

Informed Delivery® Package Campaigns

PCC Back to Basics Series

June 22, 2022

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United States Postal Service



Agenda

- What is Informed Delivery?
- Statistics Update
- Introducing Package Campaigns
- New Tools
 - Image Library
 - Coupons
 - Coming Soon: Informed Delivery for Click-N-Ship
 - Coming Soon: Package Images Pilot
 - Informed Greetings
 - Coming Soon: Mail Delivery Notifications Relaunch
- Promotions Are Back in 2022
- Get Started Today

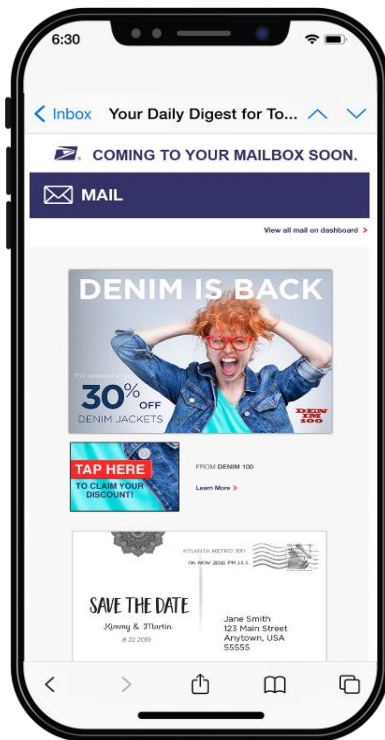
What is Informed Delivery?

Informed Delivery enhances the value of physical mail by adding a digital component and interactive content



Informed Delivery users receive **scanned images** of the exterior of incoming letter-sized mailpieces (processed through automated equipment) and **tracking data** for packages.

Images and tracking are available via email notification, online dashboard, or USPS mobile app



If a shipper or mailer participates in Informed Delivery, supplemental content, referred to as **interactive campaigns**, will be shown to the receiving customer.

Interactive campaigns include **custom images** and a **URL** that directs the user to a digital experience.

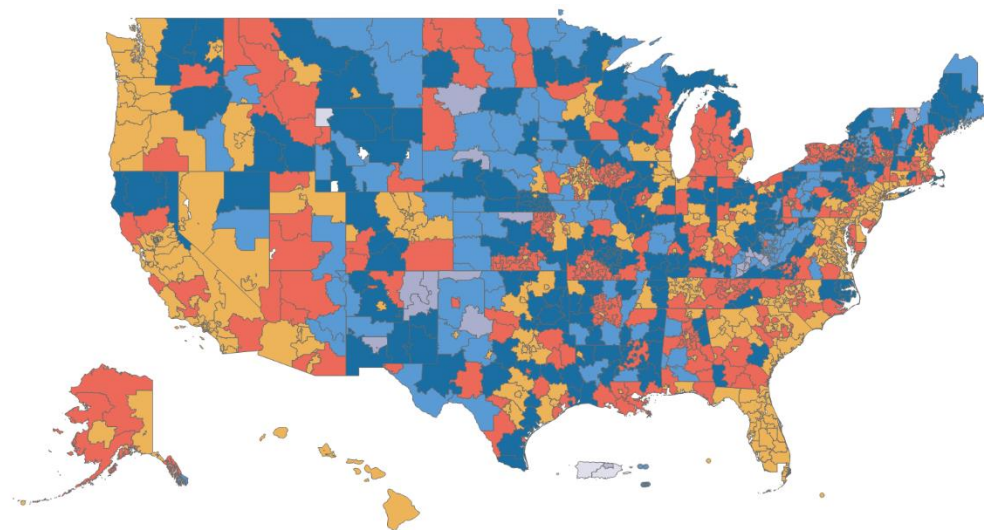
27.2%
National
Saturation

49.0M
Informed Delivery[®]
Users

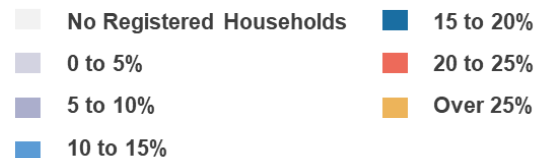
41.1M
Informed Delivery[®]
Email Users

36.1M
Households

National Household Saturation Rate



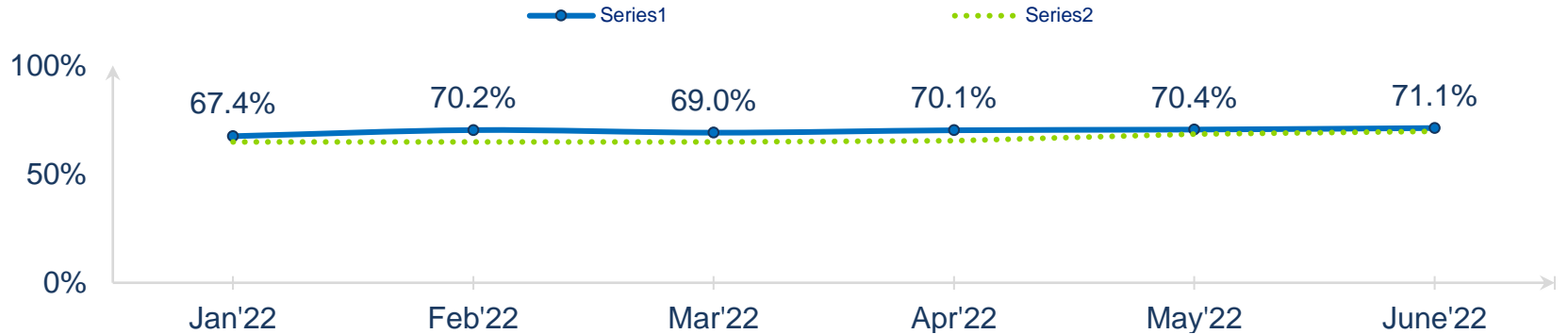
Household Saturation Rate:



USPS Internal Data as of June 30, 2022

Informed Delivery Open Email Open Rate

Informed Delivery continues to average a 70.4% email open rate looking back over six months.



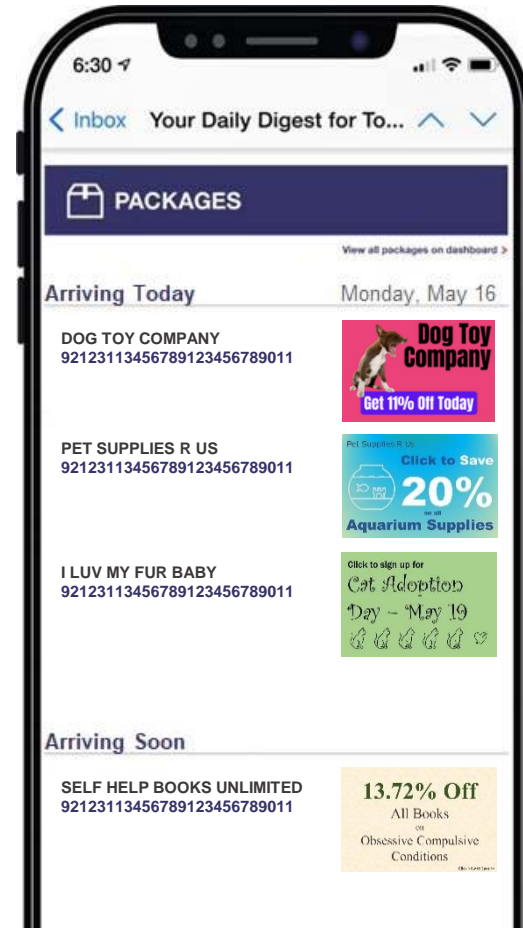
Email Open Rate
6-month period

USPS Internal Data as of June 30, 2022

Introducing Package Campaigns

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

- Tracking appears on the Informed Delivery dashboard when the package label is created.
- Tracking appears in the dashboard for 14 days after delivery.
- Tracking appears in the email Daily Digest when an expected delivery date is applied.
- Tracking appears in the email Daily Digest up to and including the day of delivery.
- Custom images and links provide access to the shipper digital experience.



Package Campaigns

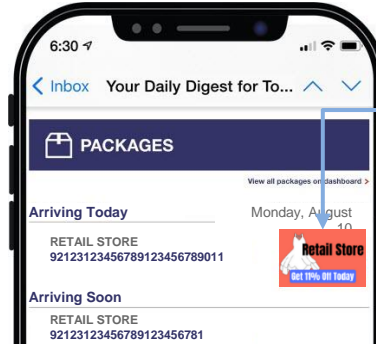
Package Campaigns can be created via portal (Business Customer Gateway) or API.

- The Informed Delivery dashboard when the package label is created and for 14 days after delivery.
- The Daily Digest email when an expected delivery date is applied, up to, and including the day of delivery.

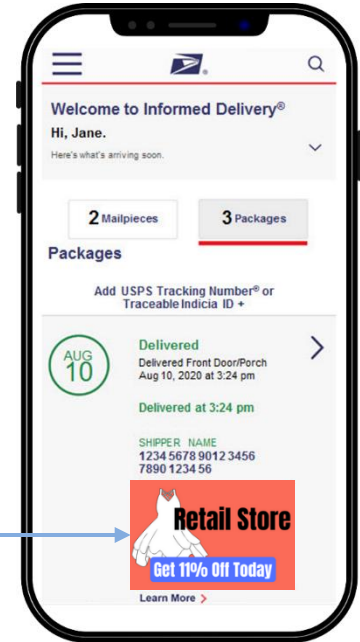
4.9 bn packages in Informed Delivery

Informed Delivery reaches over 26% of US households, but shows 33% of packages.

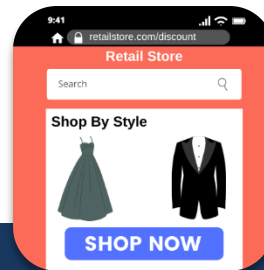
- 1 Customer opens Informed Delivery Daily Digest* email on mobile or desktop, or visits the online dashboard



2 They click on ride-along image next to package tracking information



- 3 Then, they view the call to action and visit your brand's website.



96%

Consumers track their deliveries
after ordering online.

43%

Consumers track their deliveries after ordering
online daily.

Urban Dictionary has
coined a term called
“**pre-parcel anxiety**” to
describe the feeling
some consumers get
when waiting for a
package to be
delivered.

4Over, “Survey Reveals Delivery Tracking Habits of Consumers,” <https://blog.4over.com/delivery-tracking-consumers-statistics?msclkid=52c61e2ccfa811ec88b9d44aa4f92fd1>.



Opportunities to Participate

for Brands

Get your message in front of customers when they are most excited about your products.

for Service Providers

Help your shipping customers turn package tracking into brand engagement.

New Tools

Informed Delivery has introduced a set of tools to facilitate the creation of content for campaigns.

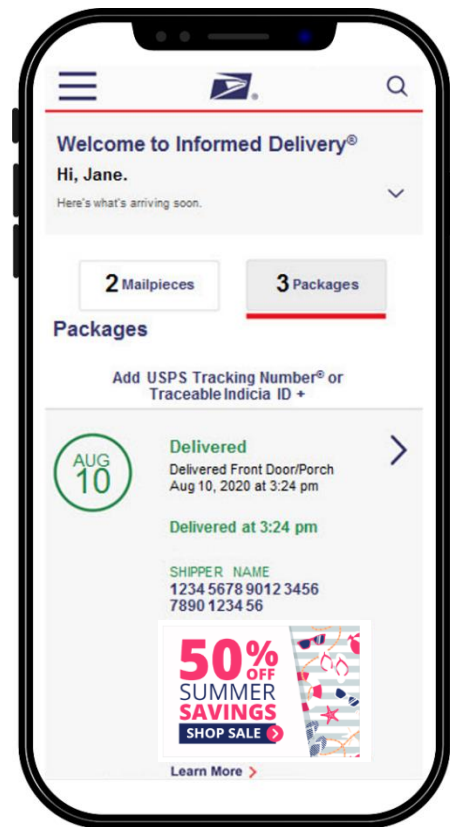
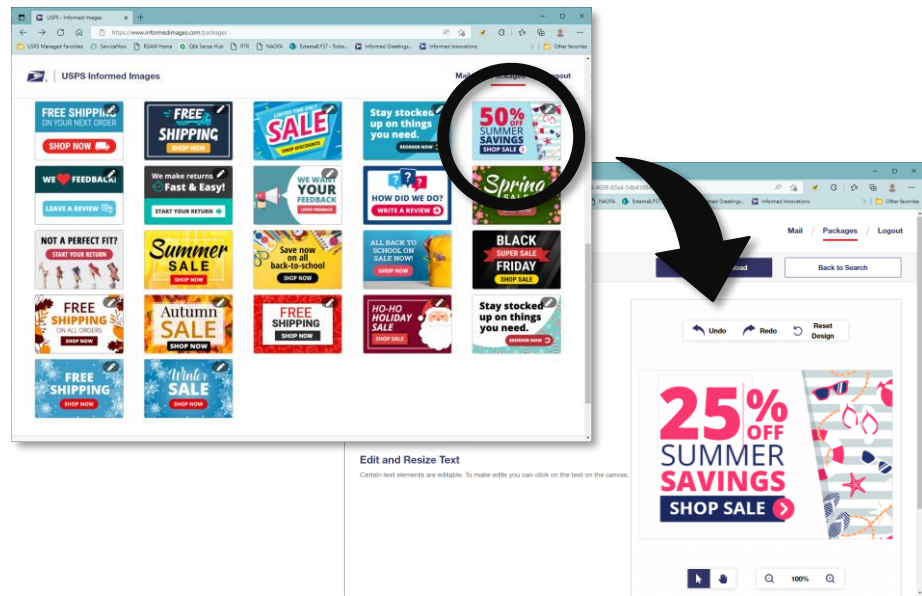
These tools are designed specifically to assist small shippers and mailers with creating marketing content.



Informed Delivery Image Library

<https://informed.uspsinnovation.tech/>

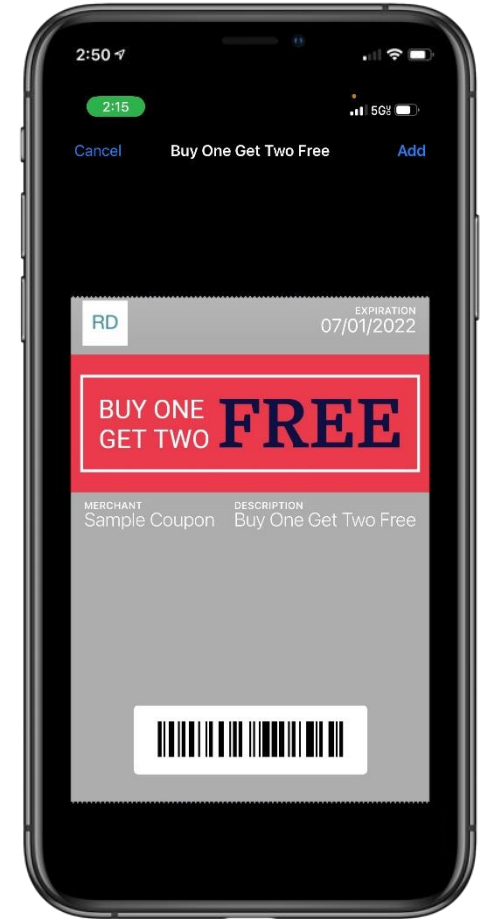
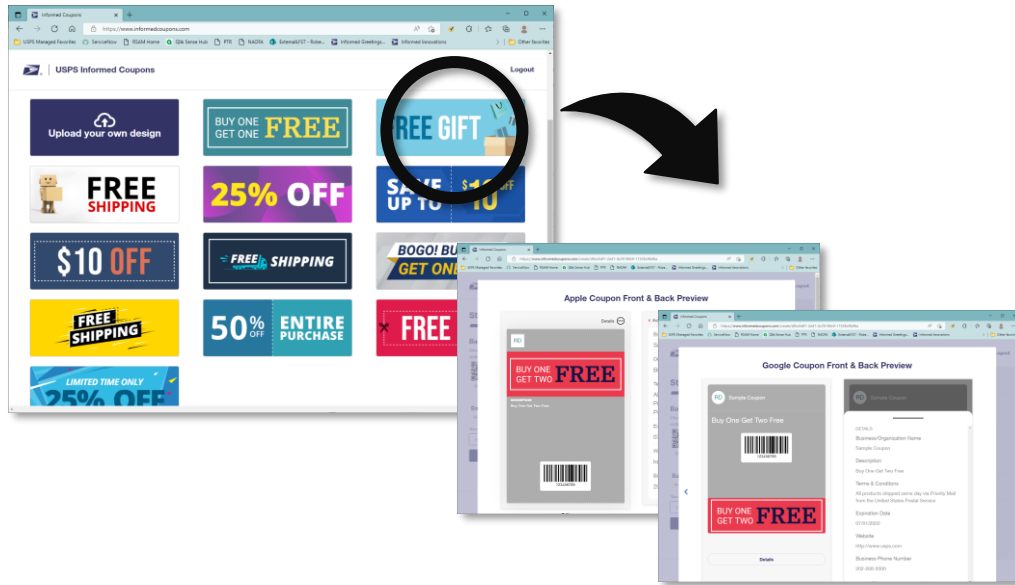
A library of editable and downloadable images that shippers and mailers can use to create their own Informed Delivery calls-to-action simplifies campaign creation process for small brands.



Informed Delivery Coupons

<https://informed.uspsinnovation.tech/>

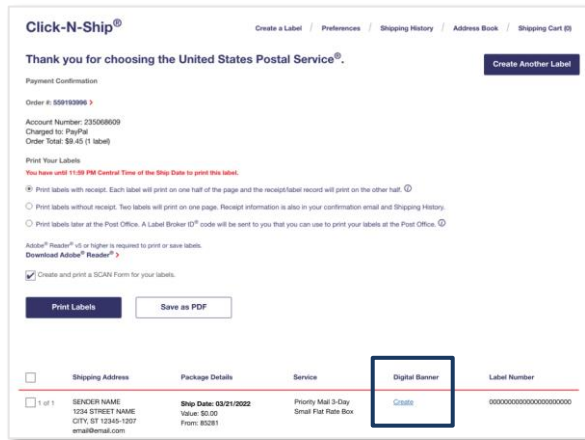
Library of editable and downloadable coupons that shippers and mailers can configure and use both digitally and in print provides coupon capability to brands who may not have the infrastructure or expertise.



Coming Soon: Informed Delivery for Click-n-Ship

Short-term solution for integrating with CNS reduces the time and effort needed for a small business to create an Informed Delivery Package Campaign.

1 USPS Connect business user creates a label and clicks to create a “Digital Banner.”



Click-N-Ship® Create a Label / Preferences / Shipping History / Address Book / Shipping Cart (0)

Thank you for choosing the United States Postal Service®. [Create Another Label](#)

Payment Confirmation

Order #: 859193996

Account Number: 235069609
Charged to: PayPal
Order Total: \$8.45 (1 label)

Print Your Labels

You have until 11:59 PM Central Time of the Ship Date to print this label.

Print labels with receipt. Each label will print on one half of the page and the receipt/label record will print on the other half. [?](#)

Print labels without receipt. Two labels will print on one page. Receipt information is also in your confirmation email and Shipping History.

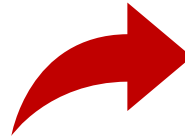
Print labels later at the Post Office. A Label Broker ID* code will be sent to you that you can use to print your labels at the Post Office. [?](#)

Adobe® Reader® v4 or higher is required to print or save labels.
[Download Adobe® Reader®](#) >

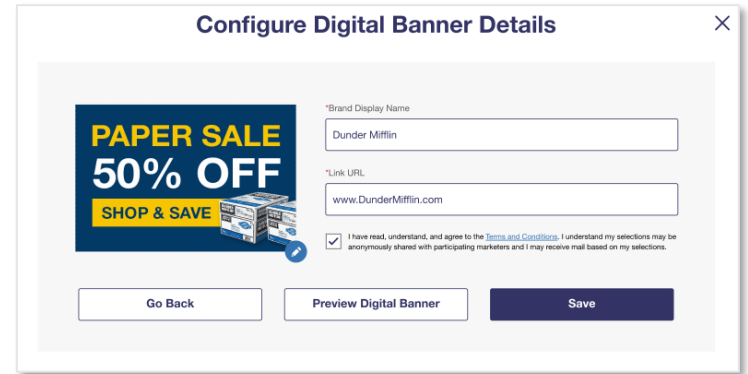
Create and print a SCAN Form for your labels.

[Print Labels](#) [Save as PDF](#)


Shipping Address	Package Details	Service	Digital Banner	Label Number
<input type="checkbox"/> 1 of 1 SENDER NAME 1234 STREET NAME CITY, ST 12345-1234 email@email.com	Ship Date: 03/21/2022 Value: \$0.00 From: 85261	Priority Mail 3-Day Small Flat Rate Box	Create	000000000000000000000000



2 User provides all necessary fields to create the Package Campaign including image, brand name, and URL.



Configure Digital Banner Details ✕



*Brand Display Name

*Link URL

I have read, understand, and agree to the [Terms and Conditions](#). I understand my selections may be anonymously shared with participating marketers and I may receive mail based on my selections.

[Go Back](#) [Preview Digital Banner](#) [Save](#)

Coming Soon: Package Images Pilot

Consumers love seeing their mail, and want to view images of their incoming packages, too! Informed Delivery® will pilot package images in the user's Daily Digest.



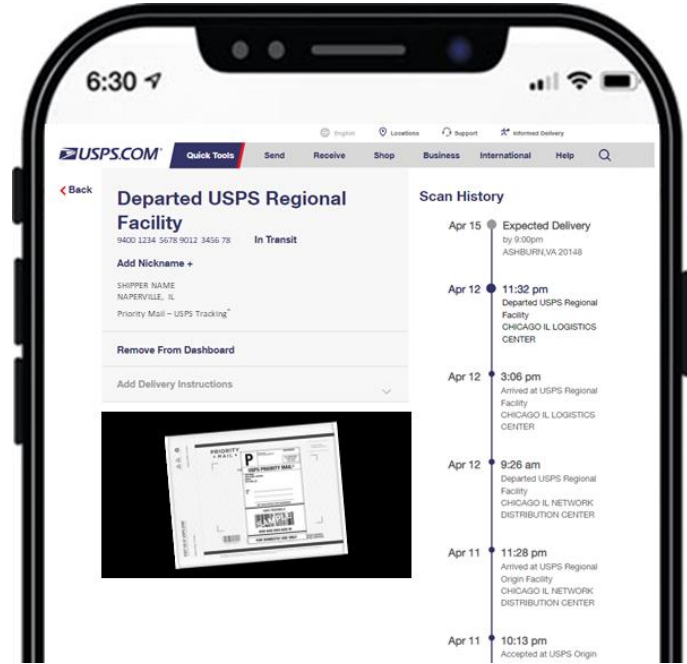
Increased transparency

Show consumers all incoming mail and packages, helping consumers manage their day.



Grow userbase

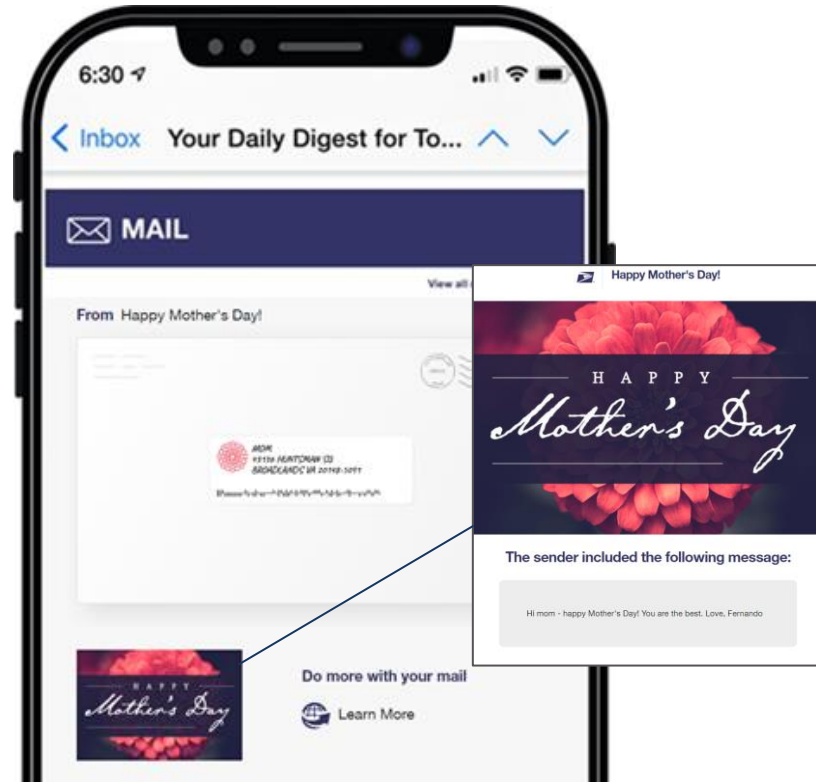
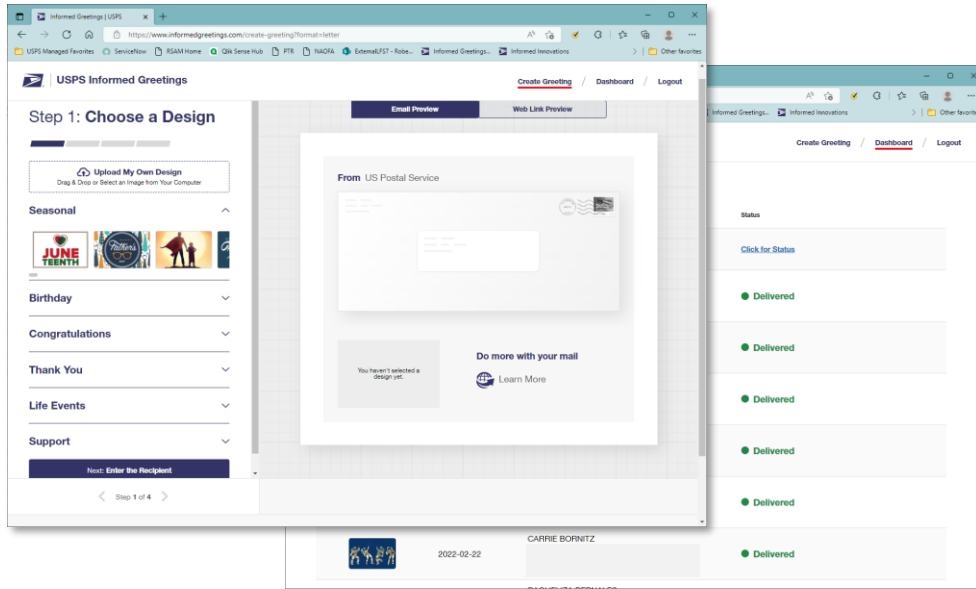
As a consumer-facing feature, package images have the potential to drive user acquisition efforts



Informed Greetings

<https://informed.uspsinnovation.tech/>

Simple experience for consumers to create personal campaigns and track their mail pieces provides a digital but personal touch to cards and letters.



Coming Soon: Mail Delivery Notifications Relaunch

We're relaunching MDN in 12 ZIP Codes, using a new data source to measure accuracy of the notifications.

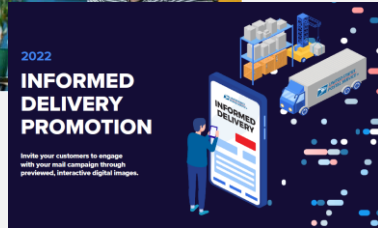
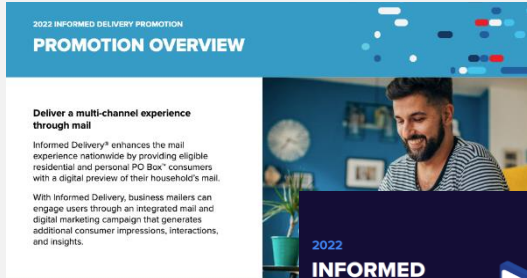
Mail Delivery Notifications provide **real-time alerts** when letters and flat-sized mail are delivered, helping users manage their day.



Promotions are back in 2022

OVERVIEW

Conduct an Informed Delivery® campaign on qualifying mailpieces and receive a 4% discount on postage



DETAILS

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

Registration opens: June 15, 2022

Promotion offer: 4%

Register on PostalPro

Get Started Today

Want to learn more and get started with Informed Delivery Package Campaigns?

1

Contact us

Email us at
IDPackageCampaigns@usps.gov
or contact your USPS Sales
representative to schedule an
onboarding session

2

Get account access

Work with Informed Delivery
Program Office to get account
access

3

You're good to go

Start creating campaigns!

<https://informed.uspsinnovation.tech/>

Questions ?