



Informed Delivery[®]

Interactive Campaign Overview

Fall 2018



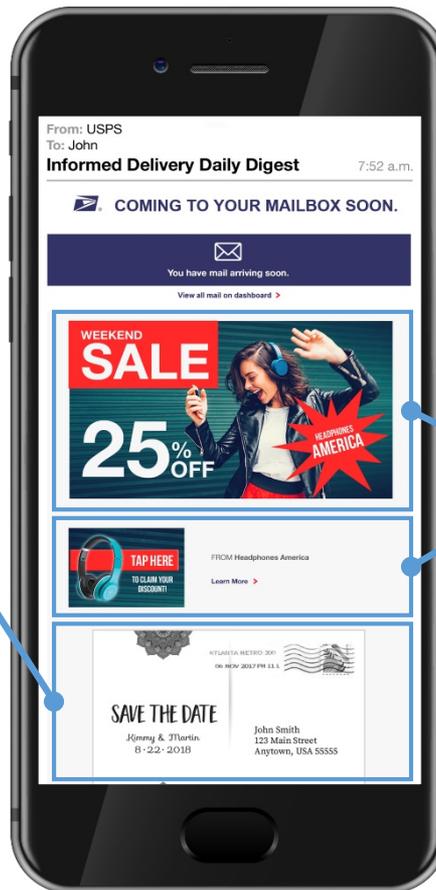
What is Informed Delivery?

Informed Delivery is a consumer-facing feature offered by USPS® that provides users with digital previews of their household mail arriving soon. Mailers can integrate digital campaign elements to enhance and extend the mail moment.



Informed Delivery users receive **scanned images** of the exterior of incoming letter-size mailpieces (processed through automated equipment).*

Images and package tracking information is available via **email notification**, **online dashboard**, or **mobile app**.



If a mailer conducts an Informed Delivery **interactive campaign**, supplemental content will be shown (for letters/postcards or flats).

Interactive campaigns include **custom images**, known as Representative and Ride-along Images, and a **target URL** that directs the user to a digital experience.

Where are the Users?

Informed Delivery is available in the majority of ZIP Code™ locations nationwide. Find the most up-to-date user and household data on usps.com/informedeliverycampaigns.

User and Household Data

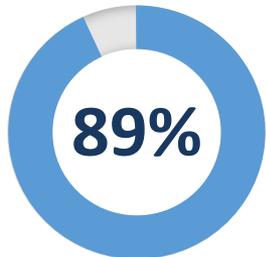
Example File

Area > District > ZIP3 > ZIP5	Registered Households	Registered Users	Email-enabled Users
⊕ Capital Metro	1,424,289	1,719,633	1,124,531
⊕ Eastern	1,428,728	1,698,882	1,092,565
⊖ Great Lakes	1,122,769	1,330,591	829,763
⊕ Central Illinois	160,931	191,756	118,177
⊕ Chicago	93,991	113,832	72,591
⊕ Detroit	199,755	238,251	151,592
⊕ Gateway	144,994	170,038	104,691
⊕ Greater Indiana	180,860	214,907	135,131
⊕ Greater Michigan	121,218	141,874	88,742
⊕ Lakeland	221,020	259,933	158,839
⊕ Northeast	1,158,080	1,389,141	895,594
⊕ Pacific	1,540,038	1,881,590	1,174,965
⊕ Southern	2,420,401	2,917,153	1,989,856
⊕ Western	1,941,293	2,308,502	1,444,837
Grand Total	11,035,598	13,245,492	8,552,111

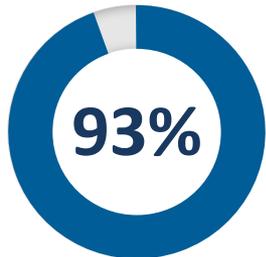
Select the **plus signs** to expand the rows for more detailed information at the ZIP3 and ZIP5 levels.

Not every Informed Delivery user opts in to get the email digest. These are our most engaged users, however!

What is the User Response?



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



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

Device Used to View Notifications



54%
Mobile

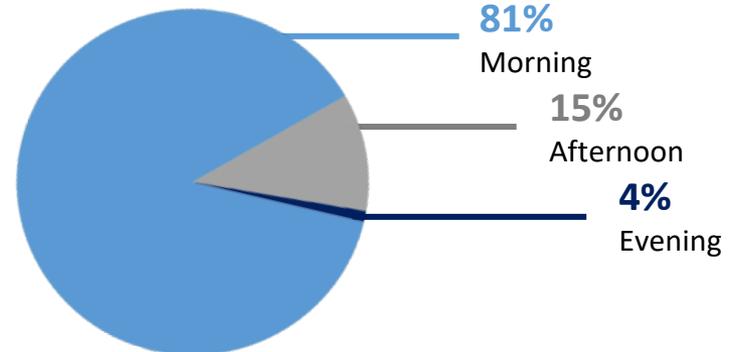


38%
Computer or Laptop



8%
Tablet

Time of Day to View



What Value Do Campaigns Add?



Offers a **high email open rate** – 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

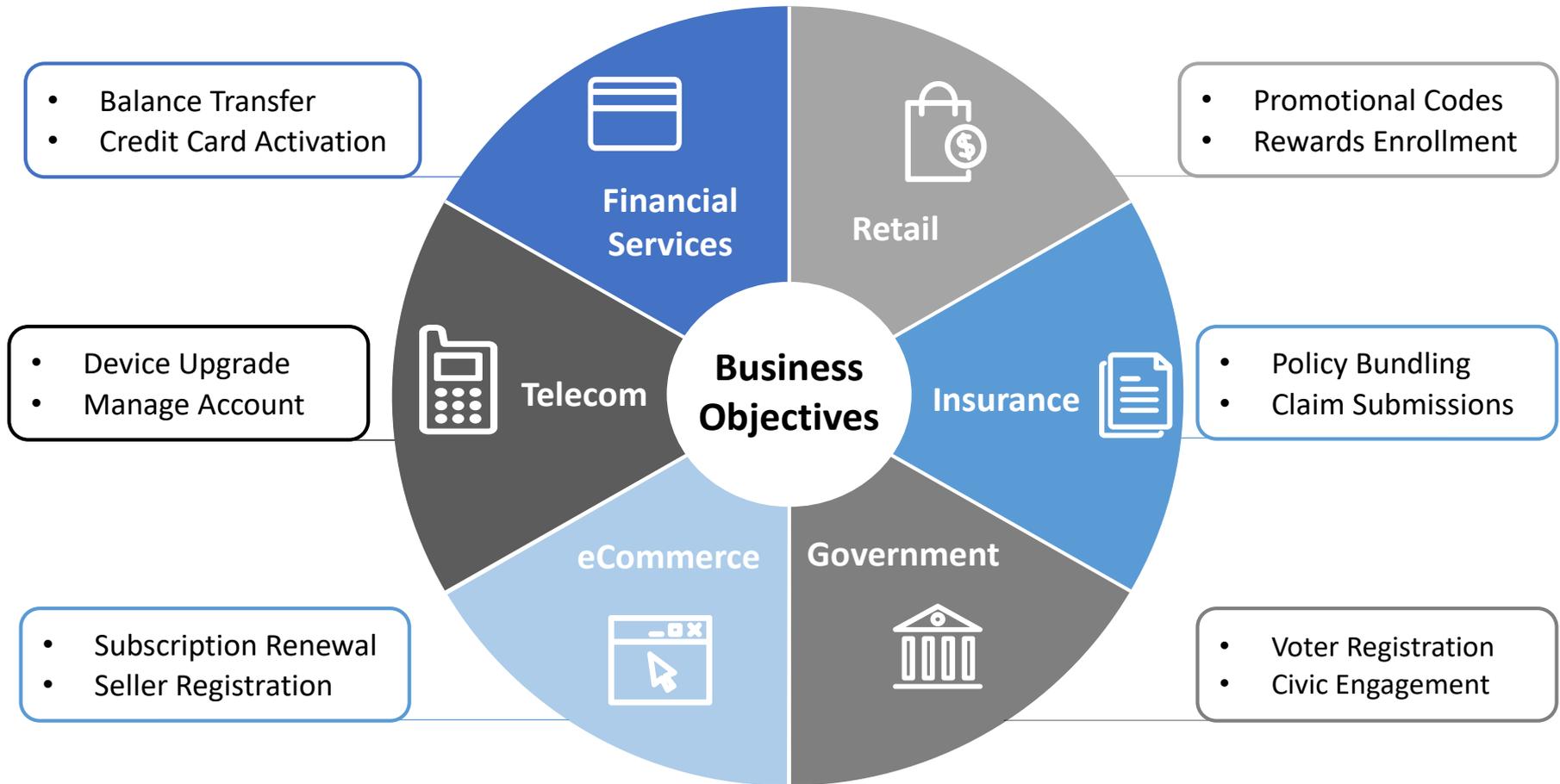


Provides additional **data insights** to optimize marketing spend



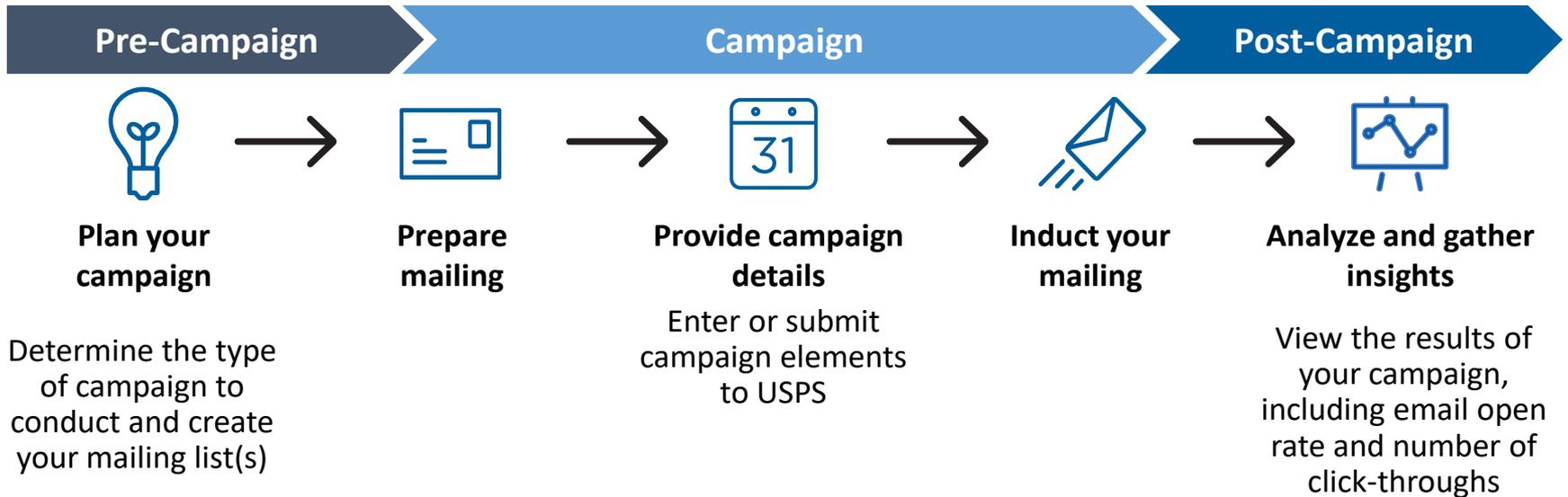
How Can Different Industries Use Informed Delivery?

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 hardcopy mail as usual, provide USPS with campaign elements and supplemental content, and induct the mail.

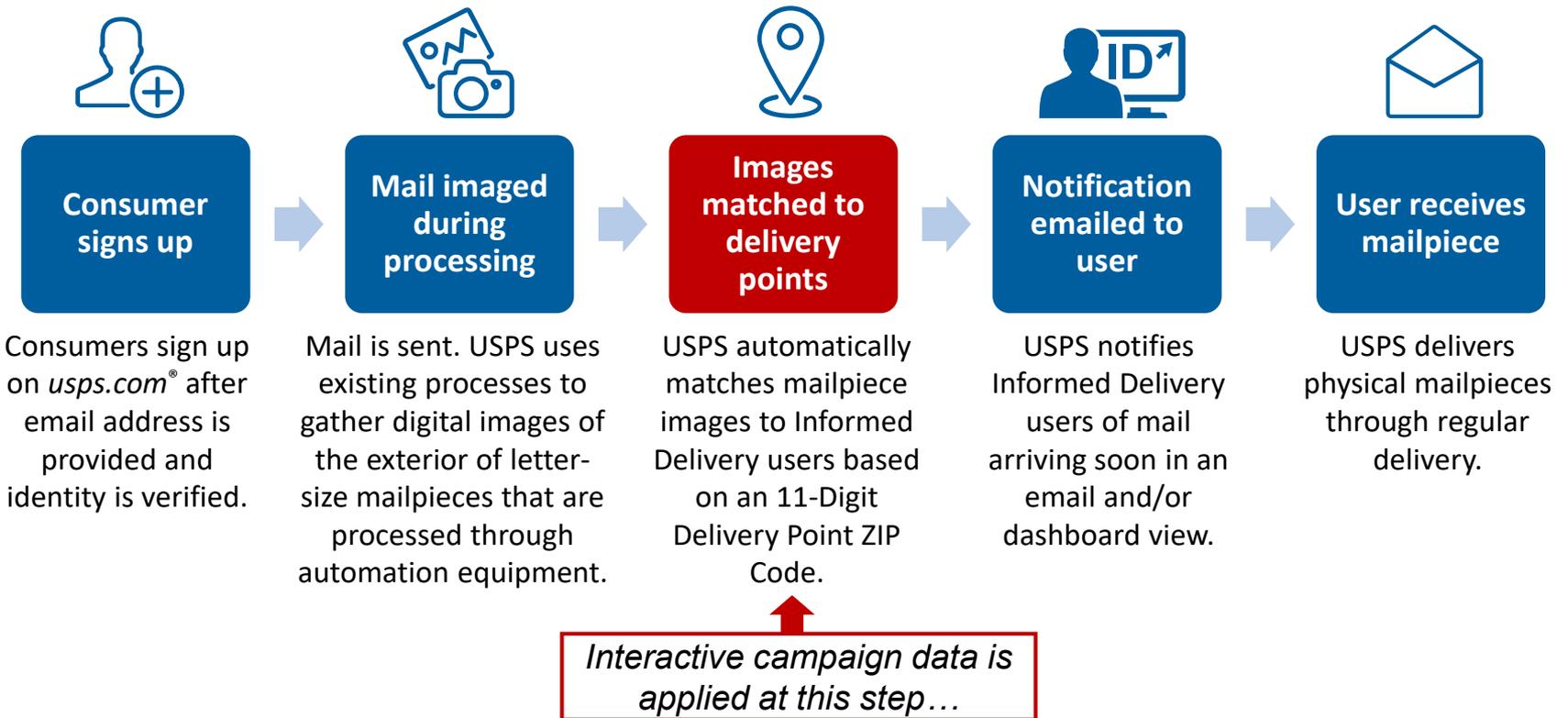


Mailer Participation Criteria

- **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 an interactive campaign at this time*
- A campaign can be initiated by the Mailer or by their designated MSP

How Does the Feature Work?

USPS leverages existing mail imaging processes to provide users with a digital preview of mail arriving soon.



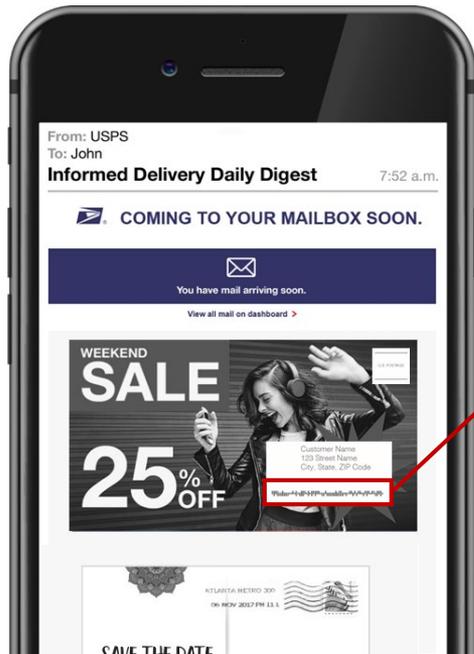
Just like a physical mailbox, the Informed Delivery feature is provided at a household level, based on a unique delivery point code for each address. Multiple residents can sign up.

How Are Mailer Campaigns Activated?

The Intelligent Mail Barcode® (IMb) on each mailpiece facilitates the entire process.



No Interactive Campaign

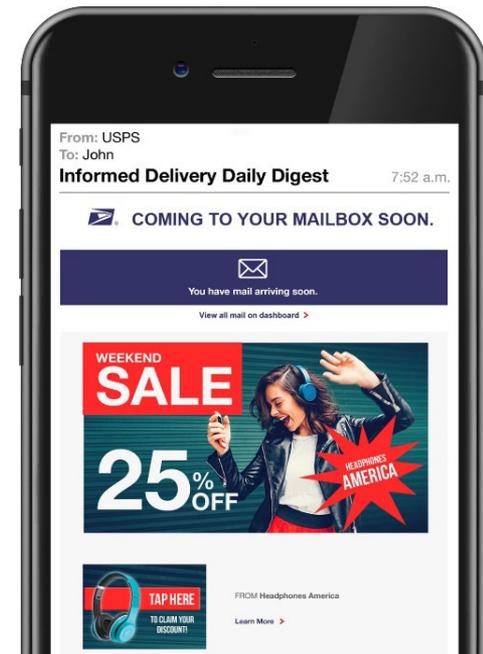


...based on the MID or MID + Serial Number in the IMb that is printed on each piece.*



Type	Field	Field Length (Digit)
Tracking Code	Barcode Identifier (BI)	2
	Service Type Identifier (STID)	3
	Mailer ID (MID)	6 or 9
Routing Code	Serial Number	9 or 6
	Delivery Point ZIP Code	none, 5, 9, or 11

Interactive Campaign Applied



What Mailpiece Types are Eligible?

For a letter, postcard, or flat to be eligible for Informed Delivery, it must be automation compatible and scanned through USPS equipment.

LETTERS / POSTCARDS

The majority of **letter-size mailpieces** and postcards are eligible for Informed Delivery because they are automation compatible and scanned through USPS equipment.



FLATS

Eligibility varies. Images of **flat-size mailpieces** are not captured by USPS automation equipment at this time. If the mailer does not conduct an interactive campaign on a flat, users will see a message stating “A mailpiece for which we do not currently have an image is included in today’s mail.”

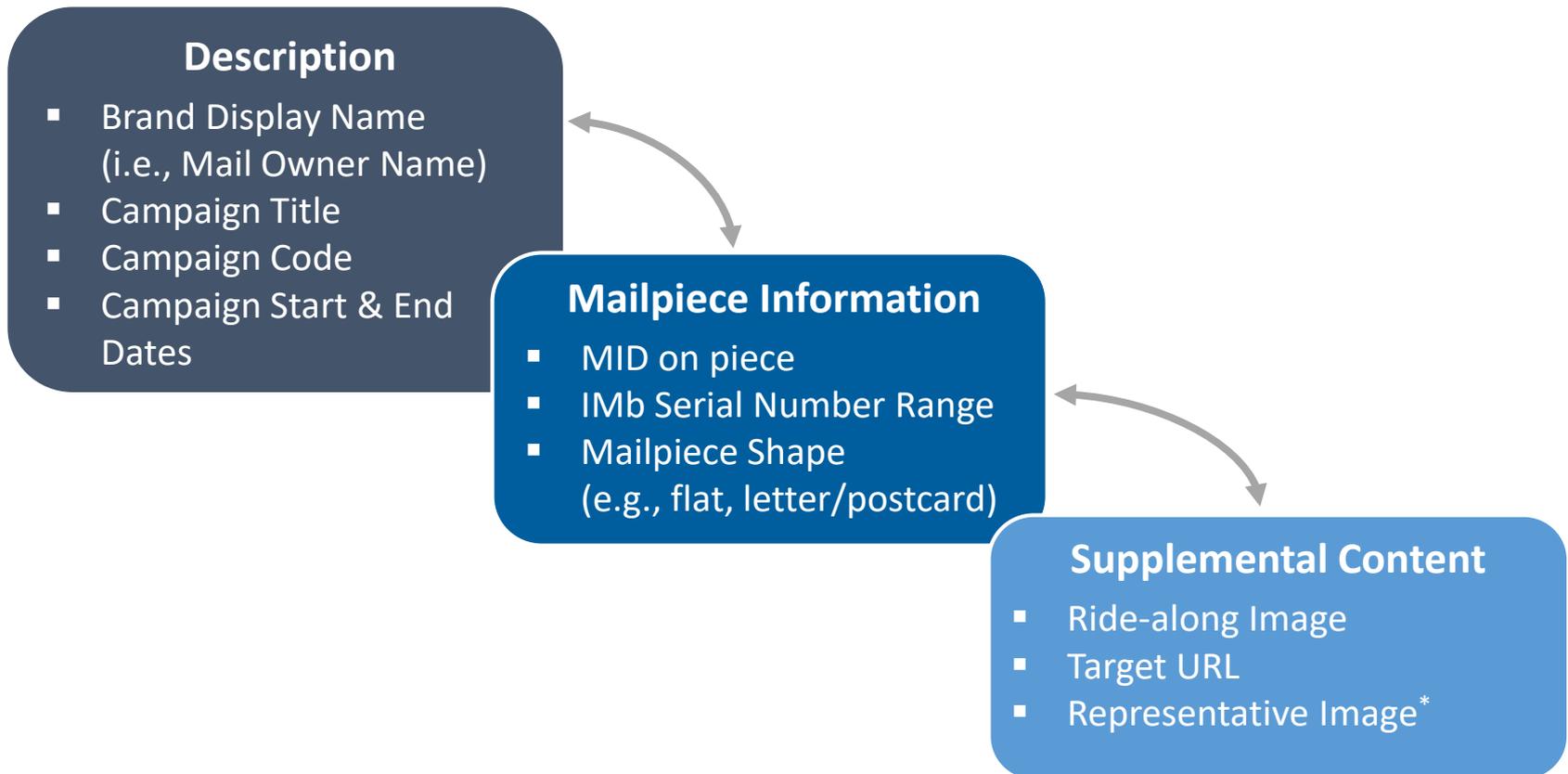


FLATS CAMPAIGNS

- Mailers can still conduct Informed Delivery campaigns on flats, but should be aware results may not match letter-size campaigns.
- The Representative Image is a **required** campaign element for flats.
- If a flat with an Informed Delivery campaign applied is processed through automation equipment (or a bundle scan is detected), users will see the interactive campaign.

Campaign Elements

These are the campaign elements that are required, regardless of submission method.



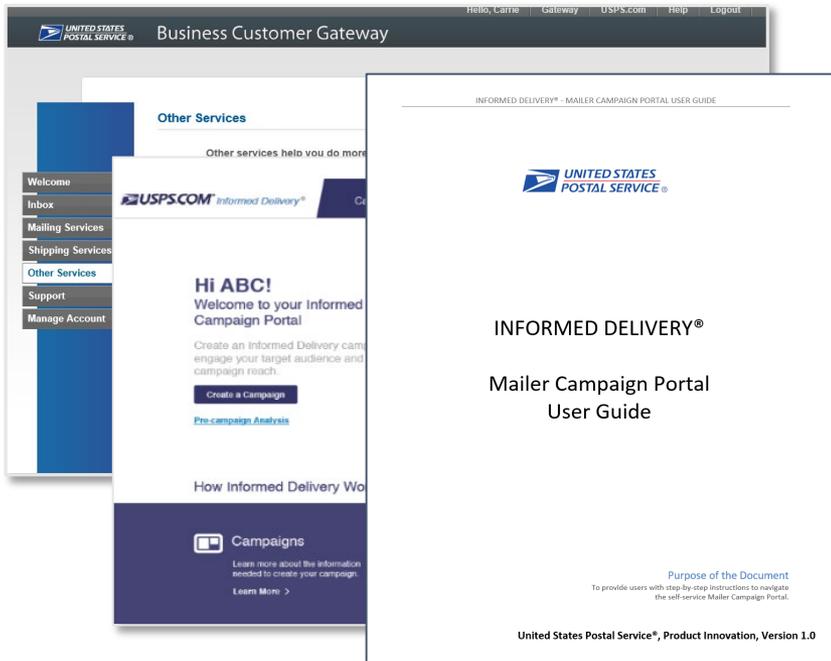
Seven Simple Steps to Campaign Participation

- 1 Determine Submission Method
- 2 Determine Campaign Breakdown/Level
- 3 Determine MID and/or MID+IMb Serial Number Range
- 4 Determine Supplemental Content
- 5 Determine Campaign Timeline, Title and Code
- 6 Enter/Submit the Campaign
- 7 Monitor Progress and Analyze Results

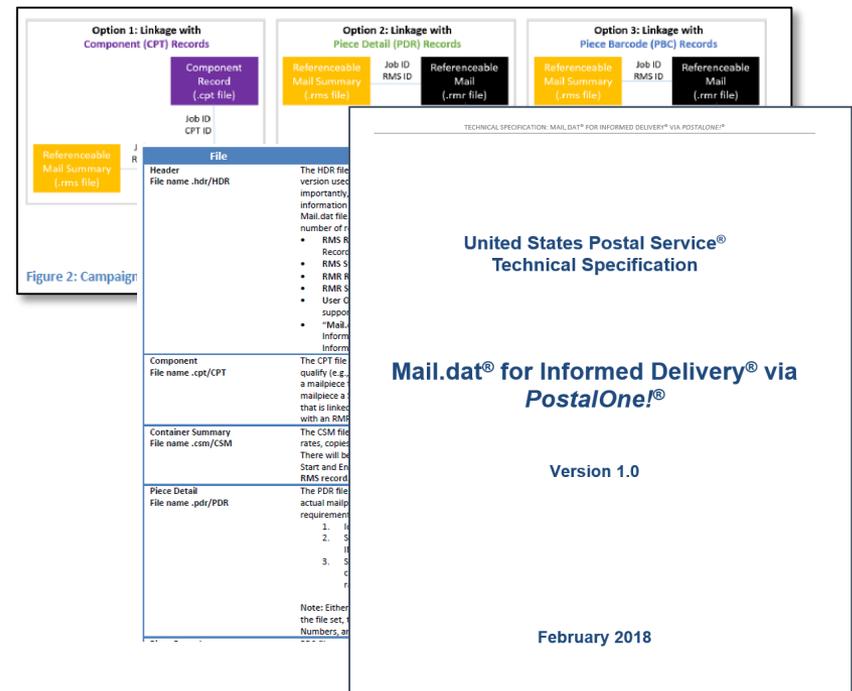
1. Determine Submission Method

USPS provides two methods of self-serve campaign submission. Currently, 95% of campaigns are entered via the Mailer Campaign Portal.

Mailer Campaign Portal MANUAL ENTRY



PostalOne!® ELECTRONIC SUBMISSION*



Campaigns should be submitted no later than 11:59AM EST prior to the campaign start date. This is a requirement for the Mailer Campaign Portal and highly recommended for PostalOne!.

2. Determine Campaign Breakdown

There are currently two campaign breakdowns supported*:

MID: Apply the same campaign to all customers



IMb Serialized: Apply different campaigns to groups of customers



*When applying different campaigns to groups of customers (within a single mailing or multiple mailings), **conduct mailing list segregation prior to the assignment or printing of the IMb. This will ensure you get a unique and sequential IMb Serial Number range for each campaign.***

Note: The majority of campaigns are conducted at the IMb Serialized level due to the use of shared MIDs.



3. Determine MID and/or MID+IMb Serial Number Range(s)

Because a MID is often shared by other business units in a company or it belongs to a Mail Service Provider, it's most common to run campaigns at the IMb Serialized level.

- The Mailer ID (MID) on piece can belong to:

Mail Owner or Brand	Ad Agency
Mail Service Provider (MSP)	Printer
- The MID entered must be the one printed in the IMb on the mailpieces.
- For IMb Serialized campaigns, you must ensure that you get a unique and sequential IMb Serial Number range for each campaign treatment. IMb's can be assigned prior to or during printing

Campaign Treatment	Number of Customers	URLs	IMb Serial Start	IMb Serial End
A	5000	http://abcco/blue	000000001	000005000
B	5000	http://abcco/green	000005001	000010000
C	5000	http://abcco/red	000010001	000015000

Sample of unique and sequential IMb serial number ranges required for "IMb Serialized" Level campaigns

Your mailing list needs to be segregated prior to printing or IMb assignment. IMb serial number ranges cannot overlap another active campaign.

If you apply your campaign at the MID level, every piece of mail with that MID, during the designated campaign timeframe, will have the campaign applied.





4. Determine Supplemental Content

Determine which type of campaign you will conduct (basic or dual). Consider trying both options to determine which results in a better response rate. The campaign URL should be different than the one printed on the piece for tracking purposes.

Ride-along Image & URL (Basic)



FROM: Beyond Cubicle

[Learn More](#) →

Minimum requirement to conduct a campaign.

Representative Image + Ride-along Image & URL (Dual)



FROM: Beyond Cubicle

[Learn More](#) →

Required for flat-size mail, optional for letters/postcards.



5. Determine Campaign Timeline

Based on the expected/targeted in-home dates for the mailing, determine your campaign start and end dates.



Start campaign 2-3 days prior to first expected in-home date

E.g., if the first expected in-home date is June 10th, start the campaign on June 7th or 8th



End campaign 2-3 days after last expected in-home date

E.g., if the last expected in-home date is June 20th, end the campaign on June 22nd or 23rd

Consider where the mail is being entered and the class of mail to determine expected/targeted in-home dates.

Maximum campaign length is 45 days.

Define your Campaign Title and Campaign Code at this step, too.

6. Enter/Submit the Campaign

Using the preferred submission method chosen in Step 1, enter campaign(s) no later than 12:00 p.m. EST the day before the campaign start date.

- Mailer Campaign Portal (manual)
- *PostalOne!* (electronic)

Then, induct the mailing as usual!

The screenshots illustrate the Mailer Campaign Portal Entry Process. The top screenshot shows the 'Describe' step of the campaign setup process. The middle screenshot shows the 'Build' step, where a representative image is being inserted into a campaign preview. The bottom screenshot shows the 'Review' step, where campaign details like Brand Display Name, Campaign Start and End Dates, Mailer ID, and Mailpiece Shape are being configured.

Screenshots of Mailer Campaign Portal Entry Process

7: Monitor Progress and Results

There are two Post-Campaign Reports available for Informed Delivery campaigns:



Summary Report: Provides the number of emails sent, emails opened, and click throughs.



Detailed Report: Expands upon the Summary Report by including dates, times, etc. for each individual record.

*The **Interactive Campaign Guide** on the **Informed Delivery for Business Mailers** website contains detailed information on the data provided in these reports, including the data descriptions and mathematical calculations.*

*As of August 2018, all reports are available via the **Mailer Campaign Portal**, regardless of the submission method used.*

Where Can You Learn More?

Mailer Website: usps.com/informeddeliverycampaigns

- **View an interactive video** and Informed Delivery user testimonial videos to learn about the benefits of the feature
- **Review the resources** such as the FAQs, Interactive Campaign Guide, and Campaign Image Requirements to learn about campaign creation and how to get started
- **Download Users and Household Data** to see our growing user base



The screenshot shows a webpage for "Informed Delivery® for Business Mailers". On the left, there is a video player with a play button and a right arrow. The video player has a caption: "Watch this personalized interactive video to learn about Informed Delivery®". Below the video player, it says "Informed Delivery Video" and "Learn more about Informed Delivery with this interactive video experience. Watch the video above to discover how an Informed Delivery interactive campaign can help you meet your business objectives!". On the right, the text reads "Informed Delivery® for Business Mailers Create Once. Connect Everywhere." followed by a paragraph about the service. Below that, there are "Quick Links" for "Informed Delivery Overview (PDF)", "Interactive Campaign Guide (PDF)", "Campaign Image Requirements (PDF)", and "Interactive Campaign FAQs (PDF)". Further down, it states "Informed Delivery is available to eligible residential consumers in the majority of ZIP Codes™ across the country." and "Download our **Users and Household Data (Excel)** to learn more about our growing user base." It also has a section "Interested in Conducting an Informed Delivery Interactive Campaign?" with instructions on how to submit a campaign via the "Business Customer Gateway (BCG)" or "Posta!One®" support team. The email address "USPSInformedDeliveryCampaigns@USPS.gov" is provided at the bottom.

Contact Information:

- After reviewing the website and documentation provided, if you still have questions, reach out to your USPS Sales Representative or contact us at the email address or phone number provided on the website.