



Informed Delivery[®] Overview

February 2017



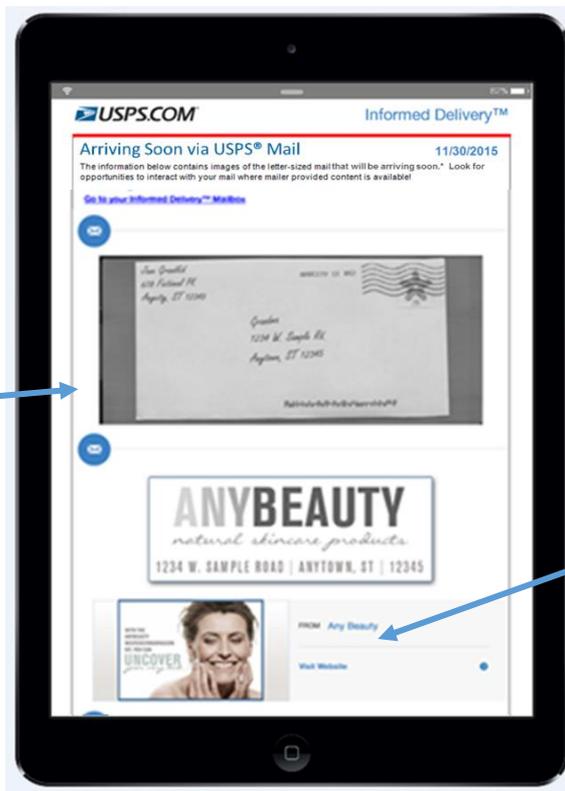


What is Informed Delivery?

Informed Delivery is a consumer-facing feature that gives eligible residential consumers the ability to see a daily digital preview of their household's mail.



Users receive a morning **email** that includes **grayscale images of the exterior, address side** of incoming letter-sized mailpieces (processed through automated equipment); users can also **view images on the dashboard** at *informedelivery.usps.com*



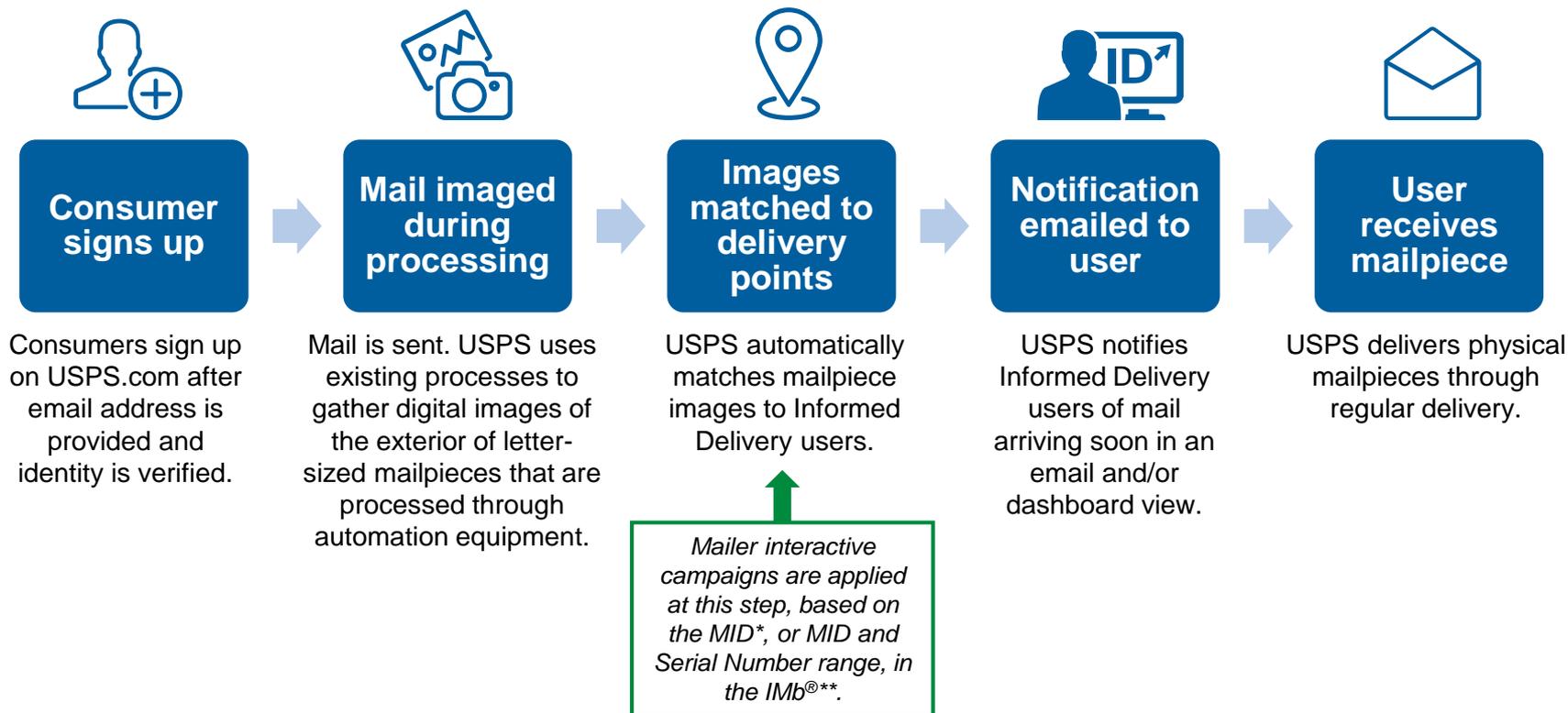
If a Mailer participates in the Informed Delivery operational test, **color images and interactive content** will also be shown (Letters or Flats)

Informed Delivery integrates hardcopy mail and digital marketing, providing multiple impressions and interactivity for users in eligible ZIP Code™ locations.



How It Works for Consumers

Informed Delivery leverages existing mail imaging processes to provide users with a digital preview of mail arriving soon. Just like a physical mailbox, the feature is provided at a household level based on a delivery point address, so multiple residents can sign up.



*Mailer Identifier (MID); **Intelligent Mail barcode (IMb)



How It Works for Letter-sized Mailpieces

Letter campaigns are now supplemented by a second digital impression, and Mailers can further enhance that digital touchpoint with customized, interactive content.

Scenarios	What Do Recipients See?		Benefits
1. Mailing as usual	Non-Subscriber Physical mailpiece 	Informed Delivery User Email  <i>Grayscale image of scanned mailpiece</i> + Physical mailpiece 	<ul style="list-style-type: none">✓ Mailer gets additional impression for users via email or dashboard✓ Consumer gets convenience of digital preview of physical mail
2. Mailer provides digital content to USPS that complements mailing	Non-Subscriber Physical mailpiece 	Informed Delivery User Email  <i>Mailer-provided color image and URL</i> + Physical mailpiece 	<ul style="list-style-type: none">✓ Mailer gets additional impression for users via email or dashboard✓ Mailer has option to add custom image in place of and/or below scanned mailpiece image✓ New digital channel for users to respond via URL✓ Measureable data insights



How It Works for Flat-sized Mailpieces

Mailers can now enhance flat-sized mail campaigns by providing two custom images and a URL to further engage Informed Delivery users.

Scenario	What Do Recipients See?		Benefits
<p>Mailer provides digital content to USPS that complements mailing</p>	<p>Non-Subscriber</p> <p>Physical mailpiece</p> 	<p>Informed Delivery User</p> <p>Email</p>  <p>Mailer provides color image in lieu of scanned image</p> <p>+</p> <p>Physical mailpiece</p>  <p>Mailer can provide color image and/or URL</p>	<ul style="list-style-type: none"> ✓ Mailer gets additional impression for users via email or dashboard ✓ Mailer option to add custom image in lieu of scanned mailpiece image ✓ New digital channel for users to respond via URL ✓ Measureable data insights

Important Note:

For mailing as usual, flat images are not captured. Mailers must provide an image to be used in lieu of the scanned image. Mailings using Carrier Route bundles have limited visibility at this time. Flat bundle scan testing will begin in April 2017.

The Value to Mailers

Informed Delivery offers Mailers an unprecedented opportunity to engage users through an integrated mail and digital marketing campaign that generates additional consumer impressions, interactions, and insights.



New digital channel with an engaged user base

70% of respondents use Informed Delivery to **anticipate what to look for / be more aware of incoming mail**



Multi-channel campaigns generating multiple impressions

79% of users **check their physical mailboxes** every day or almost every day

88% of users **check their Informed Delivery notification** every day or almost every day



Enhanced customer call to action with interactive content

68% respond to or act on **digital promotions/discounts** on a monthly or more frequent basis

58% respond to or act on **mail promotions (e.g. coupon in the mail)** on a monthly or more frequent basis

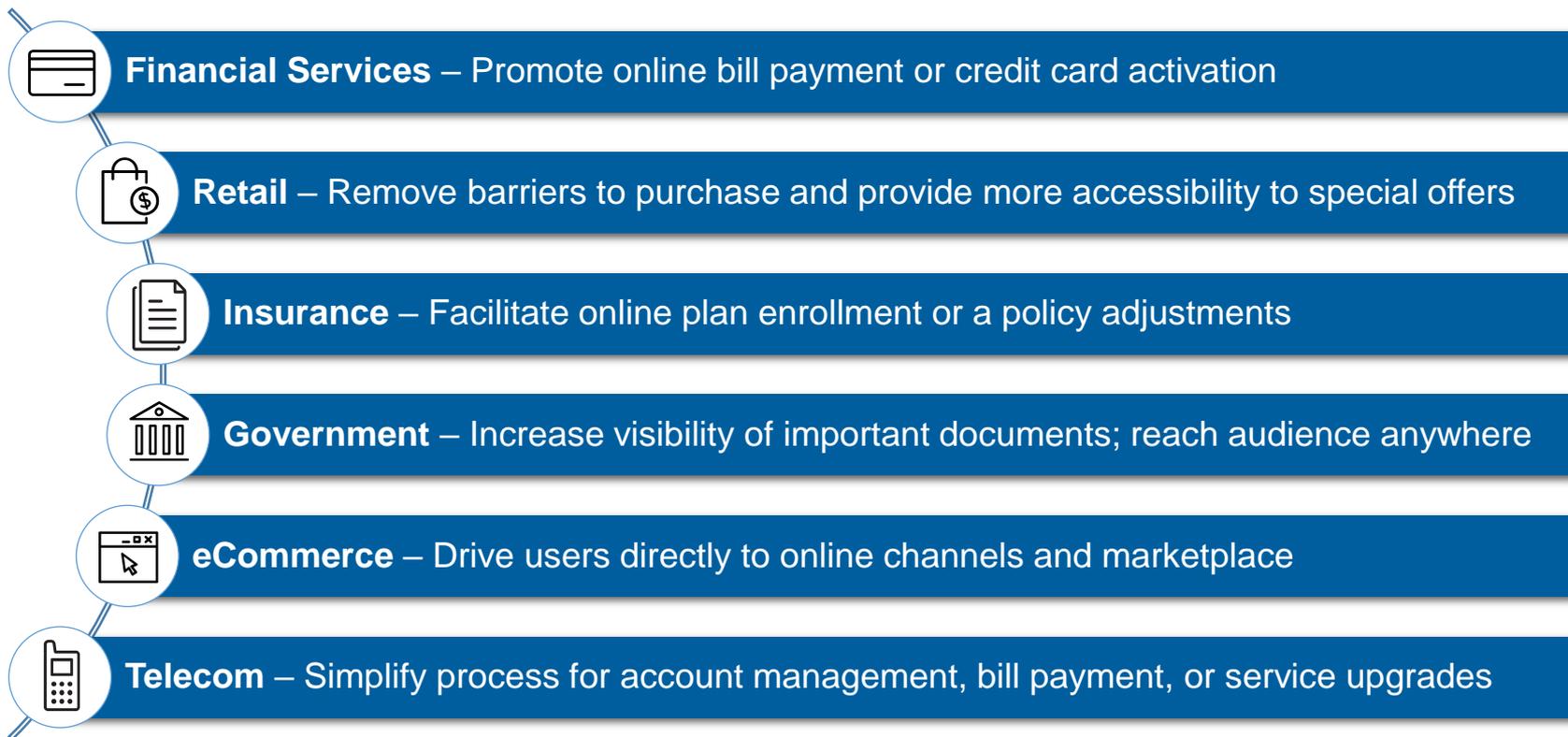
Informed Delivery gives Mailers the ability to increase their marketing campaign reach with a synchronized physical and digital touch point.

Source: January 2017 User Survey



Potential Industry Use Cases

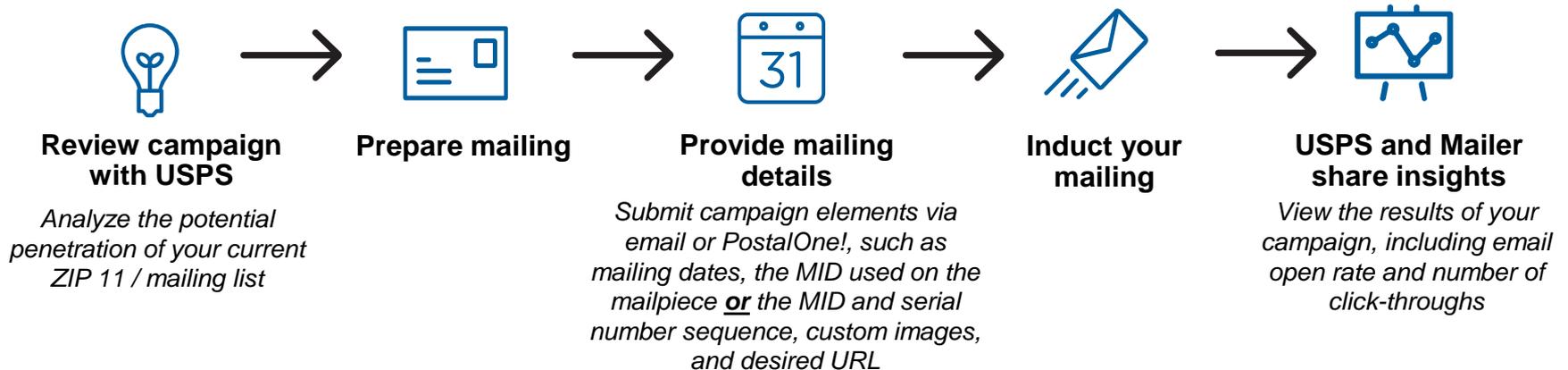
Informed Delivery creates new opportunities for Mailers across a variety of industries to engage with potential customers and meet their business objectives.



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Mailer Campaign Testing Process

There are currently two ways for mailers to submit an Informed Delivery campaign: via email (manual) using an Excel file or via *PostalOne!*. In either case, **mailers must work closely with the Informed Delivery Program Office prior to submitting a campaign** to ensure content is complete and accurate.



How to Participate in Informed Delivery

- Virtually any mailer can conduct an Informed Delivery campaign if the following criteria are met:
 - Mailpieces must be automation compatible
 - Mailpieces must contain a valid IMb
 - Mailer or MSP must be IMb certified
- There are no fees associated with conducting a campaign during the operational test period
- **Contact the Informed Delivery Program Office at uspsinformedeliveryquestions@usps.gov to learn more about how to participate**