

WHITE PAPER

# Informed Delivery: A Savvy Way to Do Direct Mail

Informed Delivery creates a unique opportunity to place digital impressions alongside traditional mailings—boosting visibility, engagement, and response rates.



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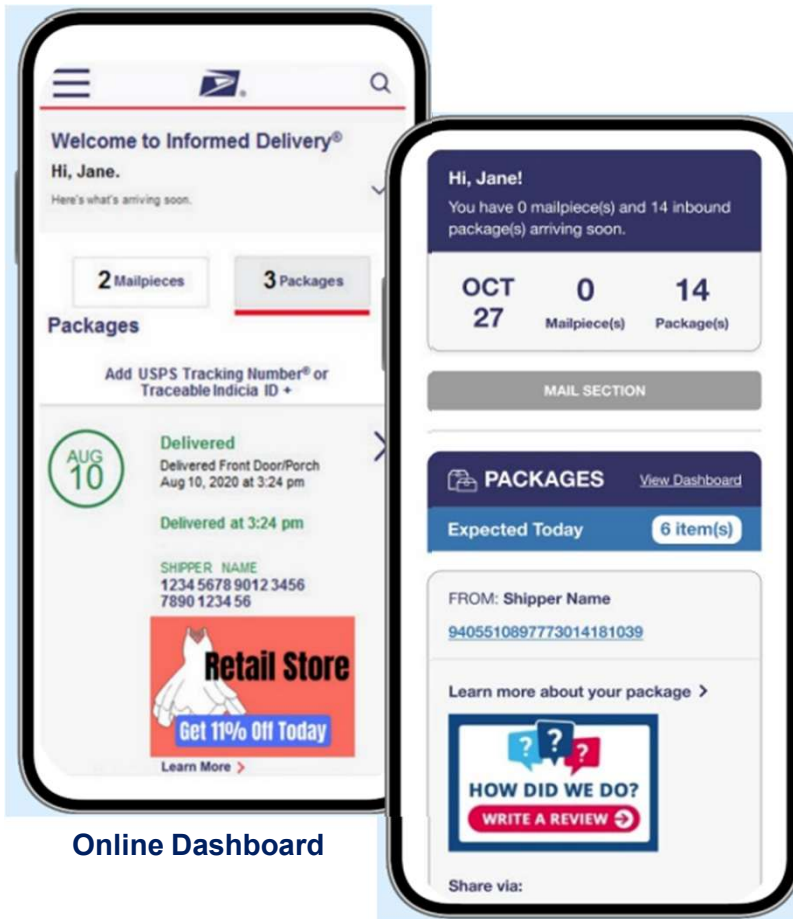
# Executive Summary

USPS Informed Delivery® bridges the gap between physical and digital communication. Customers receive a daily preview of their incoming mail and package tracking, while businesses gain an integrated marketing tool to increase impressions and drive online engagement—without added cost.

This white paper outlines the benefits of Informed Delivery and how to integrate it into your direct mail strategy to improve ROI.

# What is Informed Delivery?

USPS Informed Delivery is a service that emails recipients a digital preview of the mail they will receive that day. In other words, your physical mail appears as a scanned image in a daily email.



Online Dashboard

Daily Email Digest

With over **73 million subscribers**, this channel allows marketers to create an additional, no-cost digital impression for every mail piece.

## Key Features:

- ❖ Daily email preview of physical mail.
- ❖ Option to include a clickable call-to-action (CTA).
- ❖ Free to use with no USPS fees.
- ❖ Easy to register, [click here](#).

***Have your mail seen before it even arrives.***

# Why Businesses Use It

Informed Delivery boosts campaign reach and impact:

- ❖ **60%+ open rates** on preview emails.
- ❖ **Top inbox placement** for marketing-enabled mail.
- ❖ **Extended brand exposure** across physical and digital.
- ❖ **Increased engagement** with clickable CTAs.
- ❖ **Postage discounts** of 1% for qualified campaigns each.

## How to Use It Effectively

- ❖ **Use a strong visual in the mail preview** (the ride-along image).
- ❖ **Include a relevant, clickable CTA** linking to your offer or landing page.
- ❖ **Time messages strategically** with related email, social, or SMS.
- ❖ **Measure performance** with USPS campaign reports and UTM tracking.

# Informed Delivery in Action

Examples of how businesses use Informed Delivery:

- ❖ **Retail:** Tease a limited-time offer before it hits the mailbox.
- ❖ **Healthcare:** Link to appointment scheduling or enrollment portals.
- ❖ **Finance:** Reinforce security messaging with a digital preview.

***You extend the life and value of every mail piece.***

# The DMD Advantage

At **Direct Mail Depot (DMD)**, we manage every step:

- ❖ Register and set up your campaign with USPS.
- ❖ Format the ride-along image and CTA URL.
- ❖ Track delivery and campaign performance.
- ❖ Ensure compliance for 1% postage discounts.

***Partner with DMD to make your next campaign smarter, more connected, and more effective.***

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