

INFORMED DELIVERY[®] FOR BUSINESS

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Postal Customer Council

March 2023

INFORMED DELIVERY BY THE NUMBERS (MARCH 2023)



Continued growth and strong performance metrics indicate that Informed Delivery is useful tool for businesses and consumers.

Usage & Metrics

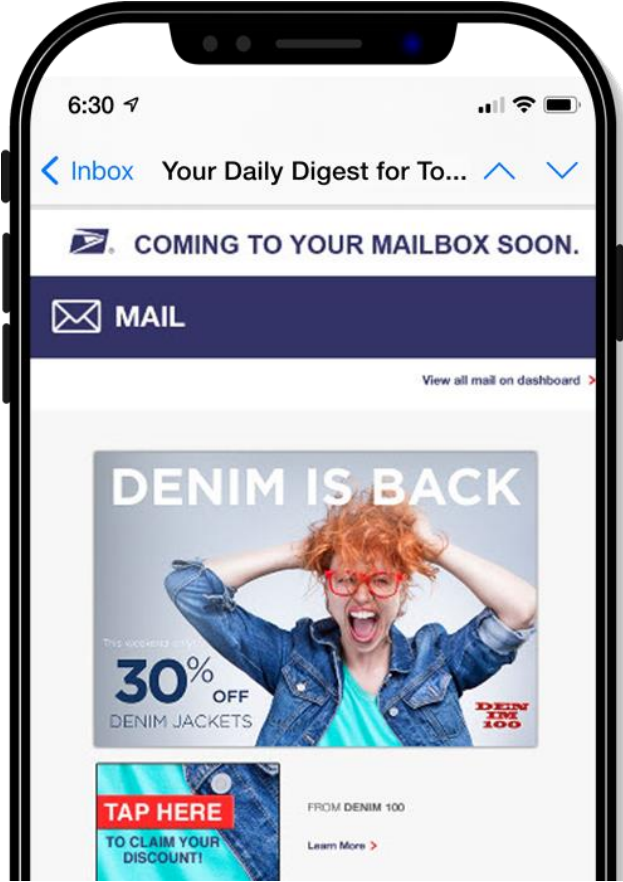
54.1M
TOTAL USERS

45.8M
EMAIL-ENABLED USERS

65.2%
EMAIL-OPEN RATE
(6-month average)

+222K
WEEKLY NEW USERS
(8-week average)

29.6%
NATIONAL SATURATION

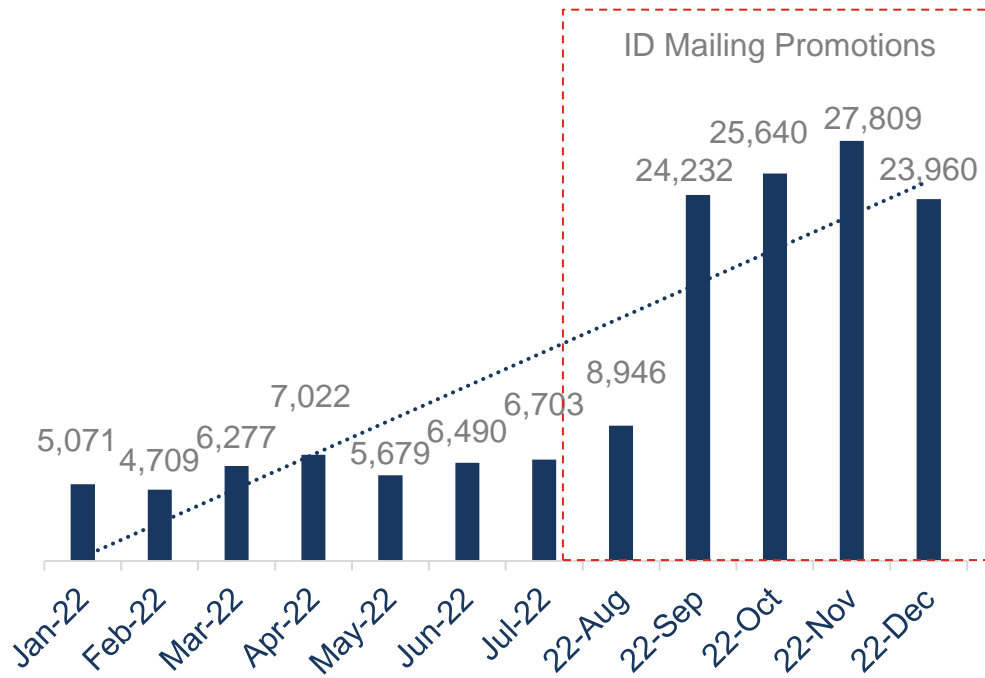


Internal Data as of February 28, 2023

2022 ENDED WITH RECORD NUMBER OF CAMPAIGNS

Through the integration of hardcopy mail and digital marketing, the Informed Delivery feature continues to provide additional impressions for mailers. From September through December 2022, the program supported the highest number of monthly campaigns in its history.

Completed Interactive Campaigns by Month



High number of campaigns has continued into 2023 with 15,952 total completed in January and 12,738 in February.

Internal Data as of December 31, 2022

2022 INFORMED DELIVERY PROVIDES MORE IMPACT

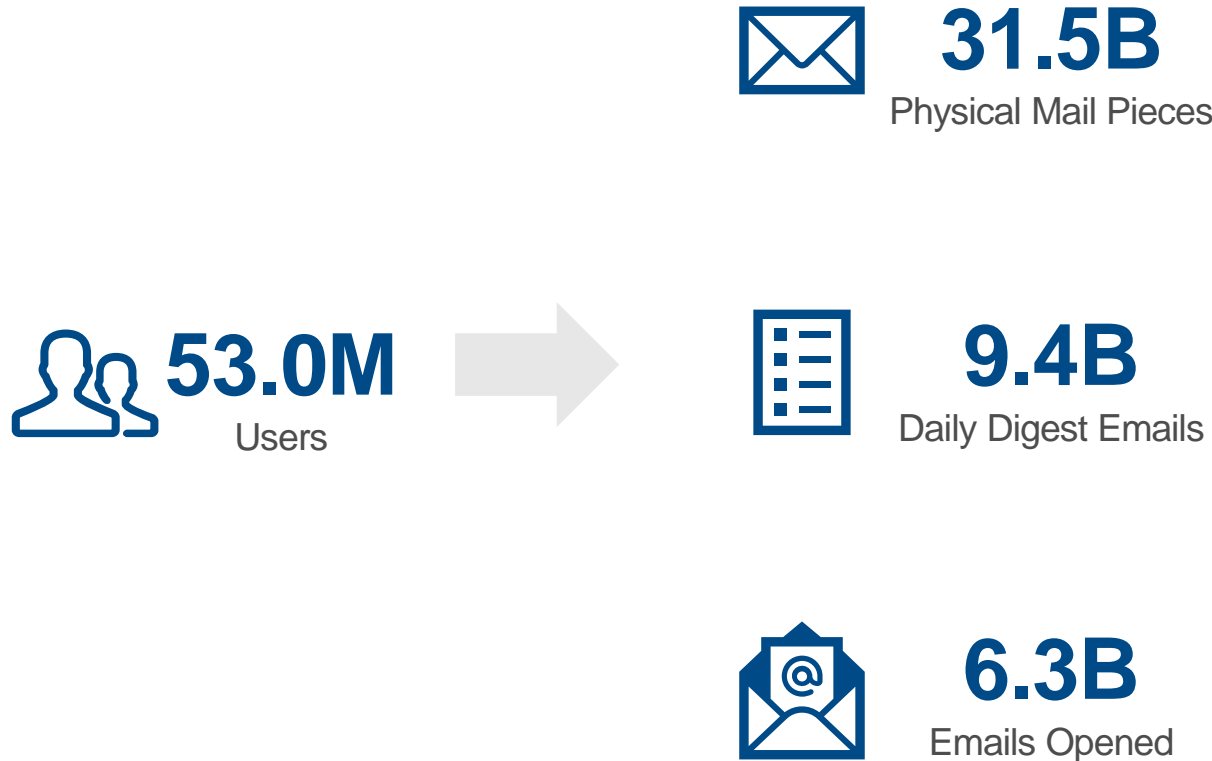
Informed Delivery[®] continues to reach more consumers with a 18% YoY increase – engaging 53M users in December 2022.

 **53.0M**
Users

Internal data as of December 31, 2022

2022 INFORMED DELIVERY PROVIDES MORE IMPACT

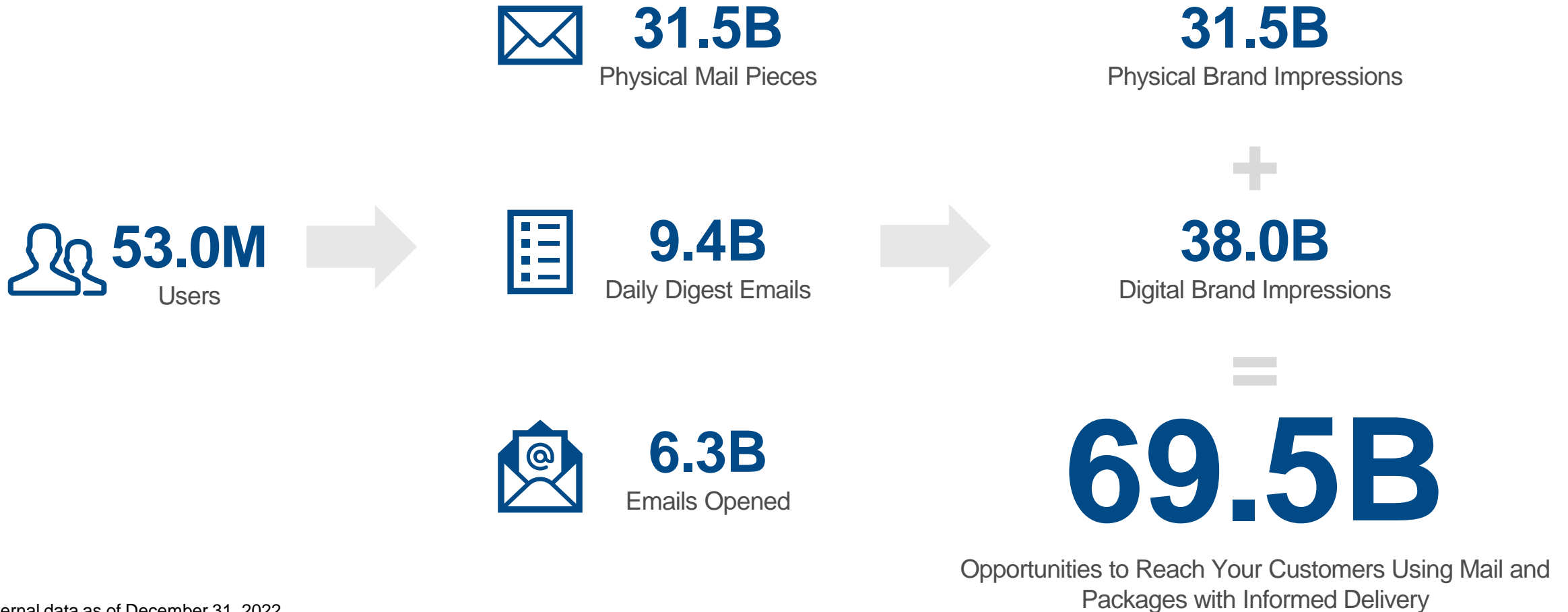
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Internal data as of December 31, 2022

2022 INFORMED DELIVERY PROVIDES MORE IMPACT

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PACKAGE CAMPAIGNS

With Informed Delivery Package Campaigns, business customers can create interactive campaigns to display alongside package tracking information.

WHY PACKAGE CAMPAIGNS?



For Businesses

Provides an additional channel of engagement for businesses to engage customers that include a ride-along image and clickable target URL.

Create additional high-value impressions

Promote brands, products, and services

Drive customer response

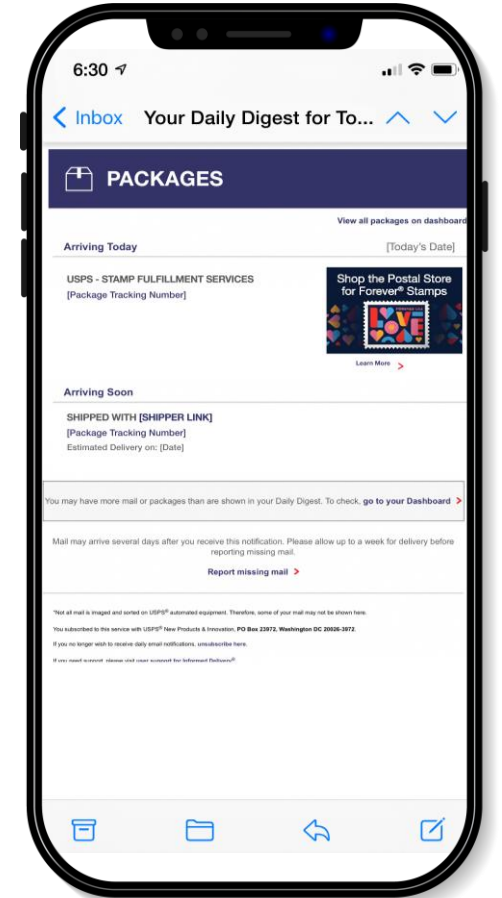


For Consumers

Provides consumers with digital, actionable content related to the brand or contents of the package they are receiving.

Carry out post-purchase actions including:

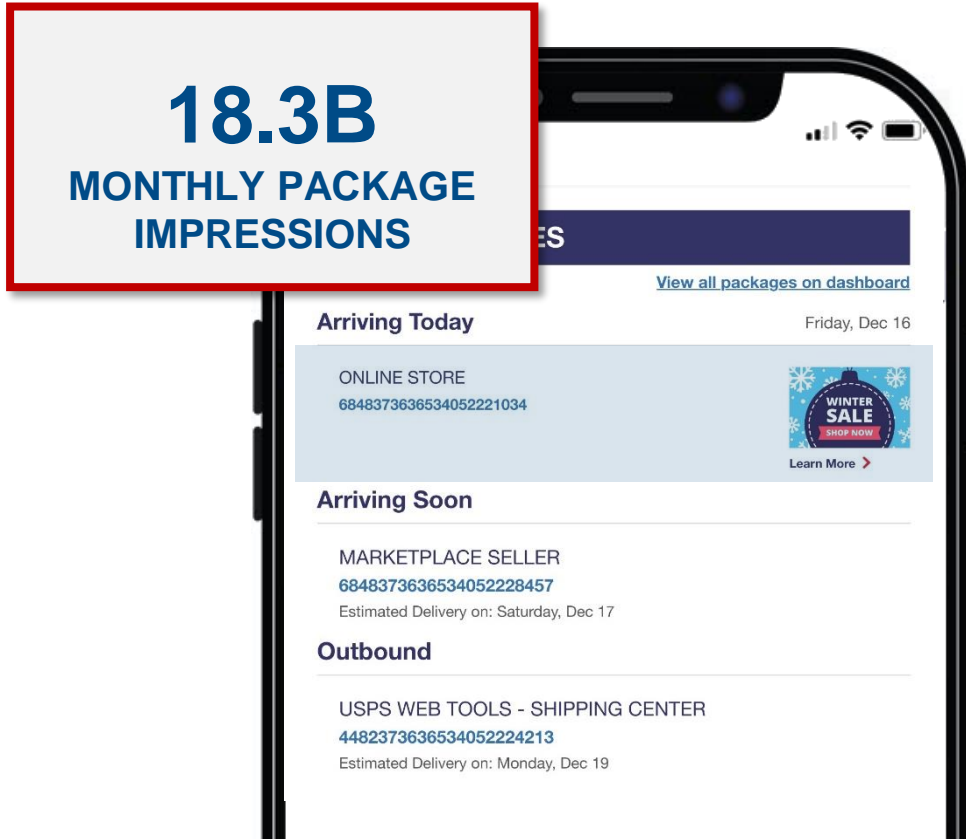
- Follow-up purchases
- Receive product information/instructions
- Provide review/feedback
- Initiate a return



Package Campaigns Metrics to date:	25 <i>Total businesses onboarded</i>	+1,800 <i>Total package campaigns</i>	+1.5M <i>Packages associated to campaigns</i>	1.2% <i>Total click through rate</i>
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CUSTOMERS WITH PACKAGES ENGAGE MORE OFTEN

Open rates for daily digests with package campaigns are higher than those with mail campaigns only.



1,798

Total Package
Campaigns



1.5M+

Packages associated
to campaigns



1.2%

Click Through Rate



88.8%

Email Open Rate

Internal data as of December 31, 2022

EXPANDING API FUNCTIONALITY

Several updates will be made to expand functionality and improve usability of the API.

Future release items will:

- ✓ Support consistency across all campaign channels
- ✓ Align overall functionality with MCP interface
- ✓ Enable campaign management at the barcode level
- ✓ Enable non-sequential campaigns to be created, managed, and modified in the MCP
- ✓ Deliver customized content via personalized campaigns

BENEFITS OF USING API



Integrate directly with USPS
for campaign submission



Manage campaigns
efficiently



Create branded
interface for clients

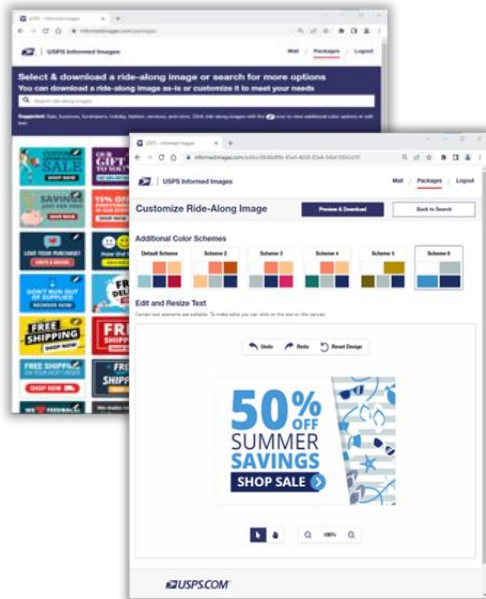


Retrieve real-time
campaign details

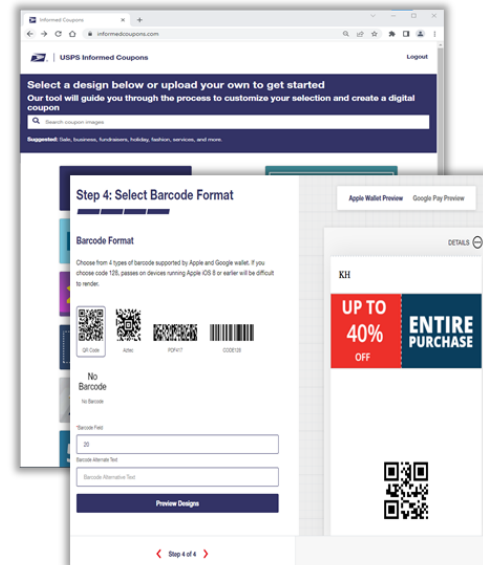
ADDITIONAL BUSINESS TOOLS

Informed Delivery offers business customers two tools with ready-to-use creative content. With a few clicks, customers can download and customize ride-along images and digital coupon to enhance their campaigns.

INFORMED IMAGES



INFORMED COUPONS



FEATURE BENEFITS

- ✓ Saves time and allows for easy customization
- ✓ Searchable library of professionally designed ride-along image and coupon templates
- ✓ Designed using industry research on consumer engagement, color impact, and effective calls to action (CTA).
- ✓ Meets all USPS image specification requirements

INFORMED DELIVERY FOR BUSINESS RECEIVERS

Coming Soon: Informed Delivery Email Daily Digests and Dashboards for Small Business Users

USPS Connect Local customers are already eligible to register to receive Informed Delivery notifications.

All businesses will be eligible to receive notifications by May 31.

- Businesses that sign-up will be authenticated via unique code send by First Class mail.

A new, small business dashboard will be launched in June providing business-centric features.

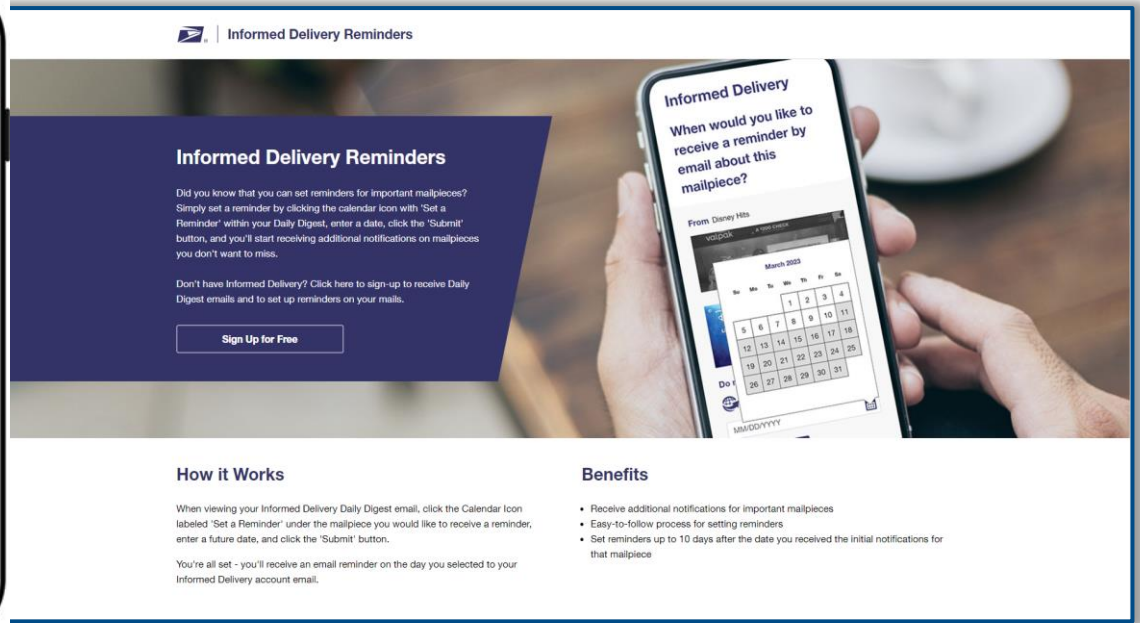
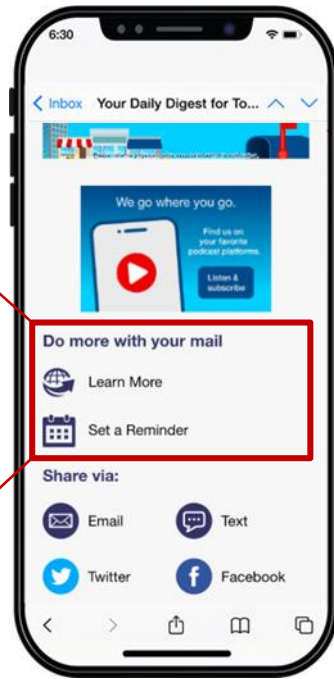
- Inbound Mail
- Inbound Packages
- Outbound Packages
- Package Tracking Summary for Outbound Packages
- Informed Delivery Campaign Summary [Future]

REMINDERS FEATURE AVAILABLE FOR ALL USERS

The Informed Delivery Reminders features allow users to schedule and receive email reminders for important mailpieces.

HOW IT WORKS

- 1 When viewing the Daily Digest, user clicks the “Set a Reminder” button for grayscale and campaign mailpieces.
- 2 User navigates to the calendar, chooses a date, up to 10 days in the future, to receive your reminder email, and clicks “Submit”.
- 3 User is all set and will receive an email reminder on the day selected to their Informed Delivery account email.

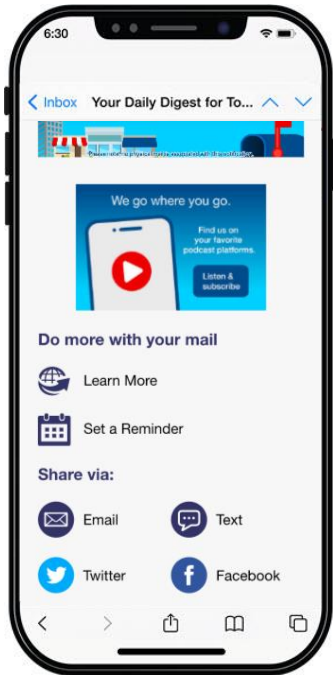


Note, adding reminders data to post-campaign reports has been added to the backlog and will be prioritized with additional reporting updates planned for later this FY.

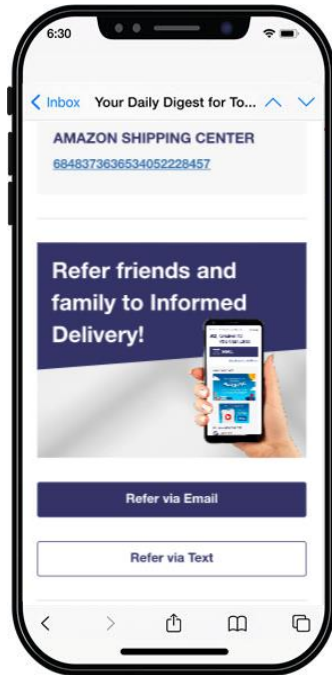
SHARE INFORMED DELIVERY WITH FAMILY & FRIENDS

The new Expanded Sharing feature will enable users to send referrals and share campaign links via email, text, or social media via the Daily Digest email.

SOCIAL SHARING PREVIEW

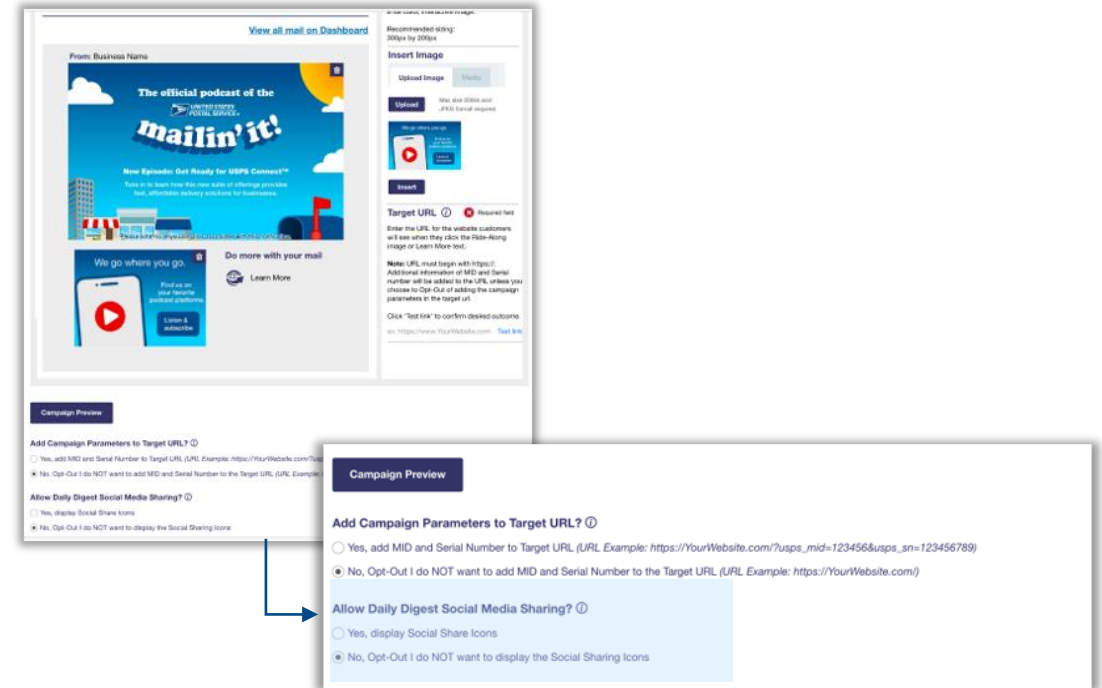


Share buttons



Referral banner

OPT-OUT FUNCTIONALITY



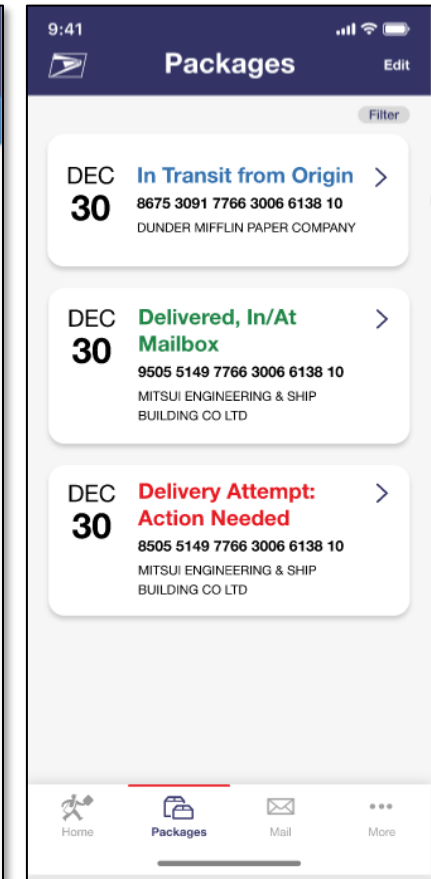
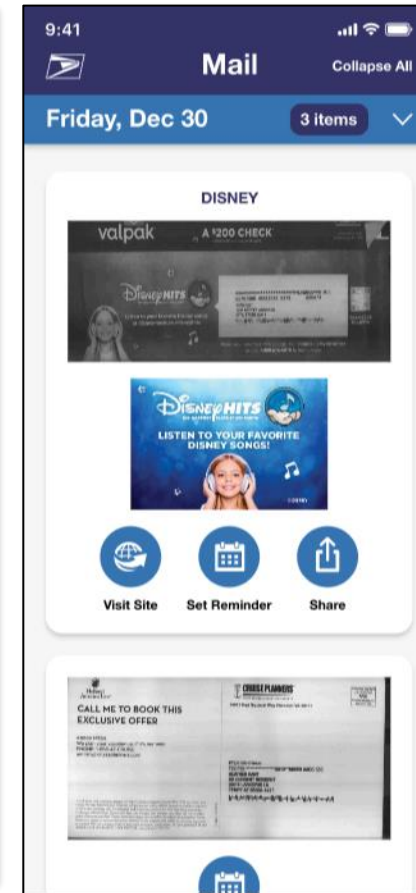
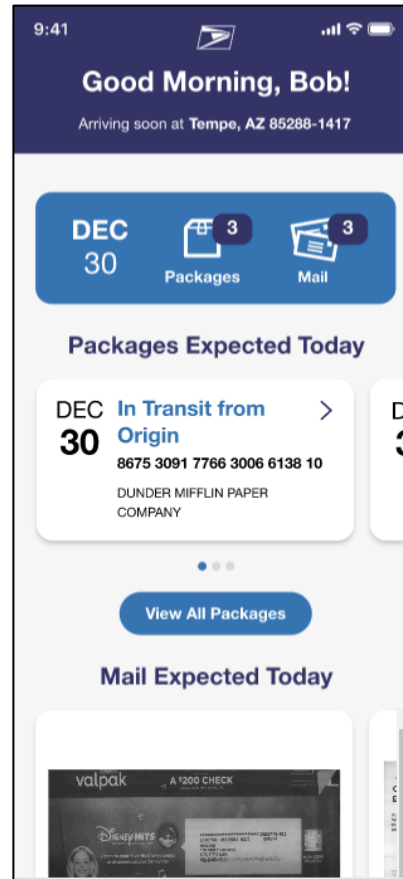
Mailers will have the option to opt out of the upcoming sharing features via the MCP from the build page.

COMING SOON: INFORMED DELIVERY MOBILE

New dedicated mobile application will debut targeting younger audience.

The Informed Delivery mobile app will be native on both IOS and Android.

- Mail daily digest;
- Real-time package tracking;
- Push-notifications for mail and package delivery.



BUSINESS CUSTOMER RESOURCES

The following resources are available to business customers.



INFORMED DELIVERY FOR BUSINESS MAILERS & SHIPPERS WEBSITE RESOURCES

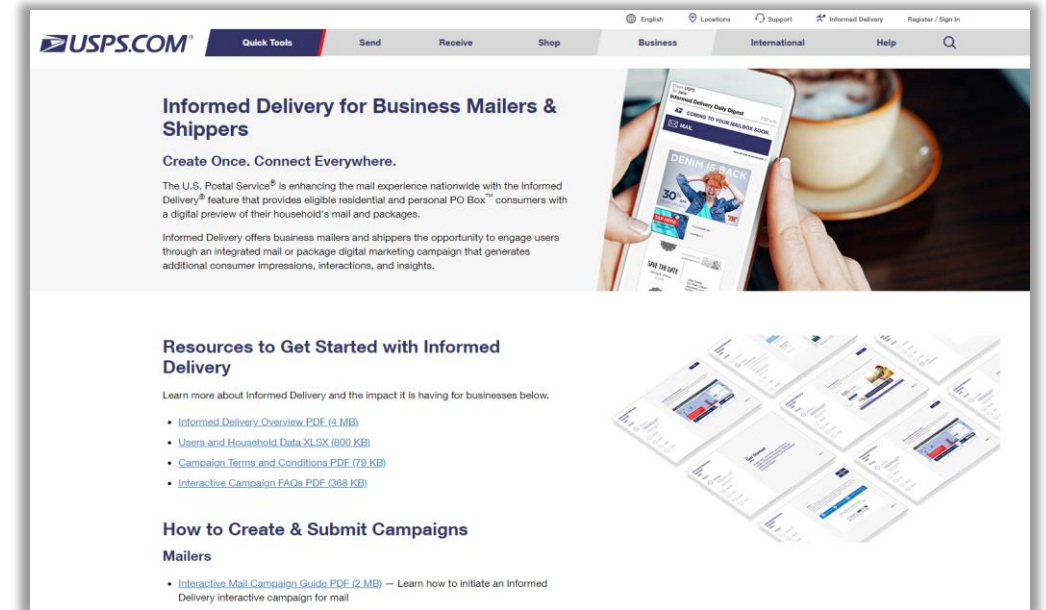
[Interactive Mail Campaign Guide](#): Learn how to initiate an Informed Delivery interactive campaign for mail

[Mail Campaign Portal User Guide](#): Step-by-step instructions for Informed Delivery interactive campaign for mailers

[Shipper Campaign Portal User Guide](#): Learn how to create and manage Informed Delivery package campaigns

[Package Campaigns 1-Pager](#): Maximize your engagement with customers through package campaigns

[Package Campaigns Best Practices Guide](#): Step-by-step instructions for Informed Delivery interactive campaign for packages



RESOURCE DIRECTORY

The following feedback channels are available to business customers.

CONTACT EMAIL	INQUIRIES
USPSInformedDeliveryAPI@usps.gov	The ID API team responds to all Informed Delivery API questions, including integration, onboarding, Customer Acceptance Testing (CAT), and production support.
USPSInformedDeliveryCampaigns@usps.gov	For all general Informed Delivery Mail Campaign questions, including general campaign questions related to supplemental content specifications, the Mailer Campaign Portal (MCP), and reporting.
Click-N-Ship Email Inquiry: Email Us Click-N-Ship (usps.com)	The Click-N-Ship team responds to all issues or inquires related to Click-N-Ship

Questions?