



# Informed Delivery<sup>®</sup>

## Create Once. Connect Everywhere.

**Postal Customer Council**  
**June 2017**



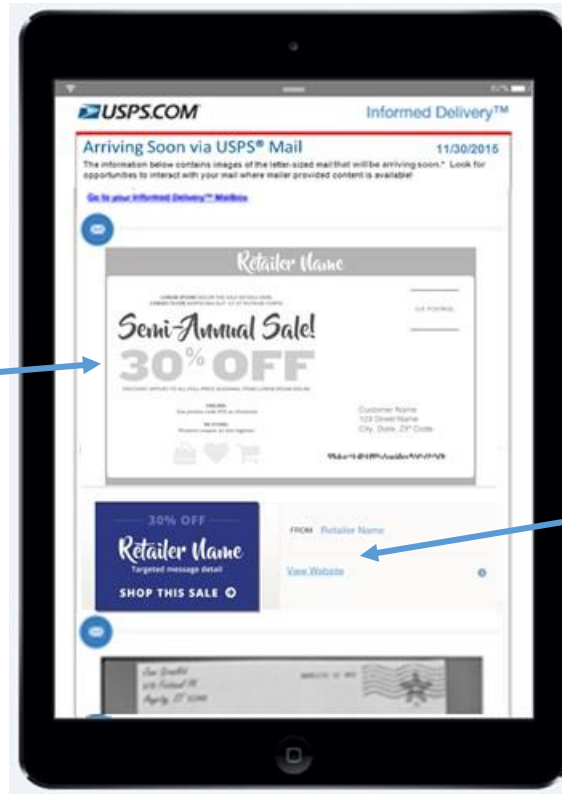
---

# What is Informed Delivery?

Informed Delivery is a **consumer-facing feature** that **enhances hardcopy mail** delivery by providing consumers daily mail images via email and online dashboard



Subscribers receive a morning **email that includes scanned images of the exterior** of incoming letter-sized mailpieces (processed through automated equipment)

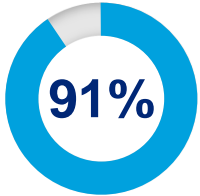


If a Mailer participates in an Informed Delivery operational test, **supplemental content, referred to as “interactive campaigns”** will be shown (for Letters or Flats)

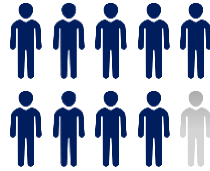
Informed Delivery **integrates hardcopy mail and digital marketing**, providing **multiple impressions and interactivity** for subscribers in current eligible ZIP Code™ locations



# What are Consumers Saying About It?

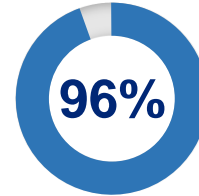


are **satisfied or very satisfied** with Informed Delivery, a **10% increase** since the previous survey (Feb. 2016)



**9 out of 10**

would **recommend** Informed Delivery to friends, family, or colleagues



of respondents primarily review Informed Delivery by checking **daily email notifications**



79%

of users check their **physical mailboxes** every day or almost every day



88%

of users check their **Informed Delivery** notification every day or almost every day

**85%**

use Informed Delivery to **anticipate what to look for / be more aware of incoming mail**

*Other top reasons indicated for using service:*



**See mail when traveling or cannot access mailbox**



**Obtain a digital copy / archive of mail received**



**Take action on mail sooner via digital preview**



respond to or act on **digital promotions/discounts** on a monthly or more frequent basis

respond to or act on **mail promotions** (e.g., coupon in the mail or product catalog) on a monthly or more frequent basis

It lets me know when to expect something and **gives me peace of mind** that important mail will be delivered

Makes **planning bill payment** easy

Informed Delivery is essential – you need to **know what's arriving when you are traveling**

A new USPS feature that **revolutionized the way mail is delivered**



**Amazing and convenient**

It's **both informative - and fun** - to preview what's coming in the mail every day

It **gives me the ability to plan each day's activities** in relation to when certain pieces of mail are arriving

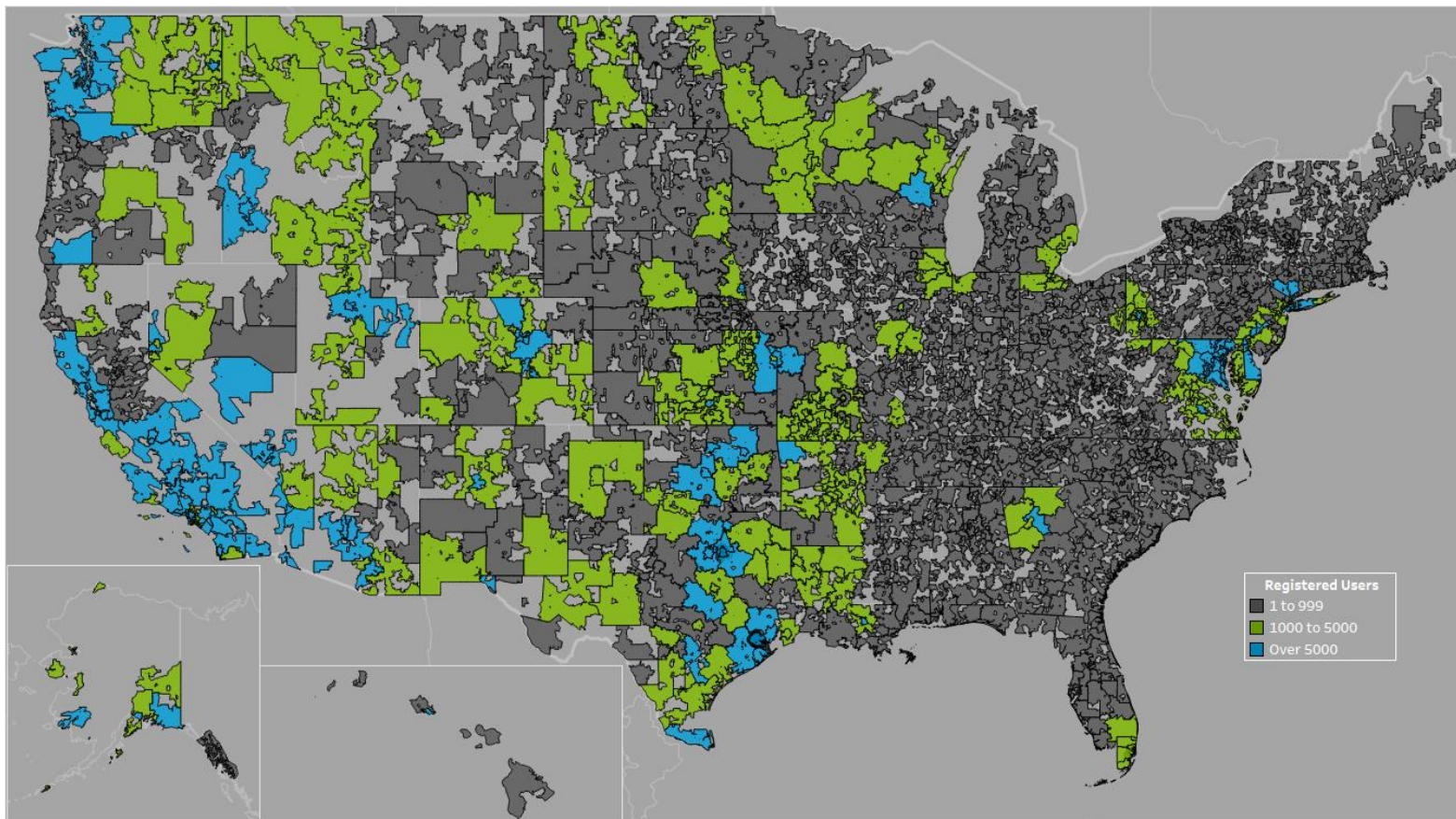


# Where are these Consumers?

Informed Delivery is available in 31,000 ZIP Code™ locations nationwide, with a growing user base

## User Density

As of May 24, 2017





# Mailer Interactive Campaigns

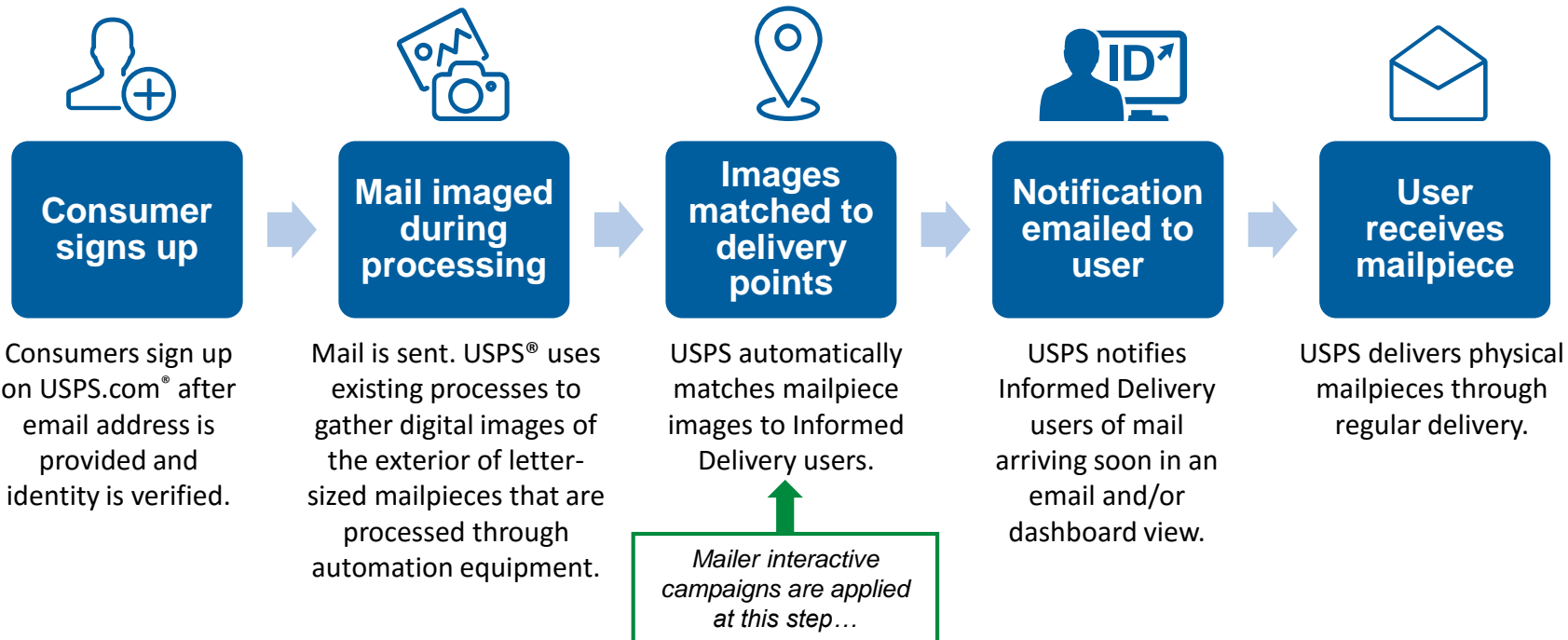
*How...*





## How Does the Feature Work?

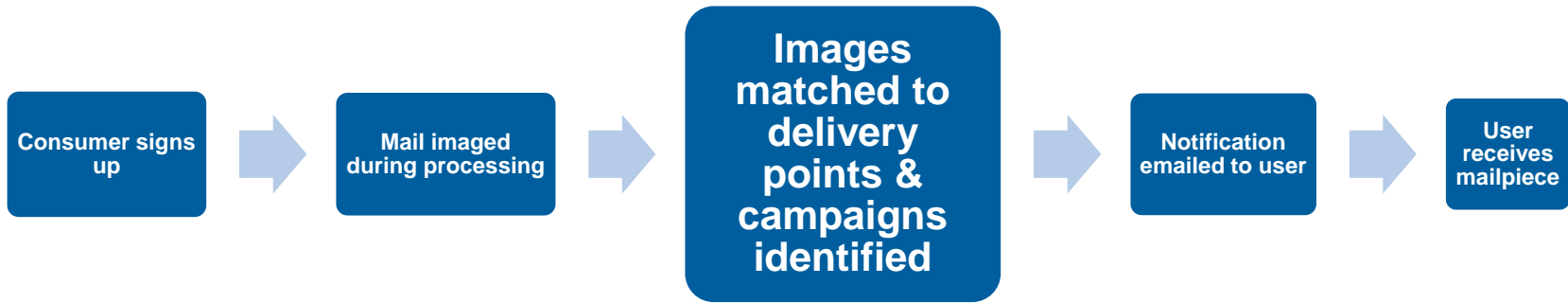
We leverage **existing mail imaging processes** to provide users with a digital preview of mail arriving soon. The **Intelligent Mail Barcode® (IMb)** facilitates the entire process.



Just like a **physical mailbox**, feature is provided at a **household level**, based on a **delivery point address**. Multiple residents can enroll.



# Conducting an Interactive Campaign



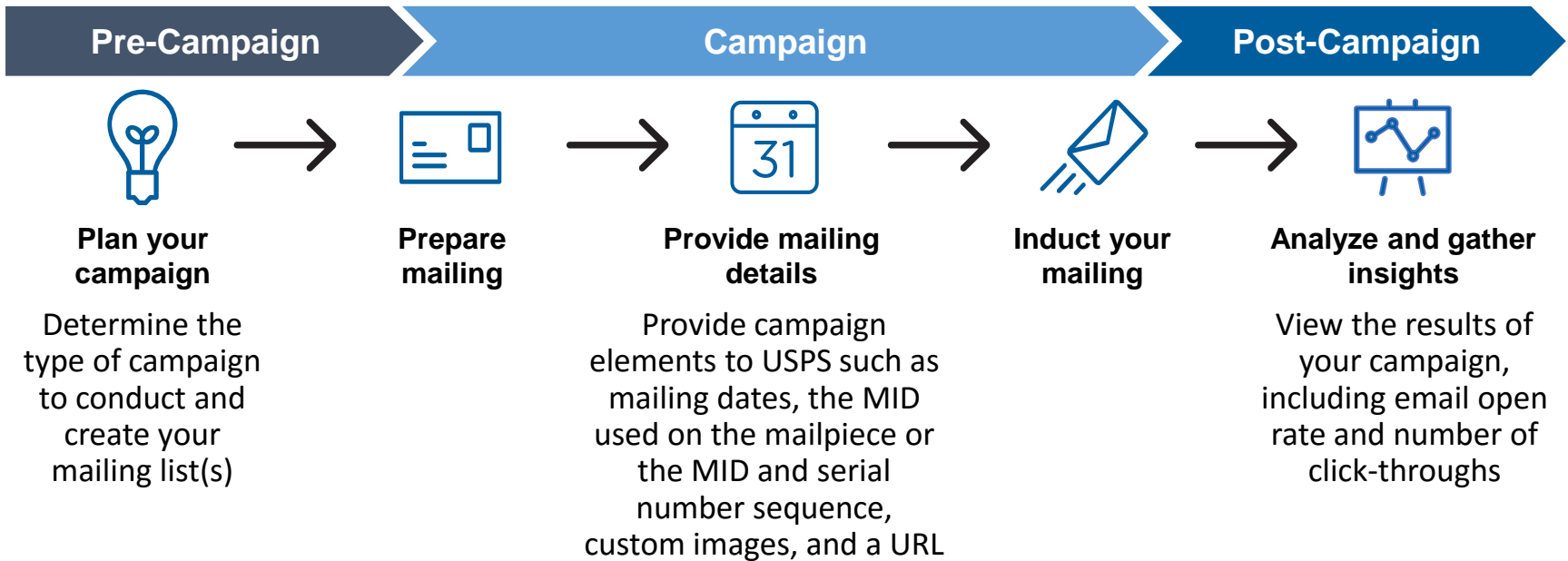
...based on the MID, or MID and Serial Number range, in the IMb.



| Type          | Field                          | Field Length (Digit) | Comments  |
|---------------|--------------------------------|----------------------|---|
| Tracking Code | Barcode Identifier (BI)        | 2                    | Identifies source as Postal or Mailer as well as applicable presort level |
|               | Service Type Identifier (STID) | 3                    | Identifies services requested on mailpiece                                |
|               | Mailer ID (MID)                | 6 or 9               | Assigned by the Postal Service to identify business entity or customer    |
|               | Serial Number                  | 9 or 6               | (when used with a 6 digit Mailer ID) (when used with a 9 digit Mailer ID) |
| Routing Code  | Delivery Point ZIP Code        | none, 5, 9, or 11    | Used to route the mail to its final delivery point                        |

# How Can a Mailer Participate?

The campaign process is **simple** – create and induct **hardcopy mail as usual**, provide USPS **data elements & supplemental content** to facilitate a campaign.



## Mailer Participation Criteria

- **Virtually any Mailer can conduct an Informed Delivery campaign if the following criteria are met:**
  - ✓ Mailpieces must be automation compatible
  - ✓ Mailpieces must contain a valid IMb (applied by Mailer or MSP)
- There are no fees associated with conducting a campaign during the operational test period
- A campaign can be initiated by the Mailer or by their designated MSP



# How Do Campaigns Differ?

Currently, there are two ways to conduct an Informed Delivery campaign:

## Ride-along Image



**FROM:** Beyond Cubicle

[Visit Website](#)

## Representative Image & Ride-along









**FROM:** Beyond Cubicle

[Visit Website](#)

Ride-along images and mailer-provided URLs are required to conduct an Informed Delivery campaign.

# How does it work for letter-sized mailpieces?

All letter campaigns will provide a **digital touchpoint** to Informed Delivery subscribers, and Mailers can **enhance** that touchpoint with **customized, supplemental content**

| Scenarios  | What do consumers/subscribers see?   |   | Benefits  |
|--|--|---|---|
| <p><b>1. Mailing as usual</b></p>                        | <p><b>Non-Subscriber</b></p> <p>Physical mailpiece</p>    | <p><b>Informed Delivery Enrolled Subscriber</b></p> <p>Email</p>  <p><i>Grayscale scanned mail image</i></p> <p>+</p> <p>Physical mailpiece</p>                         | <ul style="list-style-type: none"> <li>➤ Mailer gets additional impression for subscribers via email or dashboard</li> <li>➤ Consumer gets convenience of digital preview of physical mail</li> </ul>   |
| <p><b>2. Mailer provides digital content to USPS</b></p> | <p><b>Non-Subscriber</b></p> <p>Physical mailpiece</p>  | <p><b>Informed Delivery Enrolled Subscriber</b></p> <p>Email</p>  <p><i>Mailer-provided "Ride-along" color image and URL</i></p> <p>+</p> <p>Physical mailpiece</p>  | <ul style="list-style-type: none"> <li>➤ Mailer gets additional impression for subscribers via email or dashboard</li> <li>➤ Mailer option to put custom image in place of or below mailpiece image</li> <li>➤ New digital channel response via URL</li> <li>➤ Measureable data insights</li> </ul> |





# How does it work for flat-sized mailpieces?

Flat-sized mail campaigns can **benefit** from Informed Delivery by coordinating with USPS to provide **two custom images** and a URL to Informed Delivery subscribers

*For mailing as usual, flat images are not captured at this time. Mailers must provide an image to be used in lieu of the scanned image. Letter-sized mailers can provide a color Representative image too.*

*Mailings using Carrier Route bundles have limited visibility at this time. Limited flat bundle scanning testing is expected to begin in July 2017.*

| Scenario  | What do consumers/subscribers see?   |  | Benefits   |
|---|--|--|--|
| <p><b>Mailer provides digital content to USPS</b></p> | <p><b>Non-Subscriber</b></p> <p>Physical mailpiece</p>  | <p><b>Informed Delivery Enrolled Subscriber</b></p> <p>Email</p> <p>Physical mailpiece</p>  <p>+</p> | <ul style="list-style-type: none"> <li>➤ Mailer gets additional impression for subscribers via email or dashboard</li> <li>➤ Mailer option to put custom image(s) in place of message</li> <li>➤ New digital postal channel response via URL</li> <li>➤ Measureable data insights</li> </ul> |

# How Can You Submit a Campaign?

Current submission process **requires support** from the Informed Delivery Program Office (IDPO); upcoming Campaign Portal provides a convenient, self-serve option.

## Current Process (manual)

*Mailers must work closely with the Informed Delivery Program Office (IDPO) prior to submitting a campaign to ensure content is complete and accurate*

### Email/Manual Submission

- Campaign details submitted in an Excel template via email to the IDPO - at least 2 days prior to campaign start date
- IDPO manually enters information in the Informed Delivery Administrative Campaign Console to initiate campaign
- Campaign results are aggregated manually by the IDPO at the Mailer's request

### PostalOne!® Submission

- Campaign details submitted via *PostalOne!* eDoc (Mail.dat®) - at least 2 days prior to campaign start date
  - Mailer sends Ride-along and/or Representative images to the IDPO via email
- IDPO manually edits campaigns in the Administrative Campaign Console to add images and initiate campaign
- Campaign results are aggregated manually by the IDPO at the Mailer's request

## Future Process (self-serve)

*Mailers will be able to self-serve to initiate campaigns and get reports.*

### August/September 2017

- Mailer logs into BCG and selects the Campaign Portal
- Mailer submits campaign details and digital assets in a step-by-step campaign creation process (completed less than 12 hours prior to campaign start date)
- *PostalOne!* submissions fully automated as well
- Campaigns must last less than 3 months
- All campaigns can be edited and all campaign reports can be accessed within the Campaign Portal



---

# What Type of Data is Shared?

**Data analysis** is important for **measuring success** and determining where to direct marketing **funds** and **resources**. USPS offers **pre- and post-campaign** analytics.

---

## Pre-Campaign Analysis

### **OPTIONAL Pre-Campaign Saturation Report**

- Provides mailers with opportunity to evaluate their campaign reach and see how many Informed Delivery users there are within a particular mailing list at a given point in time

| Mailing List Size | Informed Delivery Eligible 11-digit ZIP Codes | Unique Informed Delivery Eligible 11-digit ZIP Codes | # of Subscribers | Subscriber Saturation (%) | # of Email Enrolled Subscribers | Email Enrolled Saturation (%) |
|-------------------|---|--|------------------|---------------------------|---------------------------------|-------------------------------|
| 100000            | 1134  | 1000   | 50               | 5                         | 29                              | 2.9                           |

---

## Post-Campaign Analysis

### **High-Level Summary Report**

- Provides general results on an individual campaign as shown in the table below
- Line level data is also available
  - USPS cannot provide IMb line level detail results due to privacy regulations and policies

| Mailer Name<br>Campaign Title | Num of Physical Pieces | Num of Emails | % of Physical Pieces Included in Email | Num of Email Opens | % of Emails Opened | Num of Click-throughs | % of Click-throughs |
|-------------------------------|------------------------|---------------|--|--------------------|--------------------|-----------------------|---------------------|
| Sample Mailer                 | 212                    | 120           | 57%                                    | 97                 | 81%                | 3                     | 1.42%               |
| SM Nov Campaign 1             | 155                    | 91            | 59%                                    | 76                 | 84%                | 2                     | 1.29%               |
| SM Nov Campaign 2             | 57                     | 29            | 51%                                    | 21                 | 72%                | 1                     | 1.75%               |





# Mailer Interactive Campaigns

*Who & Why...*





# What Industries Can Conduct Campaigns?

Mailers across a **variety of industries** can benefit from this new feature



Informed Delivery creates **new opportunities** for Mailers to **engage** with **potential customers** – how could **your industry** use this feature?





# Who Has Conducted Campaigns?

**Thanks** to our many mailers that have completed campaigns to date! This testing allows USPS the opportunity to **validate functionality** and **data**.



## Participation

- **30+ Mailers have tested to date**
  - Over 200 campaigns
- Verticals = Insurance, e-commerce, Retail, Healthcare
  - Mostly single drop mailings
    - One continuous mailing (3 campaigns daily x 5 weeks)
- All classes of mail, both letters and flats



## Results

- **70% average email open rates - sustained**
- Mix of click-through results, based on Ride-along image content/call to action
  - As high as 6.1% with compelling call to action/offer





---

## What Value Do Campaigns Add?

**Additional impressions** and **interactive content** can further **drive** recipient **engagement** and **response** – from your intended recipient and **all household** subscribers.



Offers an email open rate that is more than twice that of industry average



Generates multiple impressions from a single mailpiece (digital + physical)



Drives consumer response with interactive content related to mailpiece



Ability to reach consumers digitally by merely knowing their physical address



Potentially increases ROI on direct mail spend



Provides additional data insights to optimize marketing spend



---

# Where Can You Learn More?

The Informed Delivery Program Office has created a website with **resources** that explain the **campaign creation** and **submission process**.

---

## [Mailer Website](#)

---

### Launched in March 2017

- Highlights the benefits of the feature; links to consumer/user testimonial videos
- Resources: FAQs, Interactive Campaign Guide, Overview Deck, Campaign Elements Guide

**USPS.COM**

Quick Tools   Mail & Ship   Track & Manage   Postal Store   Business   International

**Informed Delivery® for Business Mailers**  
Create Once. Connect Everywhere.

The U.S. Postal Service® is enhancing the mail experience with Informed Delivery - an optional notification service that provides eligible residential consumers with a daily digital preview of their household's mail.

Informed Delivery offers business mailers an unprecedented opportunity to engage users through an integrated mail and digital marketing campaign that generates additional consumer impressions, interactions, and insights.

**Quick Links:**

- [Informed Delivery Overview \(PDF\)](#)
- [Interactive Campaign Guide \(PDF\)](#)
- [Campaign Elements Guide \(PDF\)](#)
- [Informed Delivery FAQs \(PDF\)](#)

**Business Mailers**

Email [USPSInformedDeliveryCampaigns@USPS.gov](mailto:USPSInformedDeliveryCampaigns@USPS.gov) to learn how to promote your business with an Informed Delivery campaign.

*[usps.com/informeddeliverycampaigns](https://usps.com/informeddeliverycampaigns)*



## Next Steps

- Visit our Informed Delivery for Business Mailer website:  
[usps.com/informeddeliverycampaigns](https://usps.com/informeddeliverycampaigns)
- Watch for updates on
  - Self-serve Campaign Portal launch
  - Enhancements to *PostalOne!*
- Prepare for fully self-serve/automated campaign creation in Aug/Sept 2017

**Informed Delivery**  
**Create Once. Connect Everywhere.**

