



Informed Delivery[®] Overview

July 2017

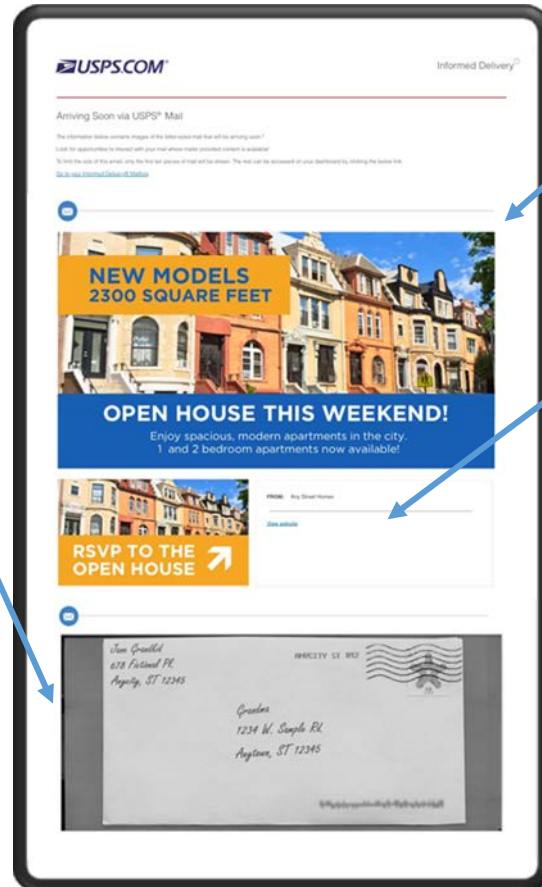


What is Informed Delivery?

Informed Delivery is a new consumer-facing feature offered by USPS® that provides users with digital previews of their household mail arriving soon.

Mailpiece Image: Users receive morning emails with **grayscale images** of the exterior, address side of incoming letter-sized mailpieces (processed through automated equipment)

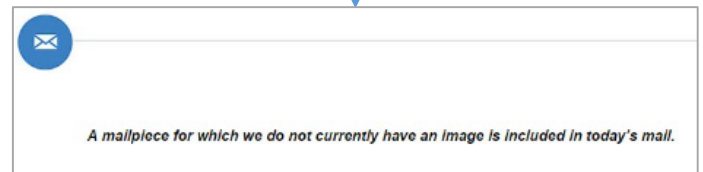
Users can also **view images on the dashboard** at informedelivery.usps.com



Representative Image: Mailers can replace a grayscale image with a **representative full color image**

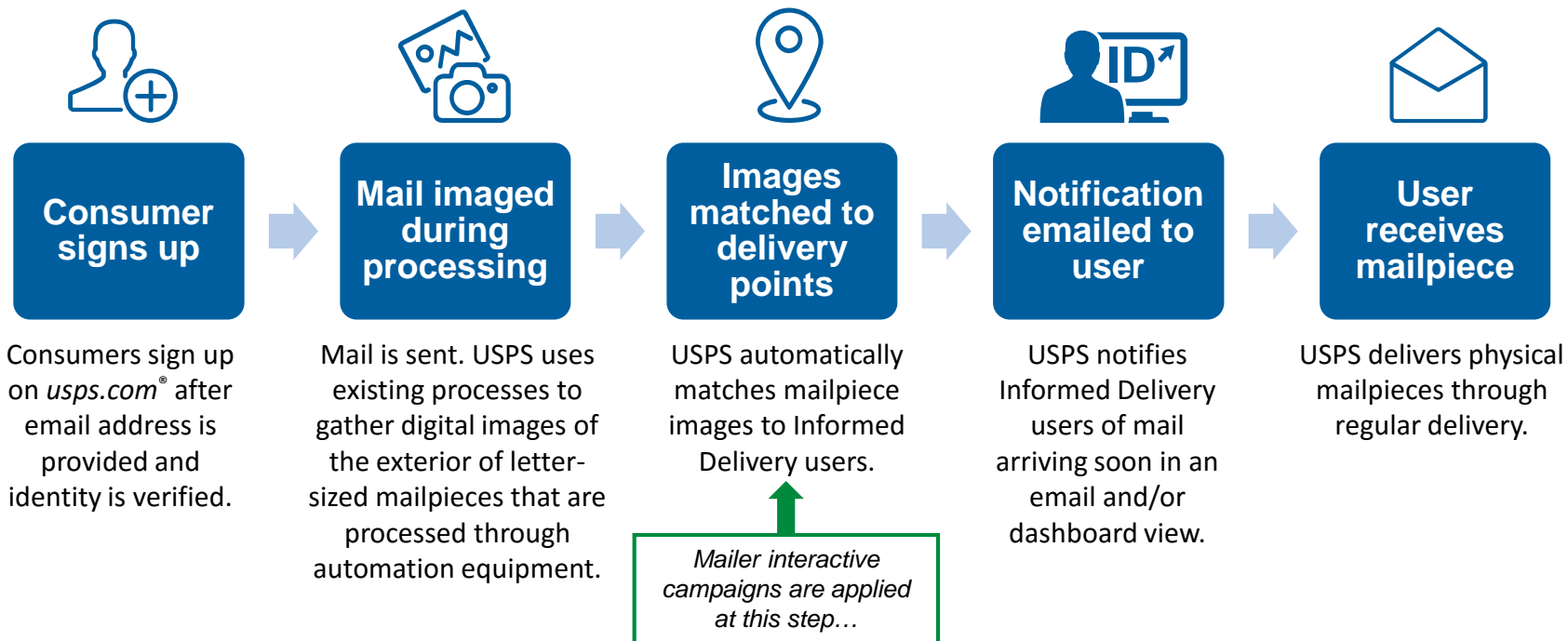
Supplemental Content: Mailers must include **Ride-along images and a URL** to accompany either the grayscale or Representative image

For Flats: Users will see this if the mailer does not conduct an **interactive campaign:**



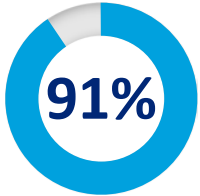
How Does the Feature Work?

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

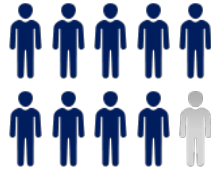


Just like a physical mailbox, the Informed Delivery feature is provided at a household level, based on a delivery point address. Multiple residents can sign up for the feature.

What are Consumers Saying About It?

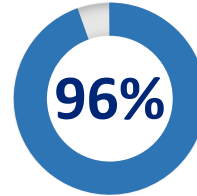


are **satisfied or very satisfied** with Informed Delivery



9 out of 10

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



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



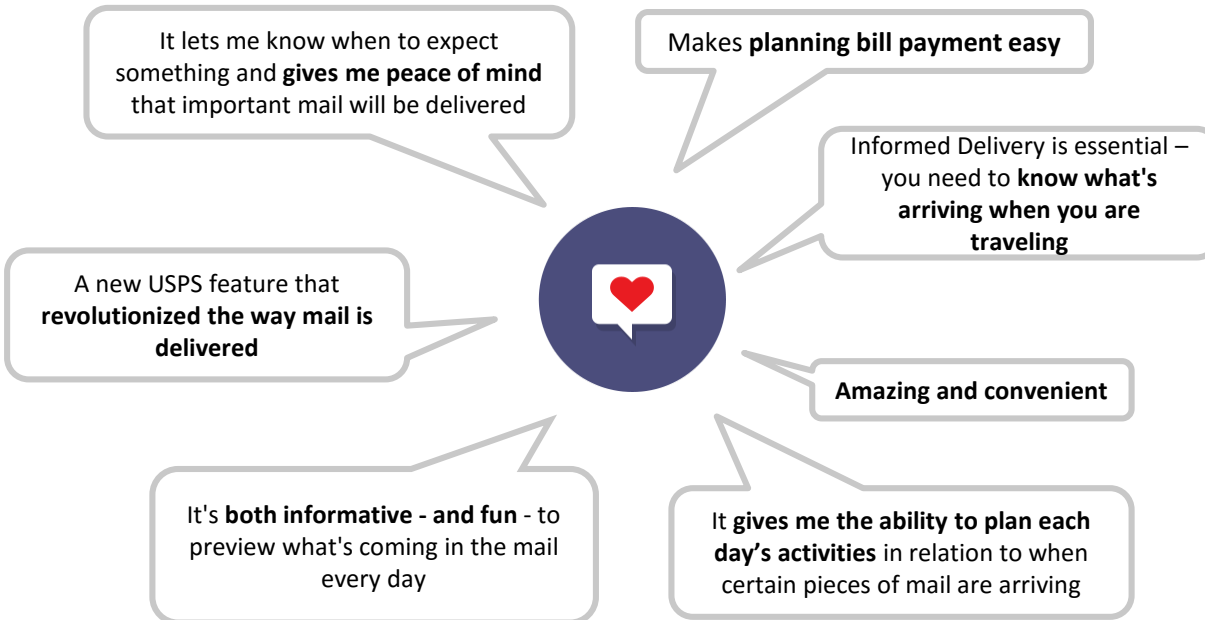
79%

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




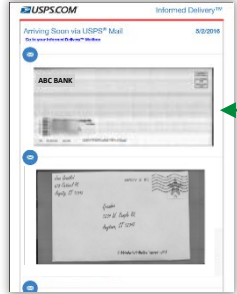




Obtain a digital copy / archive of mail received



Take action on mail sooner via digital preview


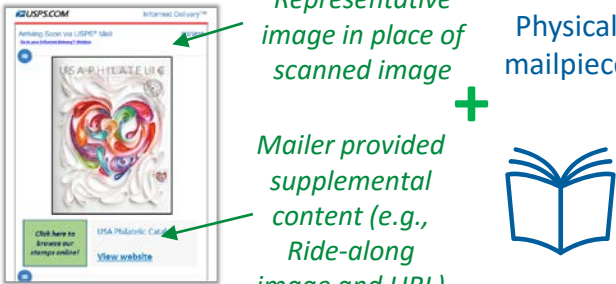
How does it work for letter-sized mailpieces?

All letter campaigns offer a unique digital touchpoint, and mailers can enhance that touchpoint with a Representative image and supplemental content.

Scenarios	What do users see?		Benefits
<p>Mailing as usual</p>	<p>Non-User</p> <p>Physical mailpiece</p> 	<p>Informed Delivery User</p> <p>Email</p>  <p>Grayscale scanned mail image</p> <p>+</p> <p>Physical mailpiece</p> 	<ul style="list-style-type: none"> ▪ Mailer gets additional impression for Informed Delivery users via email or dashboard ▪ User gets convenience of digital preview of physical mail
<p>Mailer provides digital content to USPS (e.g., Ride-along image and URL)</p>	<p>Non-User</p> <p>Physical mailpiece</p> 	<p>Informed Delivery User</p> <p>Email</p>  <p>Mailer-provided supplemental content (e.g., Ride-along image and URL)</p> <p>+</p> <p>Physical mailpiece</p> 	<ul style="list-style-type: none"> ▪ Mailer gets additional impression for Informed Delivery users via email or dashboard ▪ Mailer option to add custom image in place of or below mailpiece image ▪ New digital channel response via URL ▪ Measureable data insights

How does it work for flat-sized mailpieces?

Mailers conducting flat-sized campaigns can also benefit from Informed Delivery by providing a Representative image and supplemental content.

Scenario	What do users see?		Benefits
<p>Mailer provides digital content to USPS (e.g., Ride-along image and URL)</p>	<p>Non-User</p> <p>Physical mailpiece</p> 	<p>Informed Delivery User</p> <p>Email</p> <p>Physical mailpiece</p> 	<ul style="list-style-type: none"> ▪ Mailer gets additional impression for Informed Delivery user via email or dashboard ▪ Mailer option to add custom image(s) in place of message ▪ New digital postal channel response via URL ▪ Measureable data insights

- 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, or users will not see the incoming flat-sized mailpiece in their email notification or dashboard.
- *Note: Mailings using Carrier Route bundles have limited visibility at this time. Limited flat bundle scanning testing scheduled to begin in fall 2017 in NY Metro.*



What Value Do Campaigns Add?

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



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

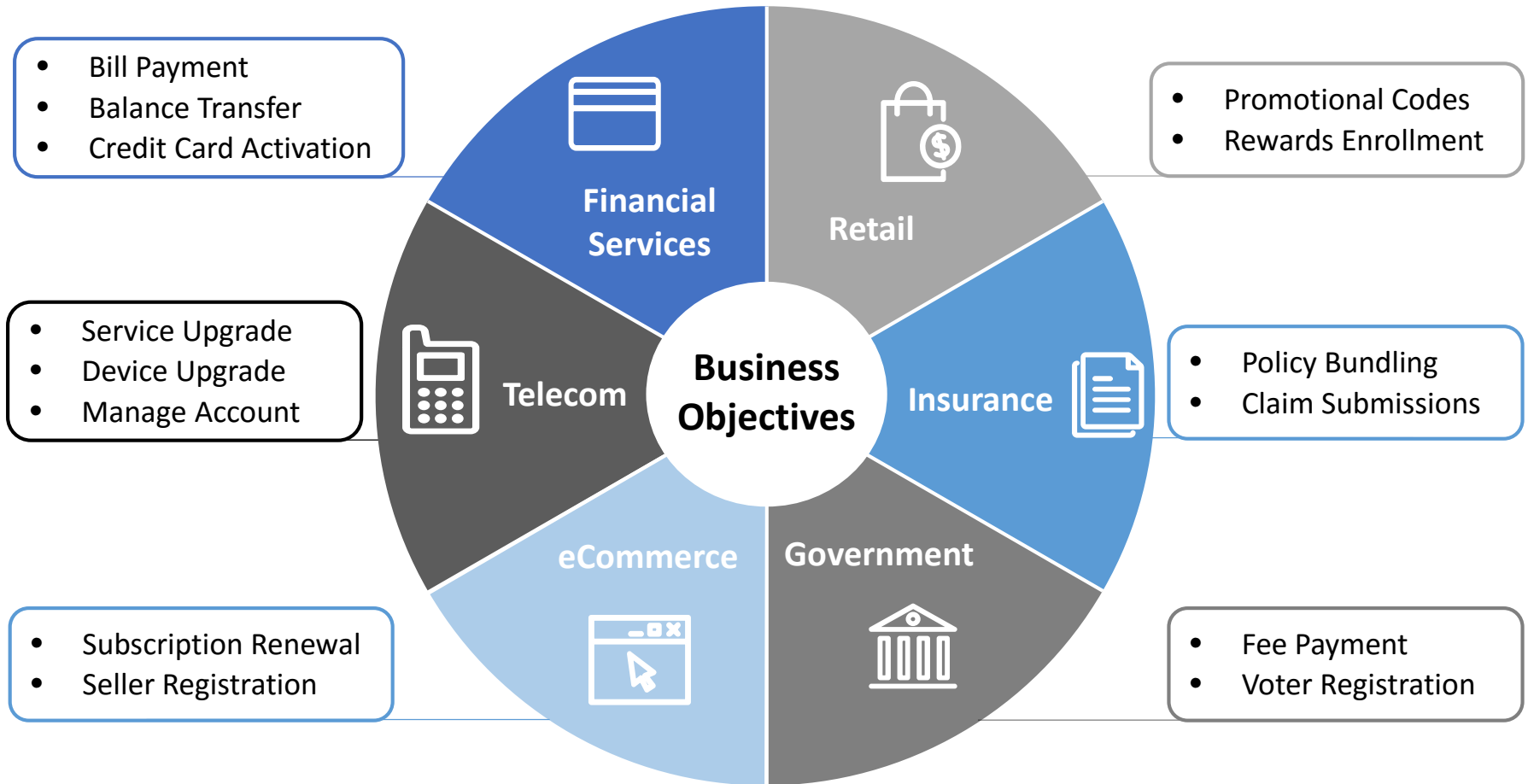


Provides additional data insights to optimize marketing spend



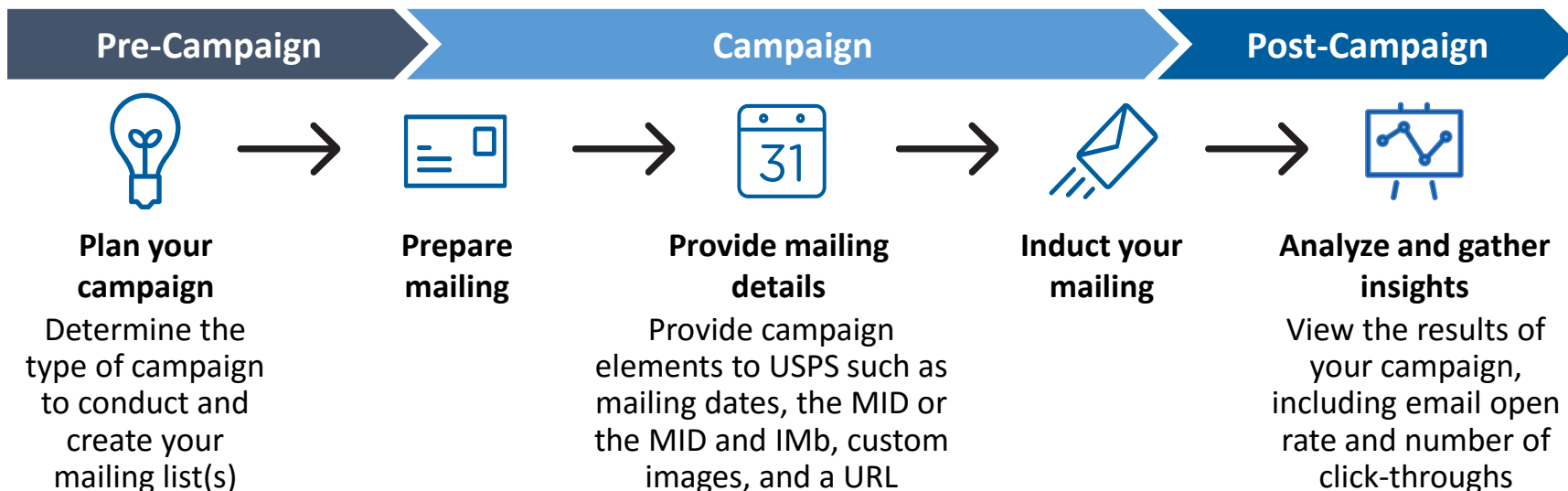
How Can Industries Use It?

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



How Can a Mailer Participate?

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



How to Participate

- Virtually any organization 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 their designated MSP)
- There are no fees associated with conducting a campaign during the operational test period
- Campaign can be submitted by Mailer or MSP

Where Can You Learn More?

Visit our online resources to learn more about campaign processes.

Mailer Website: usps.com/informeddeliverycampaigns

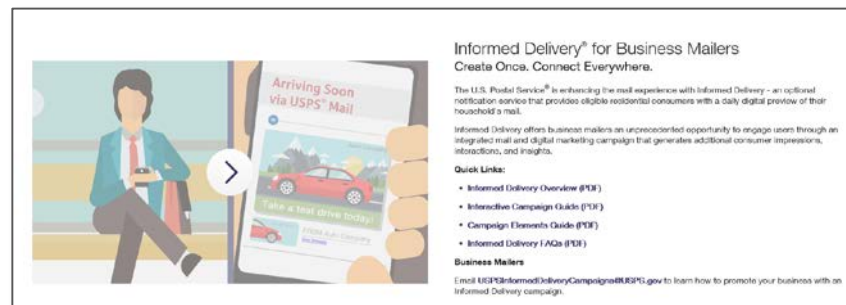
- Review the benefits of the feature, learn about campaign creation, and more
- View an interactive video and Informed Delivery user testimonial videos
- Resources: FAQs, Interactive Campaign Guide, Overview Deck, Campaign Elements Guide

Mailer Interest Form:

- Want to get started today? Complete this [required form](#) to express interest in participating in Informed Delivery*

Contact Information:

- Should you have additional questions after reviewing the website and completing the form, you may contact the IDPO at USPSInformedDeliveryCampaigns@usps.gov



*This form is required until the Campaign Portal is available in early fall 2017