UNITED STATES POSTAL SERVICE®

POSTAL NEWS

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U.S. Postal Service Highlights Direct Mail Strategies at ANA Masters of Marketing Conference

ORLANDO, FL — The U.S. Postal Service is showcasing how cutting-edge technology and artificial intelligence are revolutionizing direct mail and omnichannel strategy at the Association of National Advertisers (ANA) Annual Conference in Orlando. Taking place from October 20-23, the premier ANA Masters of Marketing Conference brings together chief marketing officers and senior brand leaders to examine brand growth, emerging technologies, and advanced marketing strategies.

Representing USPS at the conference are Sheila Holman, Vice President of Marketing; Ray Van Iterson, Manager of Marketing Strategy; and Lauren Banks, Customer Marketing Manager.

As AI-driven tools optimize marketing speed and efficiency, traditional channels like direct mail are experiencing a powerful elevation. A featured USPS sponsored research report conducted by Winterberry Group (Delivering Performance in the Era of AI, 2026) reveals that 96% of panelists who use direct mail are utilizing AI tools to support their programs.

A primary focus of the USPS presentation is helping new and expanding mailers with strategies on how to integrate direct mail into their marketing mix and maximize their marketing investments. Through strategic offerings such as a 40% postage discount for qualified mailers, USPS is making direct mail more efficiently accessible, and higher-yielding than ever.

“Artificial intelligence is removing historic bandwidth barriers, giving marketers the creative freedom and targeting accuracy to evaluate and scale tactics they previously lacked the capacity to pursue,” said Sheila Holman, Vice President of Marketing. “Through initiatives like our aggressive new postage incentives, we are helping brands drive unprecedented value and performance across every omnichannel campaign.”

Learn more about leveraging these resources and exploring incentive programs by visiting the USPS Direct Mail Promotions & Incentives Portal.

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Please Note: The United States Postal Service is an independent federal establishment, mandated to be self-financing and to serve every American community through the affordable, reliable and secure delivery of mail and packages to more than 170 million addresses six and often seven days a week. Overseen by a bipartisan Board of Governors, the Postal Service is currently pursuing a transformation plan aimed at restoring long-term financial sustainability, improving service, and maintaining the organization as one of America’s most valued and trusted brands.

The Postal Service generally receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

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