# INFORMED DELIVERY® YEAR IN REVIEW

**April 2021 – April 2022** 

**Informed Delivery by USPS** 

Published Quarterly | Updated May 2022





## Table of Contents

**Executive Summary** 

Reach Millions of Users

Reach Engaged Users

**Campaign Success** 

**Added Value** 



## **EXECUTIVE SUMMARY**

The Informed Delivery® feature **continues to deliver on its value proposition to customers** by providing the opportunity to reach more consumers, increase interaction with engaged users, encourage faster responses to campaigns, reach customers digitally from their physical address, and gain more returns on campaigns.

The Informed Delivery feature stands at about 47.6M users and a 23% year over year (YoY) growth.

User satisfaction is stronger than the e-commerce and retail industries with the Informed Delivery feature's NPS score at +63.

Average email open rate has consistently outpaced the industry average at above 64%, with over 5B total Daily Digest emails opened.

Brands have seen strong returns on campaigns with the Informed Delivery feature and impressions totaling over 35B.

The Informed Delivery feature continues to be a powerful tool that maximizes returns across the gamut of business spend.



## **SUMMARY OF KEY METRICS**

The numbers below summarize key metrics that make Informed Delivery® a powerful digital marketing tool.



47.6
Million
Users



35.7
Billion
Impressions



26.6% National Saturation



64.5% Avg. Email Open Rate



160,858 Campaigns Completed



## **INCREASING USER GROWTH**

The Informed Delivery® user base continues to accelerate with a 23% YoY increase, offering brands the opportunity to reach even more consumers.



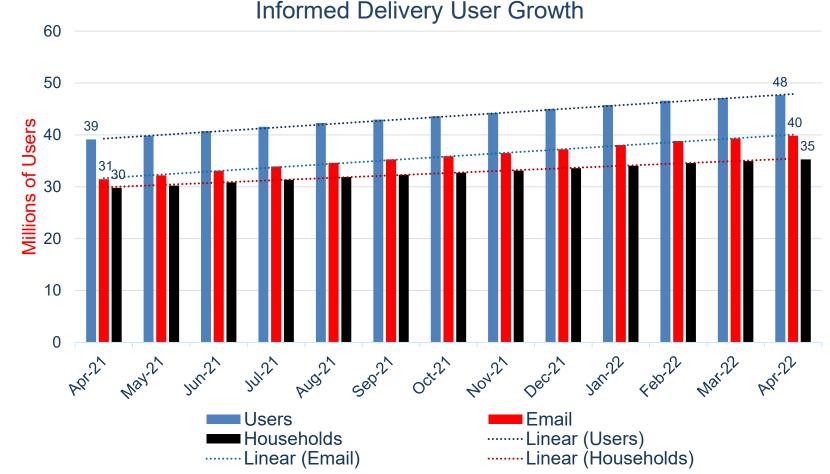
**47,657,566**Users



**35,262,996** Households



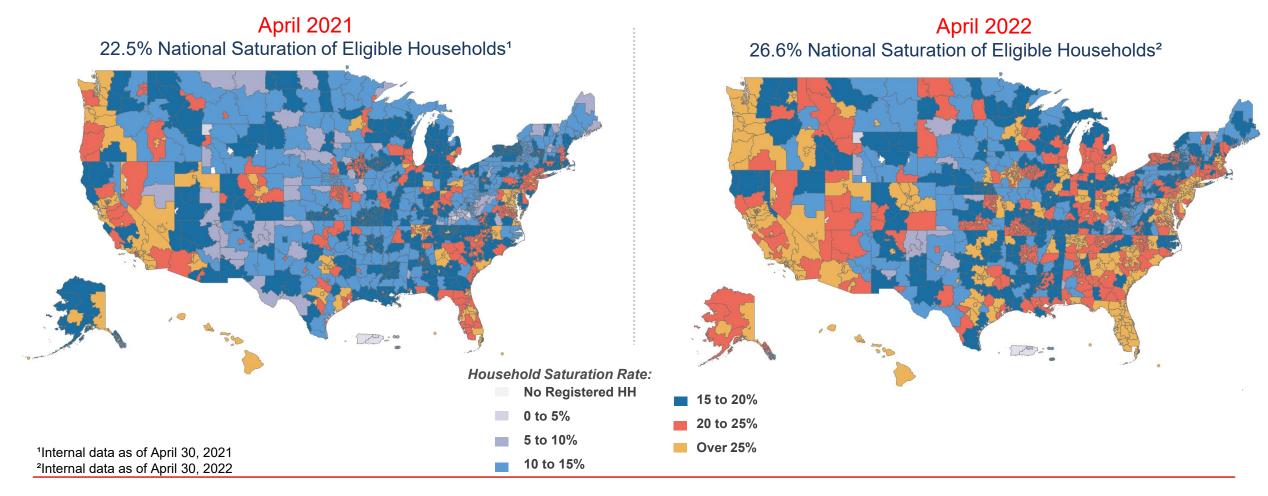
39,823,811 Email-Enabled Users





# WIDESPREAD ENROLLMENT SATURATION

The Informed Delivery® enrollment saturation has increased by about 4% over the past year, with more regions of the United States having over 26% in household saturation.



## HIGH REACH AND ENGAGEMENT

Users are highly engaged through notifications via their Daily Digest email, dashboard, or mobile app. This offers enhancement to brands' e-commerce strategy by providing another impression without additional spend.

29,905,199,383

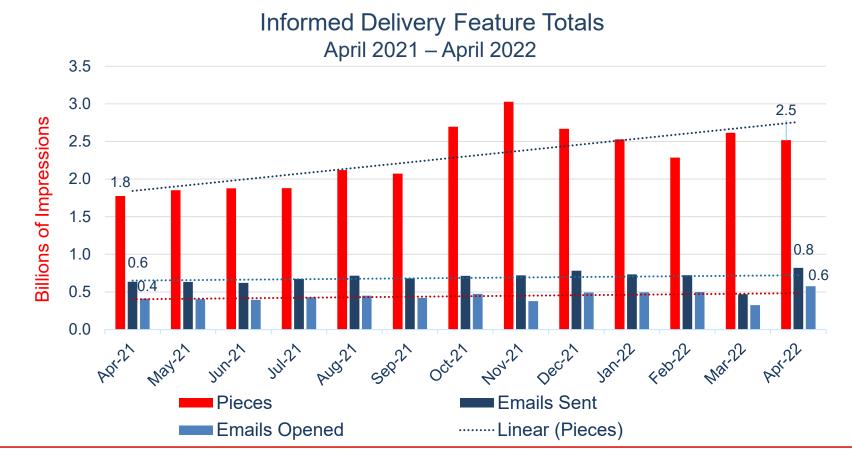
**Total Physical Mailpieces** in Informed Delivery feature accounts

8,909,839,500

Total Daily Digest Emails Sent

5,751,177,496

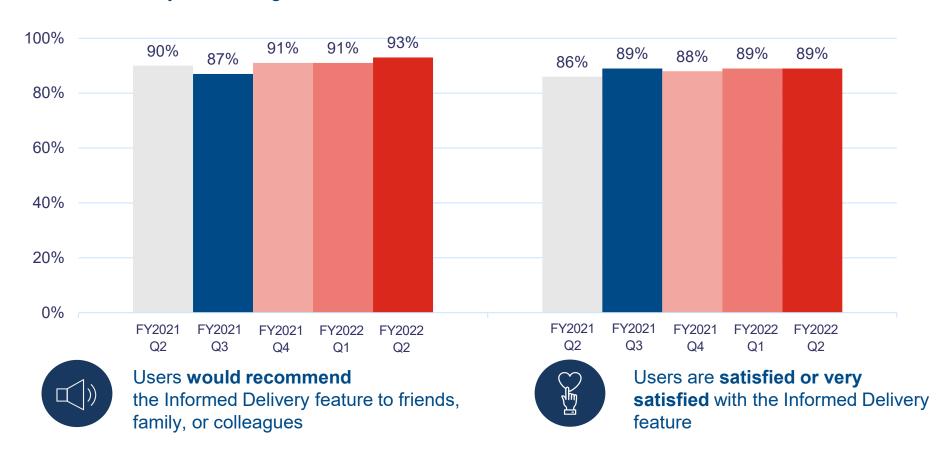
Total Daily Digest Emails Opened





## **CONSISTENT USER SATISFACTION**

With consistently high user satisfaction, Informed Delivery® users are likely to continue engaging with the feature and recommending it to friends, family, or colleagues.



April 2022 Informed Delivery User Survey



#### REACH ENGAGED USERS

Users are highly likely to recommend Informed Delivery® to others, leading to more awareness and a potential increase in the user base.

+63

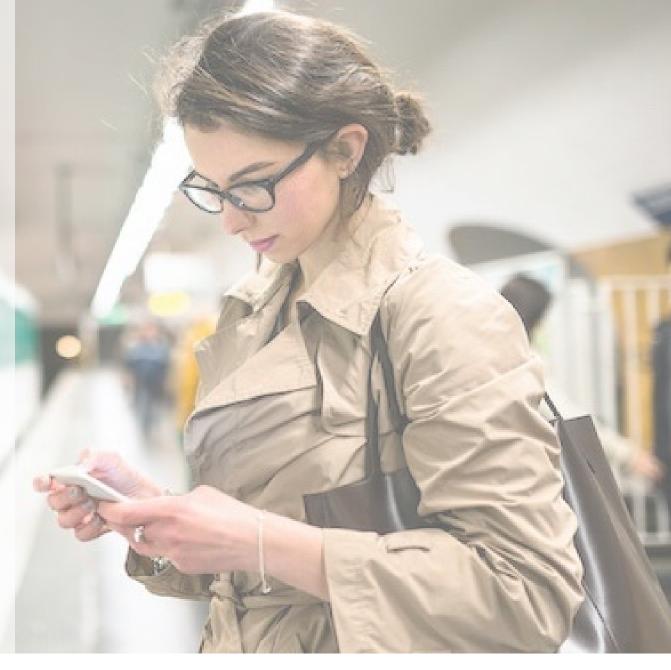
USPS Informed Delivery Feature
NPS Score<sup>1</sup>

+62 +61
eCommerce<sup>2</sup> Retail<sup>2</sup>

<sup>1</sup>Data from April 2022 Informed Delivery User Survey

<sup>2</sup>https://www.retently.com/blog/good-net-promoter-score/

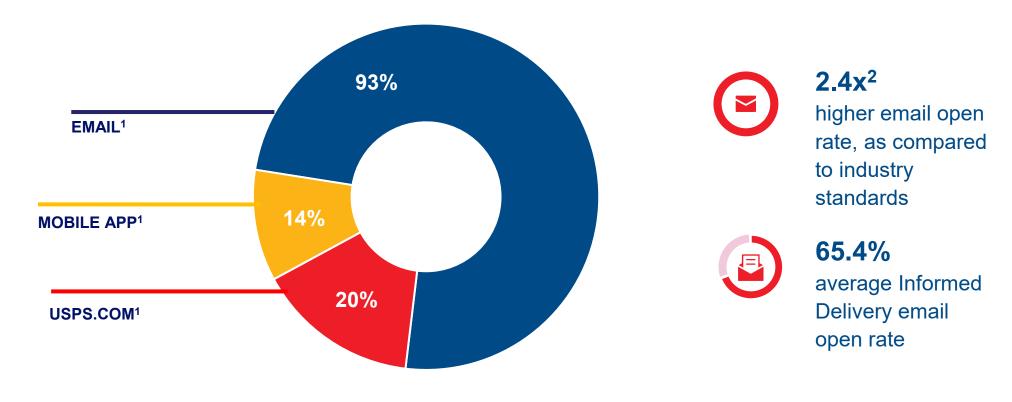
The Net Promoter Score (NPS) is an industry metric measured by asking users how likely they are to recommend a product, service or company to a friend or colleague.





# MOST FREQUENTLY USED CHANNELS

Users regularly check and engage with their Daily Digest email, rendering more than double the industry open rate standards.





<sup>&</sup>lt;sup>1</sup> April 2022 Informed Delivery User Survey

<sup>&</sup>lt;sup>2</sup> Informed Delivery 2022 Q2 Year in Review

## TIME SPENT ON DASHBOARD

Users spend approximately 22 more seconds on the Informed Delivery® dashboard than in average sessions for 10+ industries.

1:16 mins

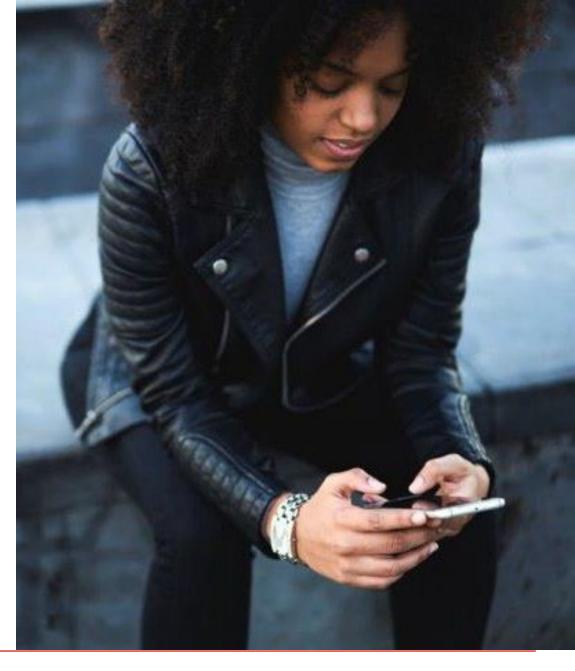
Informed Delivery
Feature
Dashboard<sup>1</sup>

0:54

secs

Average Across 10+ Industries<sup>2</sup>

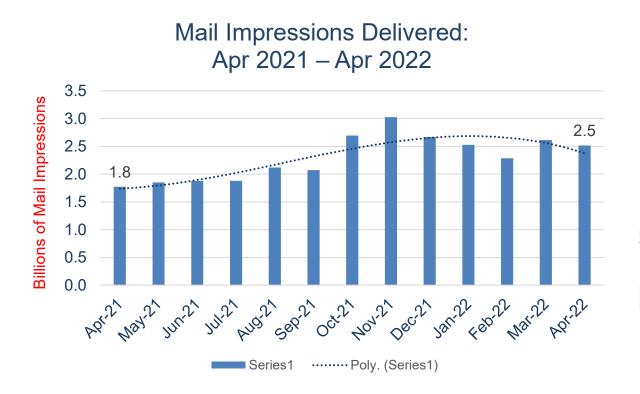
Informed Delivery increases visibility and engagement opportunities for your business.

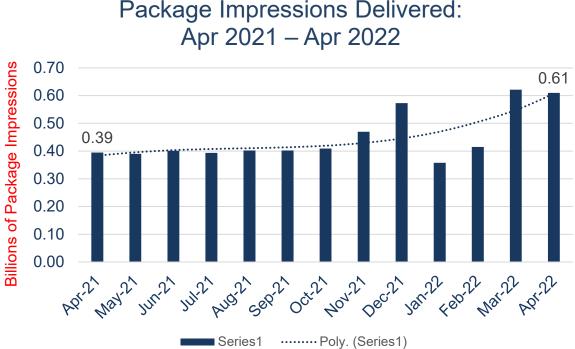


<sup>&</sup>lt;sup>1</sup> Informed Delivery Feature Google Analytics Data Jan 1, 2021 – Apr 30, 2022 <sup>2</sup> 2021 Digital Experience Benchmark: Global CX Performance Across 10+ Industries

## SIGNIFICANT EMAIL IMPRESSIONS

The average email open rate of 64% from both mail and packages has resulted in over 35 billion total single mailpieces and package impressions by consumers in the past year.

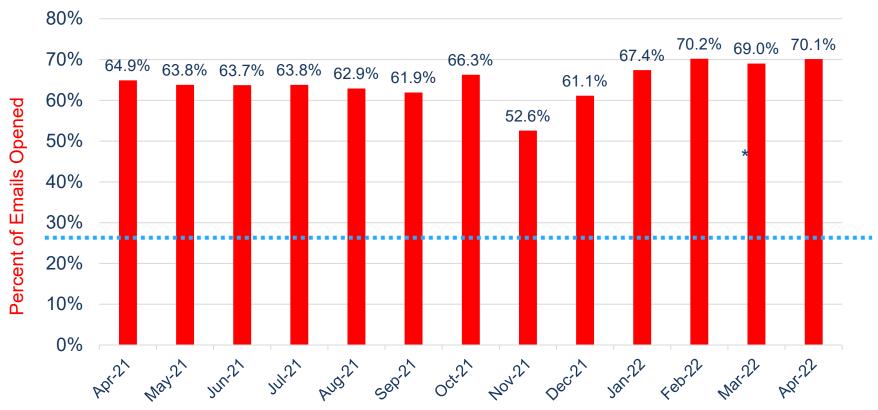




# **HIGH EMAIL OPEN RATES**

Informed Delivery® users are heavily engaged with their Daily Digest, demonstrated by an average email open rate above 64% YoY. These impressions transform vour user's inbox into a high-performing consumer touchpoint.

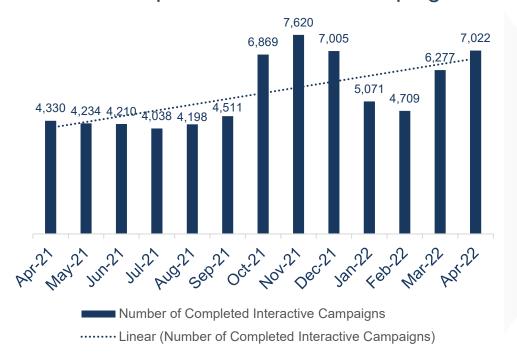




## INTERACTIVE CAMPAIGN IMPRESSIONS

Through the integration of hardcopy mail and digital marketing, Informed Delivery® continues to provide increased impressions for mailers.

## Completed Interactive Campaigns



Totals for Informed Delivery Interactive Campaigns April 2021 – April 2022

2,410,545,914 Individual Campaign Mailpieces

1,266,227,046 **Emails Opened** 

2,176,131,130 **Emails Sent with** Campaigns

13,903,668 Campaign Clicks

# **OPPORTUNITY FOR INTERACTIVE CAMPAIGNS**

The Informed Delivery® feature has offered mailers the opportunity to create over 70,000 interactive campaigns to connect with consumers beyond mail







# **CAMPAIGN SPOTLIGHT: COVID-19 TEST KITS**

USPS launched two nationwide Informed Delivery® COVID-19 Test Kit Campaigns to encourage test kit orders.

Wave 1 (3/17 – 3/23)

30.2M

Unique Households Reached 31.1M

Total Emails Sent with Campaign

728k

Clicks generated

Wave 2 (3/30 - 4/2)

34.9M

Unique Households Reached 35.7M

Total Emails Sent with Campaign

634k

Clicks

generated

Wave 3 (4/12 – 4/15)

35.0M

Unique Households Reached 36.0M

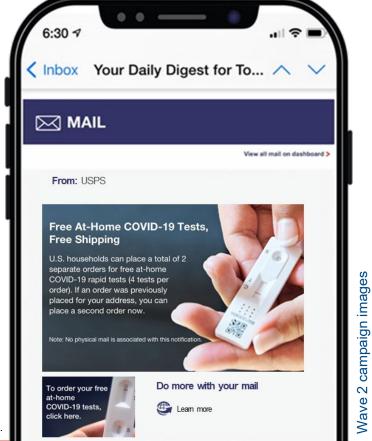
Total Emails Sent with Campaign

545k

Clicks

generated

<sup>\*</sup>Data highlights the total number of orders placed on https://special.usps.com/testkits two weeks after the latest government announcement on March 7 as compared to total orders placed two weeks following the first government announcement on January 18. Wave 1 used a subset of the total Informed Delivery user base due to a technical configuration error.





# INTERACTIVE CAMPAIGNS CUSTOMER SATISFACTION

Business customers shared in a recent survey why they love Informed Delivery® as part of their multichannel marketing strategy.



#### **Informed Delivery as a Powerful Marketing Channel**

"... helps us with our marketing campaigns. The click-through rates have been a particular favorite!"

"We've used it for four years, it's an easy way to add value and boost engagement." "I use it to better understand how mail recipient balances print with digital information."



#### **Satisfaction with Informed Delivery**

"What I like most about Informed Delivery is the visual image of mail." "I promote the program to all clients and prospects. I love everything about it."

Informed Delivery FY22 Q2 User Survey



## TRANSLATING METRICS TO DIGITAL MARKETING

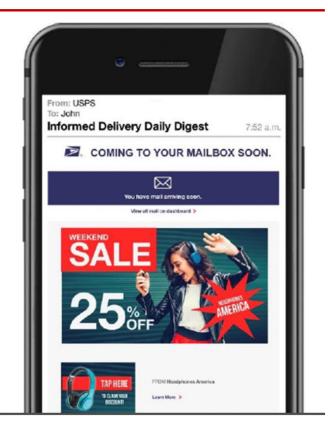


Direct mail gives digital marketing another opportunity to retarget and retain customers. The combination of direct mail and digital marketing makes Informed Delivery<sup>®</sup> an easy business decision to highlight your brand in a stream of oversaturated marketing channels.

## Why use Informed Delivery?

- ✓ User base of 45.9 million
- ✓ Generate high-value impressions
- ✓ Drive customer response
- ✓ Utilize data for insight-driven decisions

Leverage the power of a new digital channel in your direct mail marketing campaigns with Informed Delivery for Business Mailers. Learn more and sign up <a href="here">here</a>.







Discover how much more reach, attention, response and conversions your direct mail campaign can garner by using the Informed Delivery feature.



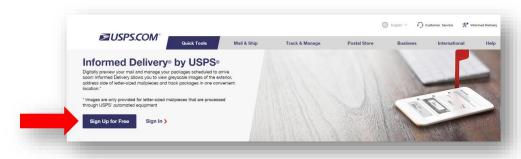
## How to Sign Up for Informed Delivery®

Ī	Requirement	Description
	You must be a residential consumer or rent a P.O. Box™ for personal use.	Informed Delivery notifications are <u>not</u> available to businesses (either physical or P.O. Box addresses).
_	Your ZIP Code™ and address must be eligible for Informed Delivery.	Your ZIP Code and address eligibility will be determined during the sign-up process.
	You must complete an identity verification process.	Identity verification confirms you live at the address or rent the P.O. Box for which you are requesting the feature.

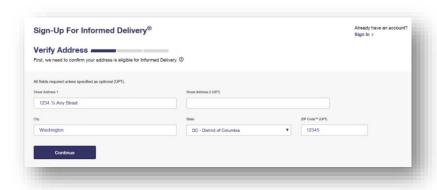
If you need help during the sign up process, please visit Customer Support. Learn more about Informed Delivery by visiting our online FAQs.

## Signing Up without an Existing USPS.com® Personal Account

1. Visit informeddelivery.usps.com and click "Sign Up for Free."



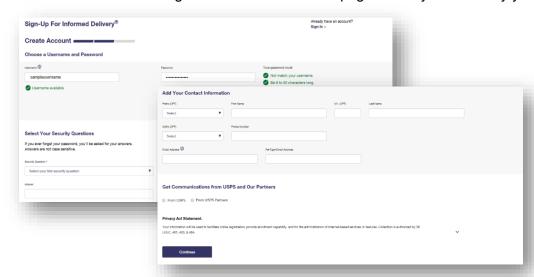
2. Enter your residential address or personal P.O. Box address to verify that it is eligible for Informed Delivery.



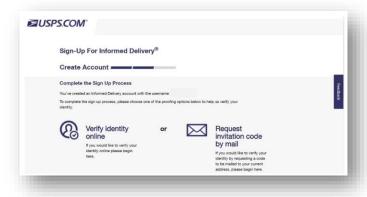
- a. Please note the following might impact the ability for you to sign-up for Informed Delivery:
  - i. If the information you provide corresponds to a variety of address options (e.g., showing apartment numbers or different 9-digit ZIP Codes), then you will need to choose a correct address from a list of options.



- ii. If your residential address or P.O. Box is <u>not</u> eligible for Informed Delivery, please check back at a later date. You can continue to sign up for a *USPS.com* account to purchase stamps, create Click-N-Ship® labels, and manage your P.O. Box. This is done by selecting "Create Account."
- iii. If your residential address or P.O. Box *is eligible* for Informed Delivery, read the Terms and Conditions and check the box to accept these terms. Select "Continue" to proceed with the account creation process.
- 3. Create a USPS.com personal account.
  - a. Choose a username and password.
    - i. Confirm your username is available.
    - ii. Confirm your password meets requirements.
  - b. Select your security questions.
  - c. Add your contact information.
    - i. **Note:** The email address you enter for your contact information will be the email address at which you receive Informed Delivery notifications if you choose to opt in to emails.
  - d. Read the Privacy Act Statement and select "Continue."
  - e. Select "Continue" again to be directed to the page where you will verify your identity.

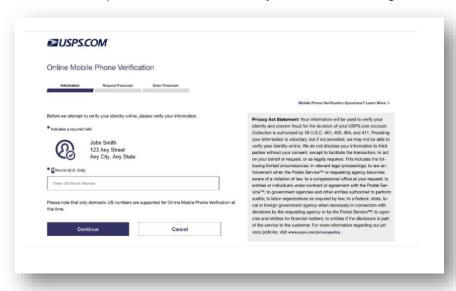


4. Verify your identity by completing the (a) mobile phone verification process or (b) request the invitation code by mail.

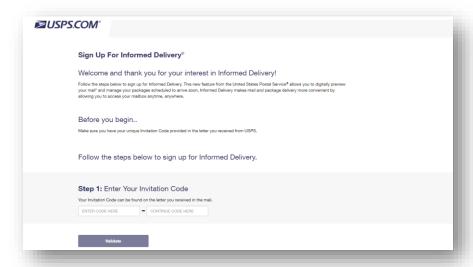




a. If you select to verify your identity online, provide your mobile phone number, and a onetime numeric passcode will be sent to you via text message.



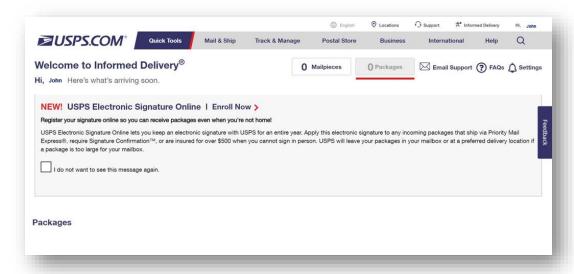
b. If you select to verify your identity by invitation code, you will request to have an invitation code sent to your current address. Please follow the directions in the letter to input the invitation code.



- 5. Once you successfully verify your identity, you will be shown a confirmation page. Either select "Go to Dashboard," or, simply wait to be redirected to your Informed Delivery dashboard (which will happen after a few seconds).
  - a. Note: If you are unable to verify your identity via mobile phone authentication or the mailed invitation code, please see the Appendix of this guide to learn about In-Person Identity Verification.
- 6. Congratulations! You are now signed up for Informed Delivery and can digitally preview your mail and manage packages—all in one convenient location.



- a. From your Dashboard, select the "Settings" option. We recommend you opt in to getting our email digest, so you never miss a notification! If you want more frequent package tracking information, set your Package Notification preferences too.
- b. Activation time for the feature may vary, but typically you will begin to receive email notifications or see dashboard images within three business days. In some instances, it can take up to seven days for activation to complete.
- c. Watch for a Welcome Letter in the mail. If you recognize the account information listed in the letter, no further action is required. If the account was not created by you or someone in your household, you have the option to deactivate it by following the instructions in the letter.
- d. You can also enroll for USPS Electronic Signature Online™ (eSOL) within your Settings. eSOL allows you to apply your electronic signature to any incoming packages that ship via Priority Mail Express®, require Signature Confirmation™, or are insured for over \$500 when you cannot sign in person. USPS will leave your packages in your mailbox or at a preferred delivery location if a package is too large for your mailbox.



- e. Check out the USPS Mobile app if you want to access Informed Delivery and many other features on-the-go.
  - i. The mobile app is free to download and is available for iOS, Android, and Windows in your app store.

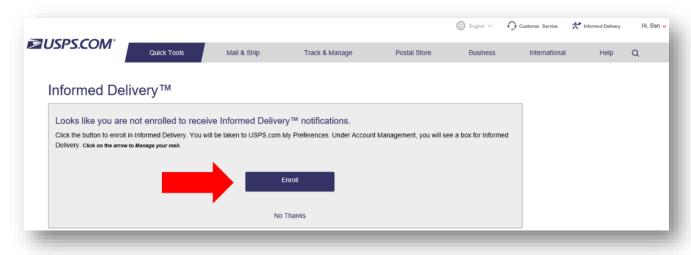


## Signing Up with an Existing USPS.com® Personal Account

- 1. Sign in to your personal account on USPS.com.
- 2. Select 'Informed Delivery' located in the upper-right hand corner of your screen.

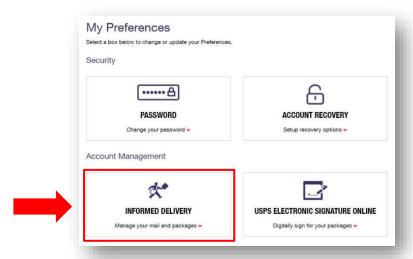


3. When presented with the screen view below, click 'Enroll' to be directed to your Profile.

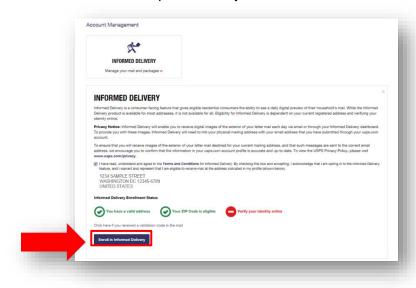




4. Within your Profile, on the "My Preferences" page, select the box labeled 'Informed Delivery.'

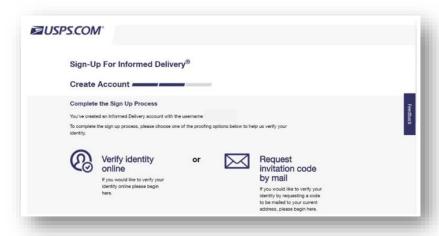


- 5. Read the Terms and Conditions, check the box indicating you accept the terms, and select "Enroll in Informed Delivery."
  - a. Note: You can only proceed if you have a valid address and live in eligible ZIP Code. If you do not meet these requirements, you cannot enroll in Informed Delivery at this time.





6. If your address is eligible, verify your identity by completing the (a) mobile phone verification process or (b) request the invitation code by mail.

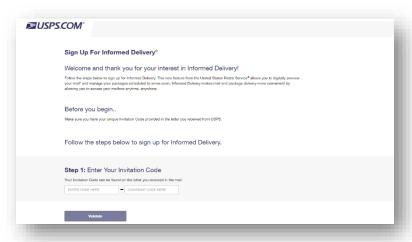


a. If you select to verify your identity online, provide your mobile phone number, and a one-time numeric passcode will be sent to you via text message.





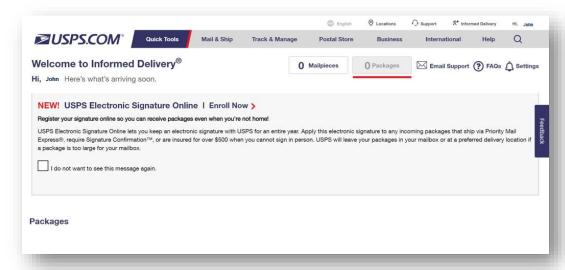
b. If you select to verify your identity by invitation code, you will request to have an invitation code sent to your current address. Please follow the directions in the letter to input the invitation code.



- 7. Once you successfully verified your identity, you will be shown a confirmation page.
  - a. Note: If you are unable to verify your identity online, visit the Appendix of this guide to learn about In-Person Identity Verification.
- 8. Congratulations! You are now signed up for Informed Delivery and can digitally preview your mail and manage packages—all in one convenient location.
  - a. From your Dashboard, select the "Settings" option. We recommend you opt in to getting our email digest, so you never miss a notification! If you want more frequent package tracking information, set your Package Notification preferences too.
  - b. Activation time for the feature may vary, but typically you will begin to receive email notifications or see dashboard images within three business days. In some instances, it can take up to seven days for activation to complete.
  - c. Watch for a Welcome Letter in the mail. If you recognize the account information listed in the letter, no further action is required. If the account was not created by you or someone in your household, you have the option to deactivate it by following the instructions in the letter.



d. You can also enroll for USPS Electronic Signature Online™ (eSOL) within your Settings. eSOL allows you to apply your electronic signature to any incoming packages that ship via Priority Mail Express®, require Signature Confirmation™, or are insured for over \$500 when you cannot sign in person. USPS will leave your packages in your mailbox or at a preferred delivery location if a package is too large for your mailbox.

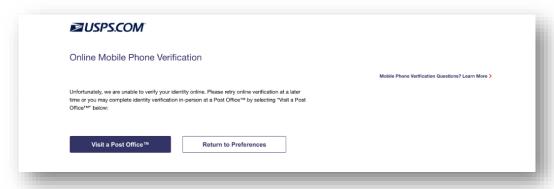


- e. Check out the USPS Mobile app if you want to access Informed Delivery and many other features on-the-go.
  - i. The mobile app is free to download and is available for iOS, Android, and Windows in your app store.

## Appendix: Unable to Verify Identity Online While Signing Up for Informed **Delivery**

If you were unable to verify your identity online while signing up for Informed Delivery, follow the steps below:

1. If you were unable to verify your identity online, you will be presented with the message below. This may occur if you fail the Online Mobile Phone Verification.



a. If you select "Return to Preferences" you can select to have an invitation code mailed to your address that will allow you to enter the code. Please follow the directions in the letter that is mailed to your home.



- b. The Postal Service also offers In-Person Identity Verification. If you would like to continue with In-Person Identity Verification at a local Post Office™, click the "Visit a Post Office™" button.
  - i. **Note:** In-Person Identity Verification is *not* available at all Post Office locations.
- 2. A screen will appear showing you Post Office locations that are close to the address in your USPS.com profile. You can search additional Post Office locations based on proximity to the ZIP Code you type into the search bar.
- 3. Once you identify the Post Office location you would like to visit, click the "Continue to In-Person Verification" button.
  - a. At this point, you will see detailed instructions, including a barcode, for the remainder of the In-Person Identity Verification process.
  - b. Print the form (or bring a copy of it on your smartphone) containing the barcode along with the other requested forms of documentation to the designated Post Office within 30 days.
  - c. **Note:** If you are verifying for a P.O. Box address, you need to provide proof of your P.O. Box rental and use. Documents (e.g., Form 1093 or online record of payment) may be required to successfully complete the sign-up process.
- 4. Once you have **completed** the In-Person Identity Verification process, you can sign up for Informed Delivery by following the steps outlined in the "Signing Up with an Existing USPS.com® Personal Account" section.