommerce²
Retail²

¹Data from July 2021 User Survey
²https://www.rently.com/blog/good-net-promoter-score/
HIGH USER EMAIL OPENS IN THE MORNINGS

Highlighted below, 70% of Informed Delivery® feature opens happen before noon in each time zone, meaning brands can engage consumers through other digital channels for the rest of the day.

Users significantly open Daily Digest emails in the morning (10 AM), which is when users have the most time to check emails and the best time for brands to engage users.²

1Internal data as of September 30, 2021
2https://blog.hubspot.com/marketing/best-time-to-send-email
The Informed Delivery® feature users are heavily engaged with their Daily Digest demonstrated by an average email open rate above 64% between September 2020 – September 2021.

Overall industry average 26.7%¹

²Internal Data as of September 30, 2021

¹Campaign Monitor, Global Email Benchmarks Data (2021)
CONSISTENT USER SATISFACTION

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

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

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

Internal data as of September 30, 2021
SIGNIFICANT EMAIL IMPRESSIONS

The average email open rate of 64% from both mail and packages has resulted in 30 billion total single mailpiece and package impressions by consumers in the past year.

Mail Impressions Delivered: Sept 2020 – Sept 2021

Package Impressions Delivered: Sept 2020 – Sept 2021

Internal data as of September 30, 2021
INTERACTIVE CAMPAIGN IMPRESSIONS

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

### Totals for Informed Delivery Feature Interactive Campaigns

- **Sept 2019 - Sep 2020**
  - Completed Interactive Campaigns: 44,974
  - Emails Sent with Campaigns: 1,535,020,537
  - Emails Opened: 12,977,265
  - Campaign Clicks: 1,631,725,408

- **Sept 2020 - Sep 2021**
  - Completed Interactive Campaigns: 55,276
  - Emails Sent with Campaigns: 913,562,499
  - Emails Opened: 15 ©2021 UNITED STATES POSTAL SERVICE

*Internal data as of September 30, 2021*
REACH ENGAGED USERS

TIME SPENT ON DASHBOARD

Users spend an above average amount of time on their Informed Delivery® feature dashboard in comparison to the average time spent on webpages for companies across 10+ industries.

2:12 mins
Informed Delivery Feature Dashboard

0:54 mins
Average Across 10+ Industries

1 Informed Delivery Feature Google Analytics Data July 1 – September 30 2021
2 ©2021 United States Postal Service
The Informed Delivery® feature can help you interact with customers digitally.
CONNECTING MAIL TO DIGITAL

The Informed Delivery® feature helps brands make connections between users’ engagement with physical mail and a digital experience.

**Frequency of Mail Opens by 9,014 Surveyed Informed Delivery Feature Users**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Counts</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>About every day</td>
<td>7098</td>
<td>79%</td>
</tr>
<tr>
<td>About once per week</td>
<td>1350</td>
<td>15%</td>
</tr>
<tr>
<td>Less than one week</td>
<td>284</td>
<td>3%</td>
</tr>
<tr>
<td>Never</td>
<td>114</td>
<td>1%</td>
</tr>
<tr>
<td>Unsure</td>
<td>168</td>
<td>2%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>9014</td>
<td></td>
</tr>
</tbody>
</table>

**MAIL USE PROFILE**

- Of respondents said they are almost always the primary household member retrieving mail. **89%**
- Indicated they check their physical mailbox every day or almost every day. **79%**

Data from July 2021 User Survey
INTERACT WITH CUSTOMERS DIGITALLY

OPPORTUNITY FOR INTERACTIVE CAMPAIGNS

Over the last 13 months, the Informed Delivery® feature has offered mailers the opportunity to create over 50,000 interactive campaigns to connect with customers beyond mail.

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**22,809**
Basic Campaigns

*0.5% Click Through Rate*

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**32,467**
Dual Campaigns

*1.2% Click Through Rate*

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Internal data as of September 30, 2021

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The Informed Delivery® feature can help you gain more returns on your campaigns.
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.

<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>Government</td>
<td>6</td>
<td>4,303</td>
<td>10.17%</td>
</tr>
<tr>
<td>Hospitality</td>
<td>4</td>
<td>1,926</td>
<td>6.91%</td>
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<tr>
<td>Financial Services</td>
<td>4</td>
<td>2,554</td>
<td>5.19%</td>
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<tr>
<td>Professional Services</td>
<td>3</td>
<td>1,732</td>
<td>8.69%</td>
</tr>
<tr>
<td>Insurance</td>
<td>1</td>
<td>905</td>
<td>8.29%</td>
</tr>
<tr>
<td>Religion</td>
<td>1</td>
<td>541</td>
<td>5.55%</td>
</tr>
<tr>
<td>Health Services</td>
<td>1</td>
<td>26,319</td>
<td>3.95%</td>
</tr>
</tbody>
</table>

Internal data as of September 30, 2021
Manually reviewed records for Top Performing Campaigns brands to categorize vertical industries. Table does not include campaigns with fewer than 500 pieces and PSG campaigns.
MAIL CAMPAIGNS | ST. JOE’S FOR THE KIDS PICNIC SUCCESS STORY

Due to the global pandemic, St. Joe’s needed to convert the popular in-person event into a virtual experience, and shift donors to online giving to reach their fundraising goal of $200,000. Using a drive-to-web strategy, the direct mail campaign asked recipients to visit a virtual picnic on their website, where they were encouraged to give.

Submitter: HighNote

6,363 Approximate number of mailpieces

1.7% Informed Delivery® feature response rate

7,500 Website visitors with 2,500 new donor leads

478 % Return on investment while acquiring 381 new donors

St. Joe’s for the Kids exceeded its fundraising goal by 50%!
MAIL CAMPAIGNS | CAREFREE INSURANCE SERVICES
RECRUITMENT CAMPAIGN SUCCESS STORY

Medicare Field Marketing Organization wanted to recruit additional health insurance agents to their team. They wanted to develop a multi-channel, multi-touch campaign that targeted prospective agents in areas serviced by their Broker Sales Managers. The goal of this campaign was to reach their target number of recruited agents before the annual enrollment period arrived.

Submitter: Polaris Direct

146,622 Approximate number of mailpieces

600 Leads and at least 16 onboarded agents

9,908 Visits to the landing page

61% Open rate

Overall, the email was sent to 92,000 contacts!
MAIL CAMPAIGNS | NORTON CHILDREN’S HOSPITAL FOUNDATION SUCCESS STORY

2020 marked the Norton Children’s Hospital Foundation’ 10th Year of the fundraiser and leading up to 2020, ticket sales remained flat. Since many people were home due to the pandemic, the organization implemented new tactics including physical direct mail piece through the Informed Delivery® feature to replace traditional in person methods of selling tickets.

Submitter: HighNote
70,126 Approximate number of mailpieces
1.2% Informed Delivery feature click-through rate
5,209% Return on ad spend
12,000 Tickets sold

Raffle tickets sold out for the first time in its 10-year existence!
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.