

Data, Technology, Addressing

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INFORMED DELIVERY PERFORMANCE

Informed Delivery offers brands a considerable user base that is over 48 million users and has reached 27.2% national saturation of eligible delivery points. Happening now, business mailers can sign up for our 2022 promotion to receive a 4% discount on postage and increased return on investment.

49.2M

Users

As of June 30, 2022

36.2M

Households

As of June 30, 2022

70.4%

**6 Month
Email Open Rate**

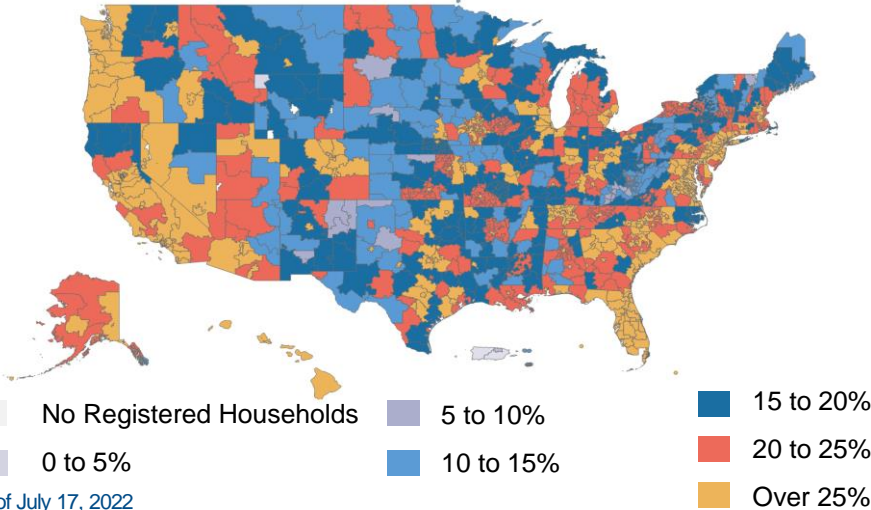
As of July 20, 2022

178,471

**Completed
Campaigns**

As of July 20, 2022

Household Saturation Rate



PROMOTIONS ARE BACK IN 2022

As a reminder, the **Informed Delivery® Promotion registration** is open. You can conduct an Informed Delivery campaign on qualifying mailpieces and receive a 4% discount on postage.



Promotion Period: August 1, 2022 – December 31, 2022

Registration opens: June 15, 2022

Register on PostalPro!

Internal data as of July 17, 2022

PACKAGE FEATURES

Informed Delivery has two new features to enhance the experience of sending packages.

1 Package Campaigns

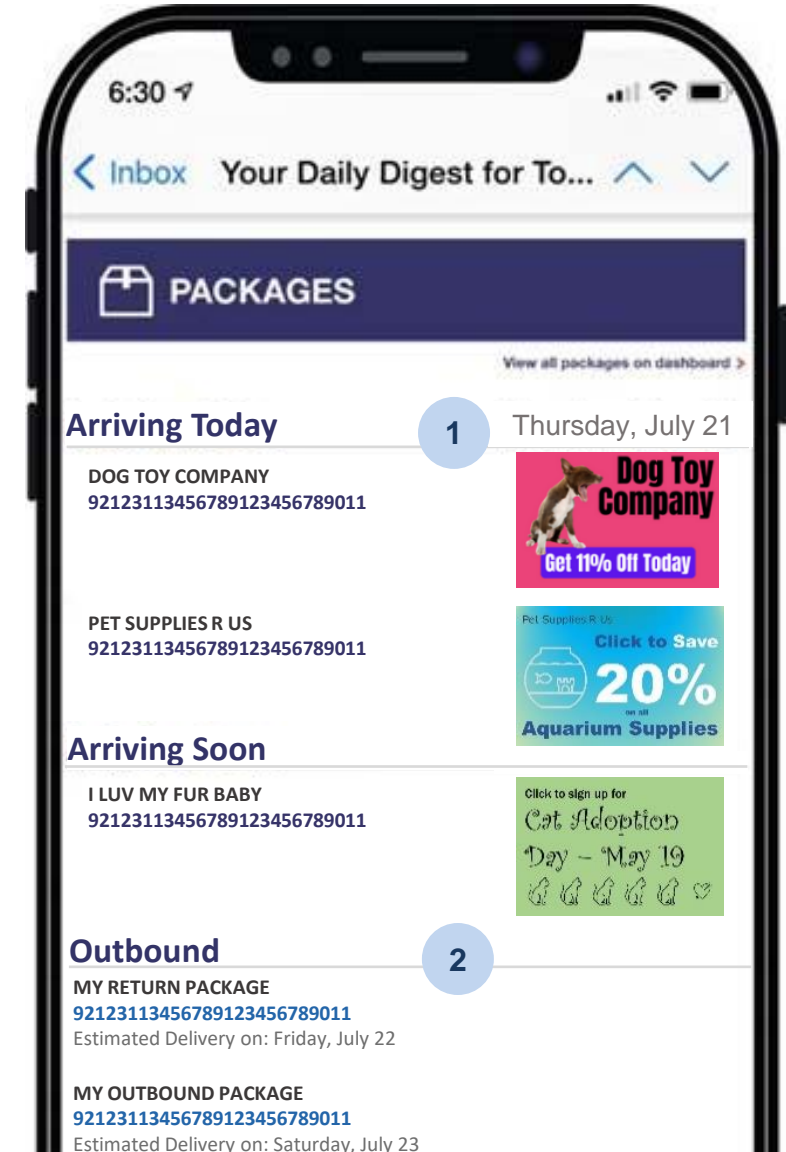
Package campaigns are a new channel for businesses to reach and retarget their existing customers.

- Campaigns include full-color ride-along images with a clickable target URL to provide users a custom digital experience associated with their package
- Campaigns can appear as soon as tracking number is received by the Informed Delivery system
- Campaigns appears in the Daily Digest email when package is within 3 days of expected delivery
- Campaigns remain on the online dashboard for up to 14 days after the delivered scan

2 Outbound Packages

Starting August 1, 2022, Informed Delivery will enhance package visibility by automatically populating outbound packages to the daily digest email.

- Feature will be available for all ID users on the daily digest only
- New section will appear below “Arriving Soon”
- Packages will automatically be displayed based on the origin ZIP11 matching the ID user’s household
- Packages will be displayed only when they have an expected delivery date
- Packages will be displayed in order by delivery date with the earliest date at the top
- Max of 20 packages will be included on the daily digest

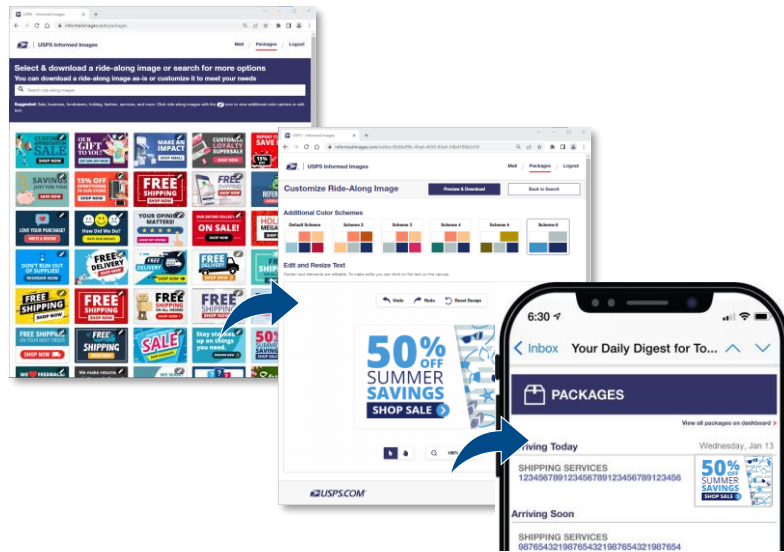


INFORMED INNOVATIONS

Informed Delivery has introduced a set of features designed to provide mailers, shippers, and consumers the tools needed to facilitate the creation of content for campaigns.

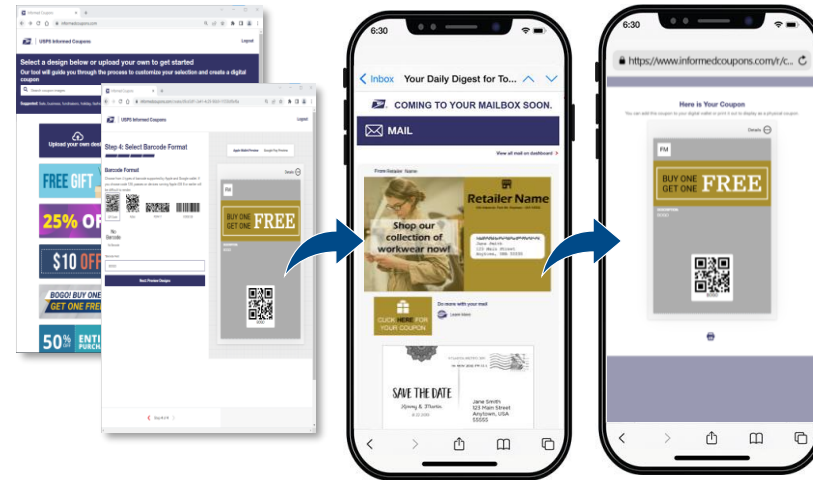
INFORMED IMAGES

A library of editable and downloadable images shippers and mailers can use to create their own a ride-along image that meets all USPS Specifications required for Informed Delivery interactive campaigns.



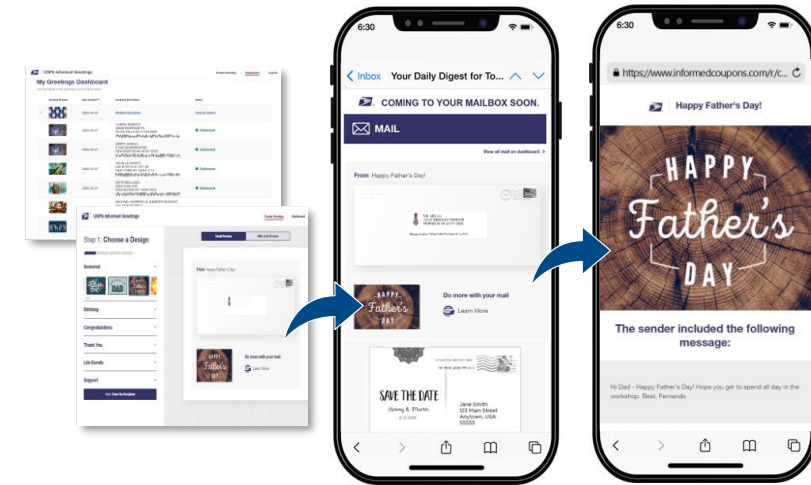
INFORMED COUPONS

Library of editable and downloadable coupons that shippers and mailers can configure and use both digitally and in print provides coupon capability to brands who may not have the infrastructure or expertise.



INFORMED GREETINGS

A simple experience for consumers to create and pair a personalized, digital message with a physical mailpiece to add a personal touch to cards and letters before the mailpiece arrives at its destination.



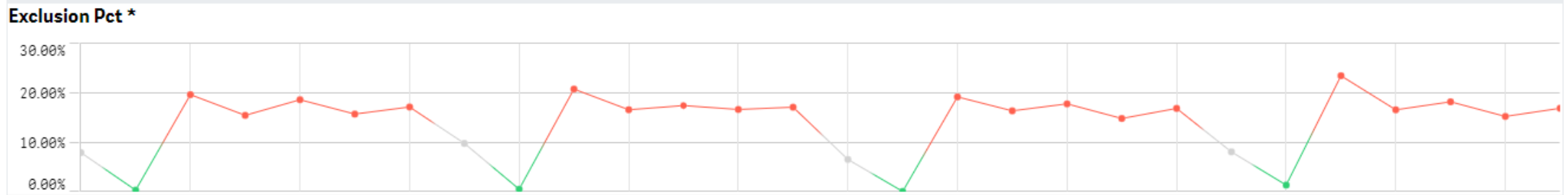
Learn more and get access to these tools: <https://informed.uspsinnovation.tech/>

Mail-in-Measurement

(Long haul status and usage for Mail in Measurement utility)

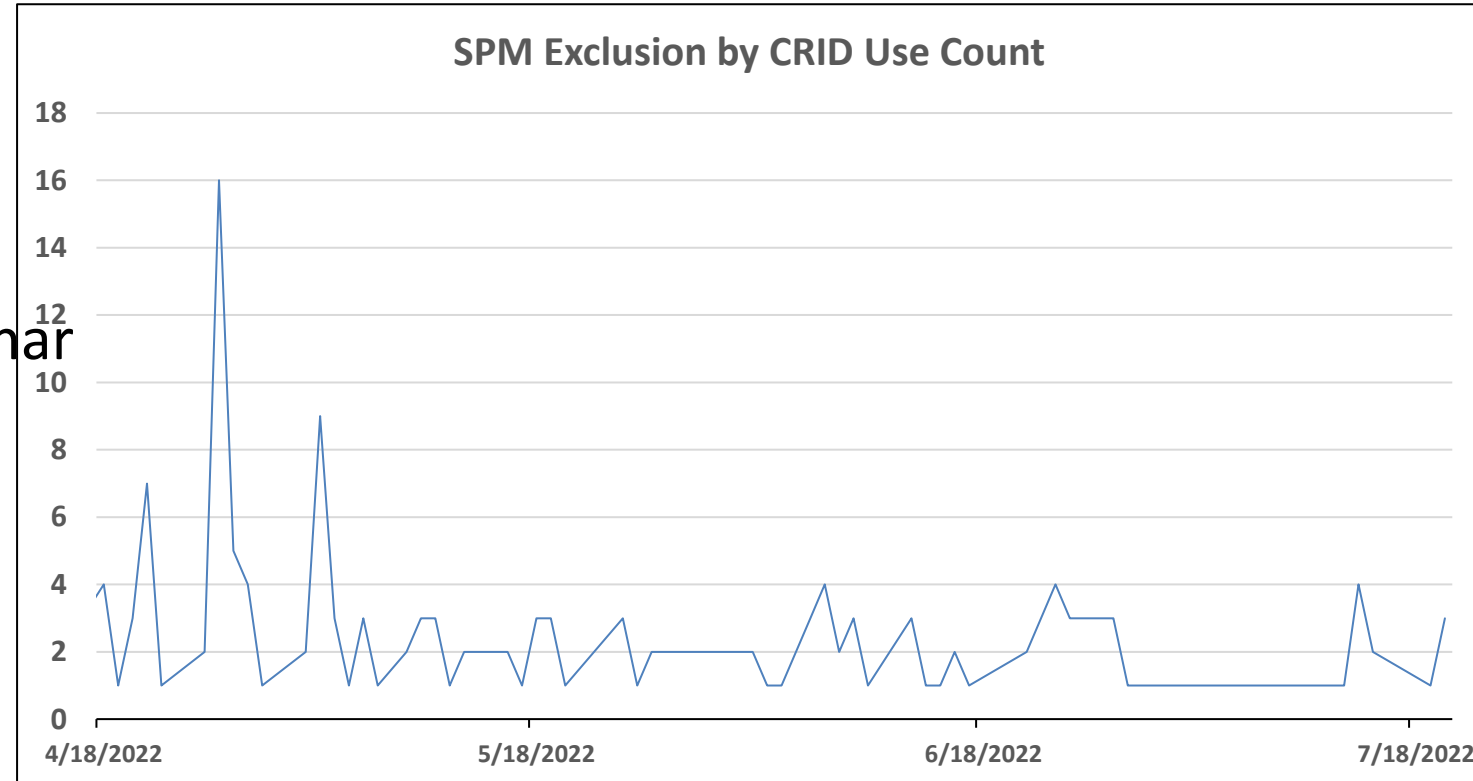
Detached Mail Unit (DMU) Start-the-Clock

- The new DMU Start-the-Clock process has been successfully deployed at 8 mailer locations
- The mail that has a successful start-the-clock from this new process will be included in measurement effective July 1, 2022
- Based most recent 4 weeks (06/11 thru 07/08):
 - It is estimated that the DMU Start-the-Clock process will bring ~77 million FC



SPM Exclusion by CRID

- Mailers access the external tool using their Business Customer Gateway (BCG) account
- January 2022 – tool introduced during MTAC
- April 2022 –
 - tool highlighted during MTAC
 - Industry Alert about tool and orientation webinar
 - Industry tool orientation webinar
 - launched SPM Exclusion PostalPro webpage
- May 2022 – tool promoted at NPF
- There have been 66 distinct users from 61 distinct mailers during the past 3 months



Addressing - Manual Form Reduction

MDD PS Form 3546 Automation – Change Correction Form

Leverage the MDD hand-held device to allow users to modify 5 data elements within an existing Change-of-Address order

1.3M

PS Form 3546 Submissions

77%

Changes impacted in Phase 1

July 16 – September 2

Pilot test at 7 sites

United States Postal Service
1. Check action(s) required to correct COA in Item 1. (Check all that apply.)

AFFIX 3982 LABEL ONLY or WRITE NAME & OLD ADDRESS

Individual Family Business

2. Check action(s) required to correct COA in Item 2. (Check all that apply.)

Correct Name

Change to Entire Family

Change to Individual Only

Cancel COA Order; Invalid Request

Cancel COA Order; Resume Delivery

Correct New Address *

Correct Old Address *

Change Temporary to Permanent

Change Permanent to Temporary

Change Temporary End Date

3. Print new mailing address below (Number and street name - Include ST, AVE, CT, etc. or PO BOX number)

6a. NEW Mailing Address

6b. NEW Apt., Suite No. or PMB

6c. For Puerto Rico Only: Print urbanization name, if appropriate.

6d. NEW City Name

6e. State

6f. ZIP

Employee Initials Date Route ID Number

PS Form **3546**, May 2007 (7530-01-000-9953)

Utilize Mobile Delivery Device (MDD) to Improve Data Quality

Carriers can now:

- Set or remove vacant indicators
- Make corrections to business Indicator

Benefits:

- Improves processing efficiencies
- Improves data quality
- Customer satisfaction

Timeline:

- 07/2021: Pilot Vacant Indicator
- 09/2021: Vacant National deployment
- 03/2022: Pilot Business
- 04/2022: Business National deployment

Statistics:

- **190,992** corrections sent via MDD
- **97%** MDD usage for business corrections
- **15%** MDD usage for vacant corrections

