

Informed Delivery for Consumers



Informed Delivery offers consumers the convenience of seeing what is coming to their mailbox – anytime, anywhere – even while traveling.*



Participating users can digitally preview their mail and manage their packages scheduled to arrive soon via email notification, online dashboard, or mobile app.



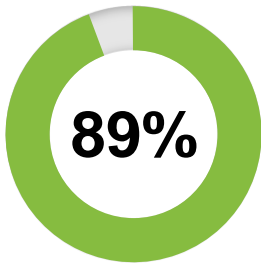
Users also have the ability to interact with digital content provided by business mailers (e.g., special offers, related links) directly from Informed Delivery notifications.

“ It lets me know when to expect something and gives me peace of mind that important mail will be delivered.”

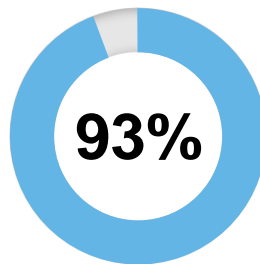
“ Amazing and convenient.”

“ Informed Delivery is essential - you need to know what's arriving when you are traveling.”

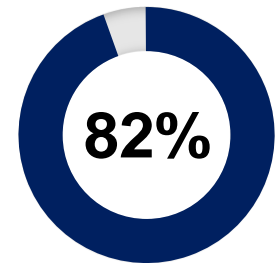
User Satisfaction & Engagement**



are satisfied or very satisfied with Informed Delivery



would recommend Informed Delivery to friends, family, or colleagues



view Informed Delivery notifications every day or almost every day

Device Used to View Notifications



54%
Mobile

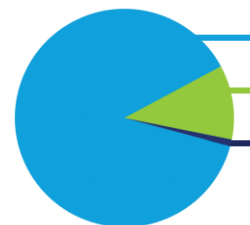


38%
Computer or Laptop



8%
Tablet

Time of Day to View Notifications



81% Morning

15% Afternoon

4% Evening

How to Get Engaged



Visit the Informed Delivery website and sign up as a consumer at informedelivery.usps.com

* Exterior images are only provided for letter-size mailpieces that are processed through USPS' automated equipment. Color images from participating mailers are also included. Package tracking information on Priority Mail®, Priority Mail Express®, and other trackable parcels is also included. Visit informedelivery.usps.com for additional information and limitations.

** Informed Delivery April 2018 User Survey.

Informed Delivery for Business Mailers



New Digital Channel

Leverage an innovative feature that bridges the gap between the physical and digital worlds, and drive consumer response with interactive content related to the mailpiece.



Creative Design Techniques

Complement well-designed and engaging mailpieces with creative, digital content in interactive campaigns.



Data Analytics

Collect unique data insights to optimize marketing spend:



*Campaign
Density*



*Email
Open Rates*



*Click-through
Rates*



Budget Efficiency

Do more with less – generate multiple impressions from a single mailpiece (digital + physical), and potentially increase ROI on Direct Mail spend.



Omni-Channel Approach

Expand campaign reach – synchronize digital content with physical mail to reinforce the call-to-action and increase visibility to target audiences.

3400+

**Informed Delivery Interactive
Campaigns Completed by
Mailers or Mail Service Providers**

800+

**Brands Represented
Across All Industries**



Retail

eCommerce

Insurance

Telecom

Utilities

Financial Services

Government

Non-profit

68%

**Average Open Rate of
Informed Delivery Email
Notifications**

How to Get Engaged



Learn how to create an Informed Delivery campaign at usps.com/informeddeliverycampaigns