

Unlocking Postal Intelligence Series

Informed Delivery

The Merging of Digital and Physical

MAGIC!



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- Expert in USPS solutions, ensuring accurate mail addressing and data-driven outcomes
- Public speaker on USPS topics, including Informed Delivery, Address Quality, and Promotions
- Contributed to the creation of the Electronic Return Receipt for Certified Mail
- Represented Pitney Bowes in the Ohio Supreme Court, leading to nationwide implementation
- Key contributor to the development of the vote-by-mail ballot manager solution
- Recognized authority in Vote-by-Mail systems

About GrayHair Software

Enterprise Level Scale

- Technology Platform AWS
- Receive and process the most USPS Informed Visibility (IV) scans of any mail tracing provider

Enterprise Experience

- Postal, Mailing & Operations - First Class and Marketing Mail
- Works with the largest mailers in US
- Deep vertical knowledge in Financial, Insurance Telecom, Retail, MSP
- Privately Held company
- Soc2 with HiTrust, PCI, HIPAA, CCPA



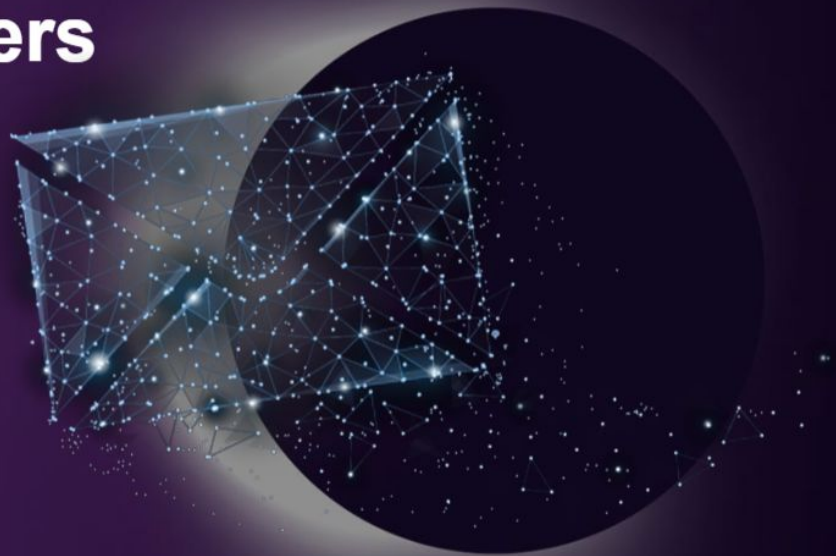
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explore the advancements, dynamism
and digital capabilities that can set your
business apart from all others.



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copy today.



Why **You** Should Care About Postal Intelligence

Instead of looking at postal spend as a **negative**...

- **Transform** the data accumulated during the process of mailing into **Business GOLD**, resulting in:
 - **Reductions** in your hard dollar postage **costs**
- Utilize Business Ready Intelligence to **solve** real **problems** with **data** in:
 - **Customer Experience**
 - **Marketing Effectiveness**
 - **Fraud Prevention**
 - **Postal Optimization**





Gain The Best Marketing/Communication Results By Combining Digital And Physical Messages

2025 has new incentives that are dependent on a base promotion with the USPS. n Informed Delivery is an add on this year with a 1% discount in postage.

- **Clients receive a digital plus physical mail experience, improving branding, and engagement.**
- **You can direct to a URL and sell or communicate.**
- **Transforming data into business gold**
- **Building Informational Assets!**

This matters?-- Hard dollars and now Informed Delivery brings automatic soft dollar impressions for **ANY BRAND!**

Add-ons Overview

Promotion (3%)

+

Add-On (1%)

=

Up to 4% Discount on eligible mail

Promotion (3%)

+

Add-On 1 (1%)

Add-On 2 (1%)

=

Up to 5% Discount on eligible mail

- ✓ Increase the Promotion discount by qualifying for 2025 Add-Ons.
- ✓ Add-Ons cannot be claimed alone.
- ✓ Mailers who qualify may leverage one or both Add-Ons in addition to the Promotion.
- ✓ Add-On discounts are added to the Promotion discount percentage on eligible mailpieces.

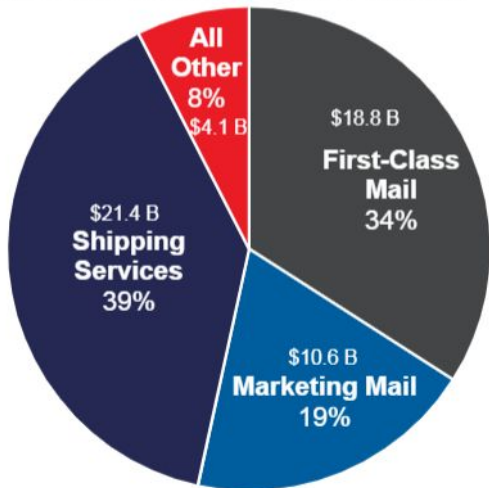
	Auto AADC	Total postage 1 month	Promo 1 3-4%	Promo 2 1%	Promo 3 1%	Total savings	6 month savings
Mail Volume	Average Postage		0.03	0.01	0.01	per month	6
100,000	0.593	\$59,300	\$1,779	\$593	\$593	\$2,965	\$17,790
1,000,000	0.593	\$593,000	\$17,790	\$5,930	\$5,930	\$29,650	\$177,900
5,000,000	0.593	\$2,965,000	\$88,950	\$29,650	\$29,650	\$148,250	\$889,500
10,000,000	0.593	\$5,930,000	\$177,900	\$59,300	\$59,300	\$296,500	\$1,779,000

Great information to store in your gray matter

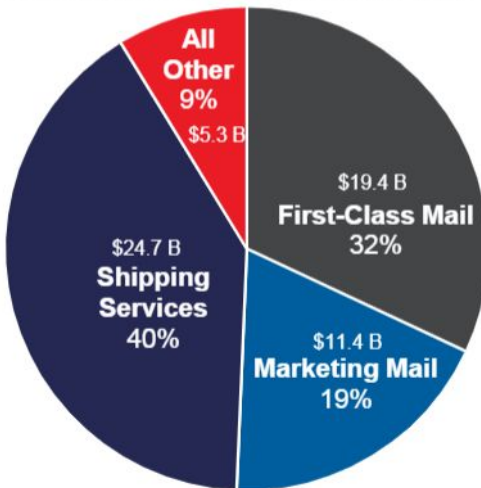
USPS Delivering For You

While USPS product mix continues to shift, mail remains highly effective in helping reach your customers

REVENUE DISTRIBUTION: FY20 Q1 – Q3



REVENUE DISTRIBUTION: FY24 Q1 – Q3



First-Class Mail and Marketing Mail have declined as a percentage of total USPS revenue from 53% in FY20 Q1 – Q3 to 51% in FY24 Q1 – Q3.



You can't get better than this right now

Direct Mail's Value To The Consumer

Trust

76%

of customers trust direct mail over digital channels when making a purchase decision¹

- ✓ Offers a tangible, credible experience that fosters trust
- ✓ The physical nature of mail pieces instill confidence in recipients

Reliability

90%

of Millennials believe that direct mail is reliable²

- ✓ Predictable delivery and physical presence, offering a dependable means of communications
- ✓ Reliably reaches recipients, ensuring that messages are seen and considered

Personalization

88%

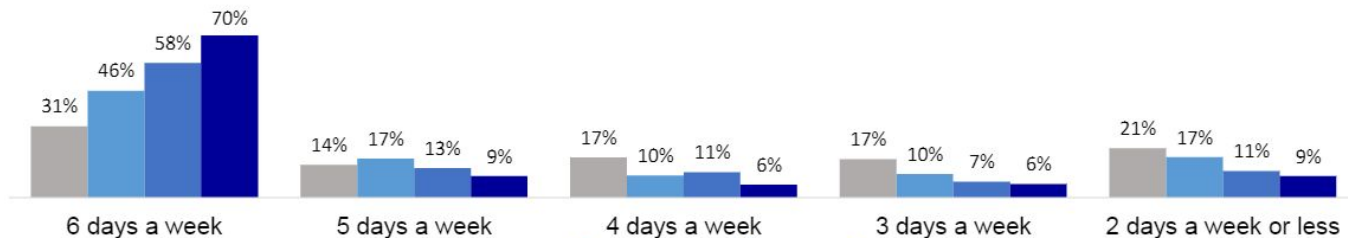
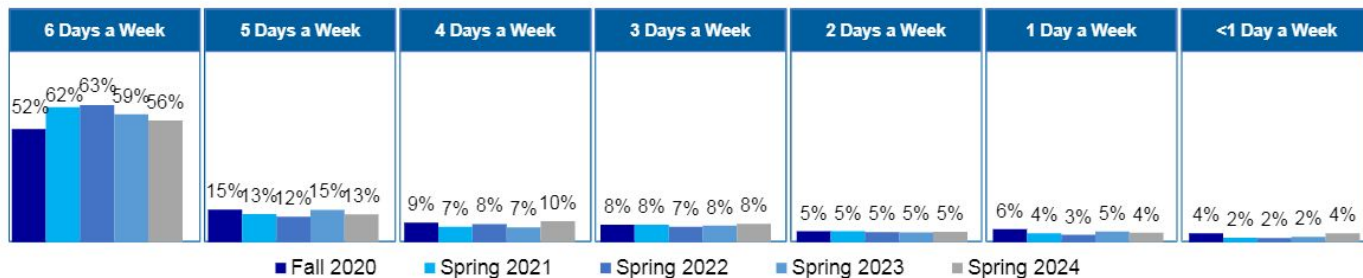
of marketers believe that personalization helps deliver a superior customer experience³

- ✓ Transforms generic messages into tailored experiences
- ✓ Captures attention, drives engagement, and forms better connections

What would you pay to have **your logo** sit on someone's kitchen counter?
What happens at your home?

Value of the Mailbox

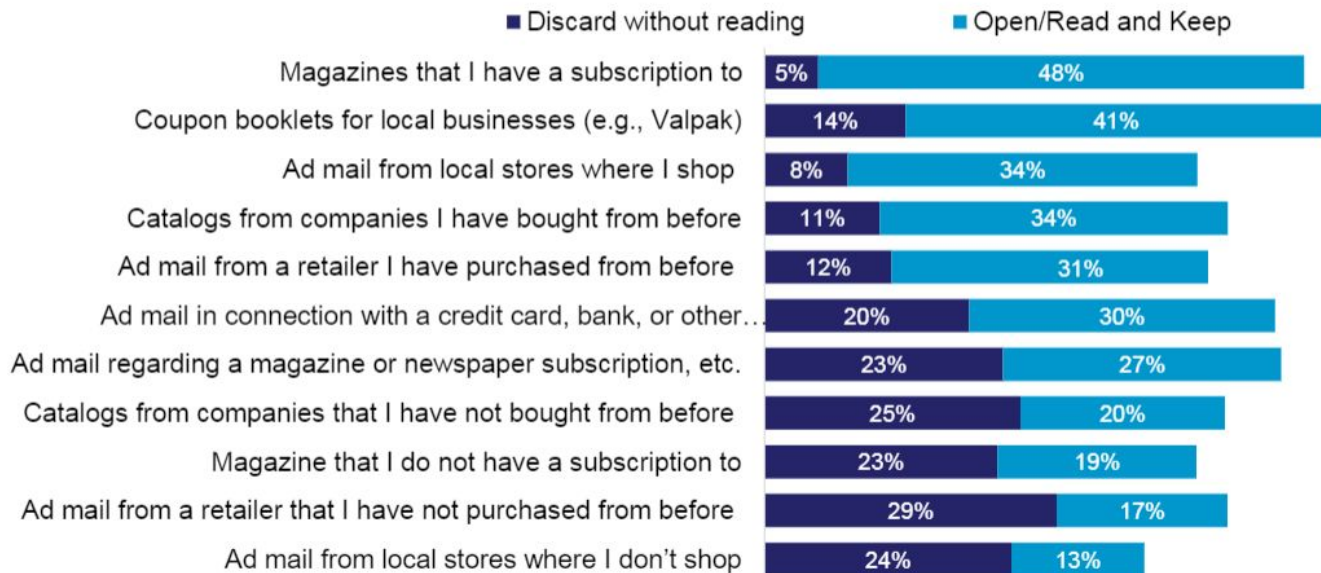
Most consumers continue to check their mail daily, especially Boomers and Gen X.



Good stuff to know!

Open Rates By Type Of Mail

With respect to opening, reading, and keeping mail, magazines are highest followed by coupon booklets for local businesses





“Views” are changing - what is yours?

Direct Mail Across Generations



68% of Gen Z believe that Direct Mail is more important than three years ago¹



60% of Millennials go online as a result of a Marketing Mail call to action¹



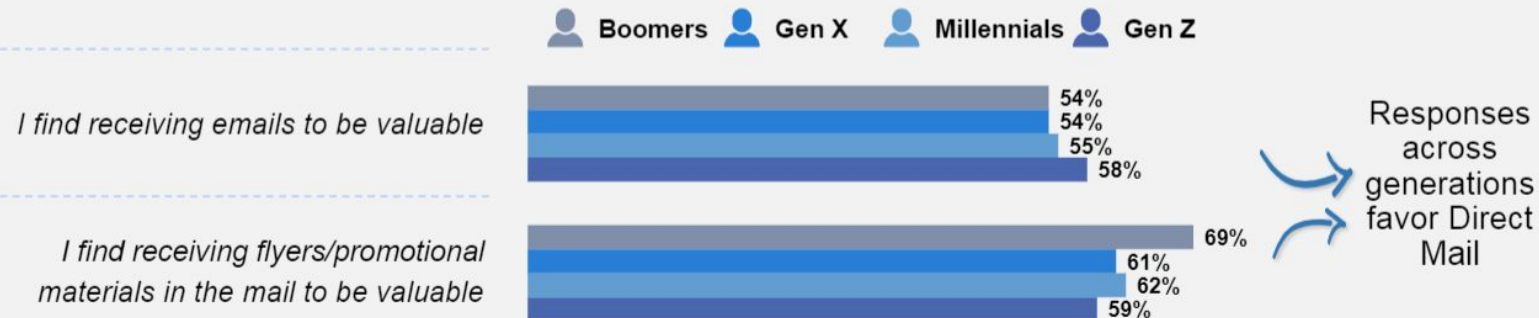
70% of Boomers check their mail daily¹

Are you ready to **GROW** your business?

Direct Mail Resonates With Recipients

Over half of mail recipients have tried a new product, service, or establishment in the past 6 months because of Marketing Mail¹

Agreement with Statement About Receiving Advertising From Companies About Their Products¹





\$\$\$'s are in the budget already!

Making an Impact Through Direct Mail

Direct Mail represents a healthy share of U.S. ad budgets as the 5th largest marketing channel by spend.

Source: Winterberry Group: Direct Mail in the United States (March 2023)

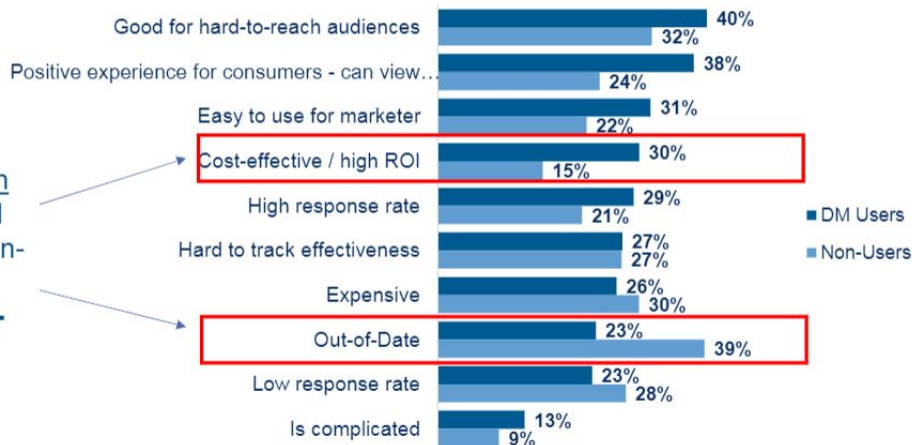


Is your view out of date? Or do you believe in the Magic!

Perceptions of Direct Mail

While Direct Mail is considered good for hard-to-reach audiences and for providing a 'tactile' experience, Non-Users describe it as 'out-of-date' and 'expensive'

The biggest perception gaps about Direct Mail between users and non-users are about **ROI** and relevancy (**out-of-date**)



This is what others are thinking about

What do you think?

Market Sentiment

The marketing landscape is digitally saturated with US marketing spending for **online categories growing to \$320B** (~14% increase) in 2023 and **offline categories declining slightly to \$195.1B**.¹

Marketers are examining these key trends:



Artificial Intelligence

Brands are aiming to produce more content at scale, with faster production cycle times, managed costs, and in sustainable ways.¹



Data-Driven Technology

Enables businesses to gather and analyze customer data more effectively based on customer preferences, behaviors, and demographics.¹



Variable Data Printing (VDP)

VDP technology customizes each print piece with unique text, images, and elements, boosting relevance, engagement, and response rates.²



Channel Integration

Blending physical mail's tangible appeal with digital platforms for instant engagement. Techniques include Personalized URLs, QR codes, and AR elements.³



Sustainability

Growing consumer demand for sustainable brands has led to the adoption of eco-friendly practices, including recyclable materials and plant-based inks.³

Impact of Trends

More Personalized Mailpieces

Faster Production Times

Omnichannel Experience

Sustainable Practices



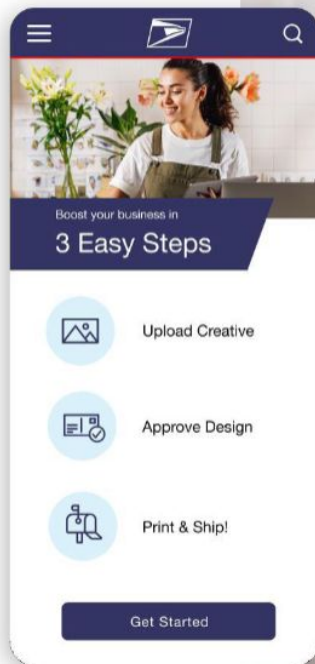
Ever hear the word **MarTech**?

Direct Mail Integration: MarTech Solutions

Digital Integration Solution

Exploring **technology solutions** that empower marketers to create, execute, integrate, and measure direct mail campaigns **with a single click**.

These solutions would provide a **one-stop-shop** for marketers and allow for **improved integration between direct mail and digital channels**.






THE FACTS!!!!!!!

5 million new Informed Delivery users have been acquired since January 2024

2024 User engagement measures:

 | **2.7B** Avg. mailpieces displayed on ID platform to all users per month

 | **12M** Total interactive campaigns clicks generated

 | **61.8%** Avg. email open rate for ID Daily Digest email vs. 21.5% industry average across all industries

Current Userbase Figures:

66.9M Registered Users
↑15% growth YOY

57.7M Email-enabled Users
↑16% growth YOY

47M Households
↑13% growth YOY

Unsurpassed digital open rates within your reach

• *PLEASE Advise YOUR MARKETING DEPARTMENTS*

Consumers are **engaged**



62.9%

**Informed Delivery
average email
open rate¹**

3x higher email open rate, as compared to industry standards²



6–9AM

Informed Delivery's daily **peak period of engagement is in the morning**, with roughly 1/3 of daily engagements occurring between the hours of 6–9AM³

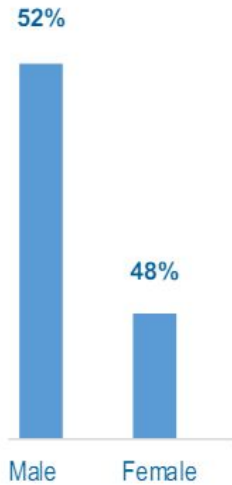
¹ Informed Delivery FY24 Q2 Year in Review

² [Email Open Rate: Statistics & 17 Best Practices \(2024 Guide\) | Mailmunch](#) (Measured against the average for all industries)

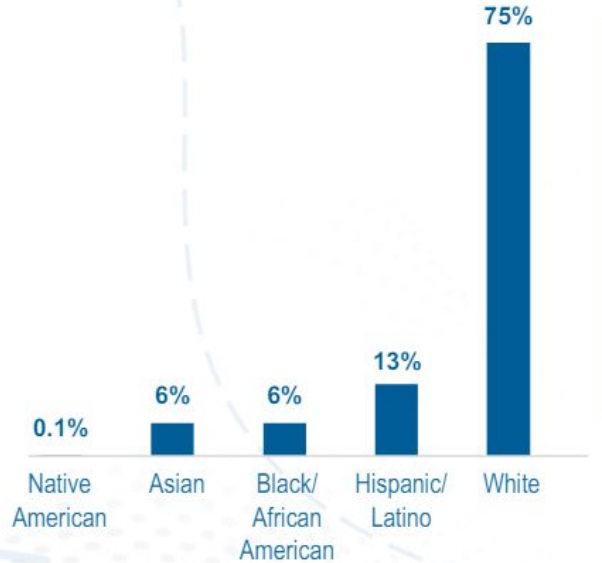
³ Informed Delivery User Survey March 2024

Demographics for Informed Delivery's 63M users:

Gender



Ethnicity



Income



One of Highest engagement scores that exists!



On average, users spend more time on the **Informed Delivery® dashboard** than the average time spent on-page for 10+ industries.

Average of...

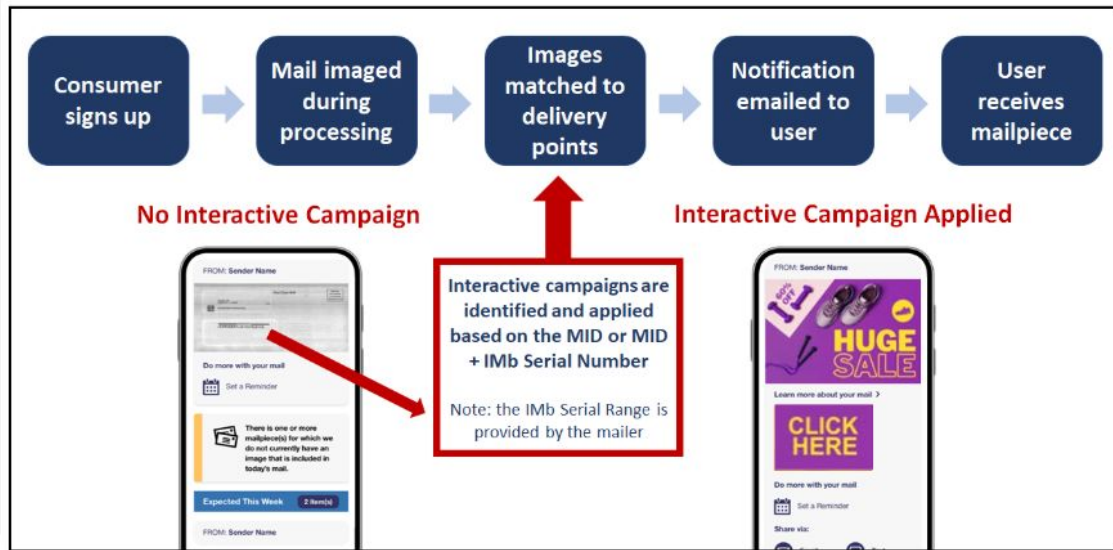
1:33 minutes

spent on the Informed Delivery dashboard¹

vs. 0:47 secs average page view across sites of other industries²



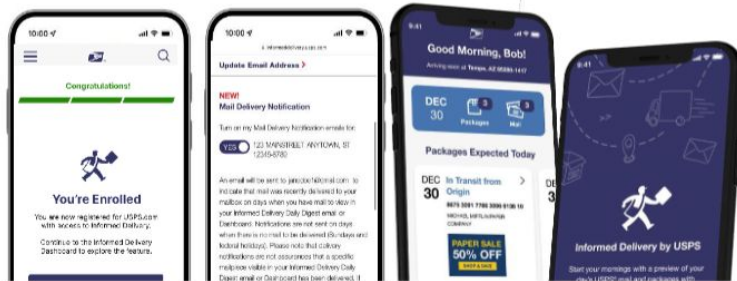
How it Works



Check out what is new!

Informed Delivery New Features and Enhancements

In FY24, Informed Delivery remained focused on providing additional value for both consumers and businesses with new features and enhancements.



Business Enrollment

Reminders Feature Mail

Delivery Notification

Enrollment Redesign

New Interfaces

...and More!

B to B with **REAL BENEFITS!!!**

Informed Delivery for Business

Businesses with an eligible address can enroll for Informed Delivery service using a USPS.com business type account to track incoming mail and packages.

BENEFITS OF INFORMED DELIVERY FOR BUSINESSES:

- Receive Daily Digest emails with a preview of your business' mail and packages scheduled to arrive soon
- See images of your incoming letter-sized mail (grayscale, address side only)
- Track and manage your packages in one convenient place, including returns, shipments, and more

104K+

Business accounts have enrolled in Informed Delivery service



Packages too!!! WOW!

Informed Delivery Package Campaigns

Informed Delivery has made checking the status of a package an additional touchpoint for brands to engage their customers.

BENEFITS OF PACKAGE CAMPAIGNS:



Maximize Brand Exposure and Drive Conversions

Connect with highly-engaged customers in a marketing channel that has over 67M users and an email open rate of over 60%.



Conduct and Manage Marketing Campaigns with Ease

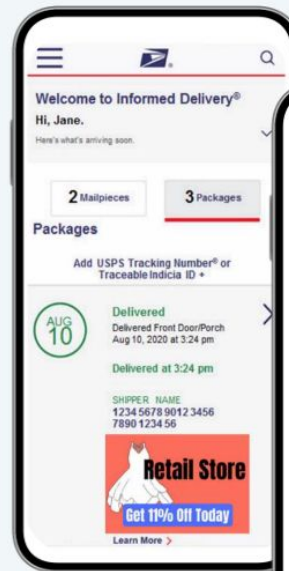
Efficiently launch and manage campaigns of all sizes, from one easy-to-use portal.



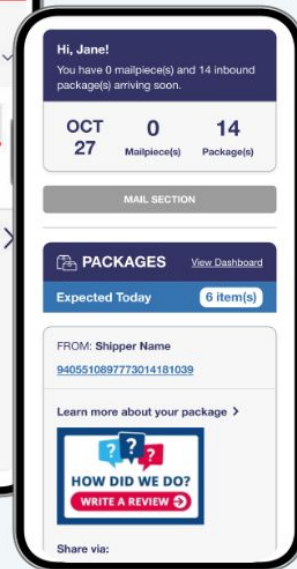
Generate Deeper Customer Insights

Leverage campaign data in combination with other first-party data to design experiences that recognize the needs and desires of your customer base.

Online Dashboard



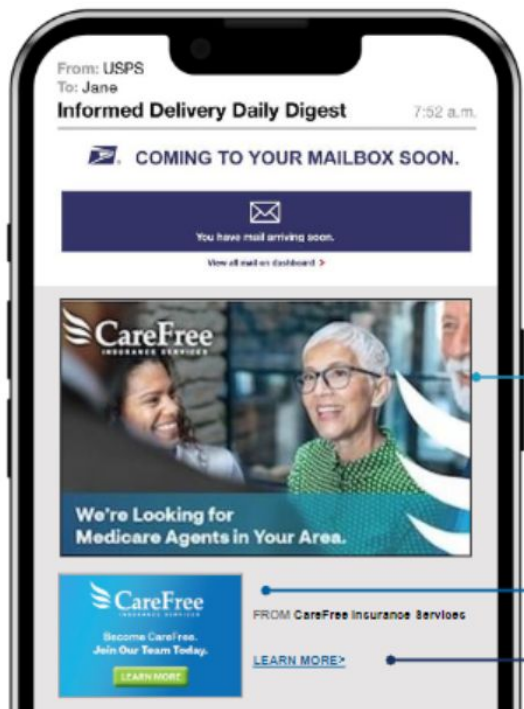
Daily Digest



Clickable images along with package tracking information creates additional customer interactions and generates new insights for businesses.

Elements of a Successful Informed Delivery Promotion Campaign

INFORMED DELIVERY® PROMOTION CAMPAIGN ELEMENTS



Representative Image

Ride-Along Image / CTA

URL

THREE CAMPAIGN ELEMENTS



Ride-along Image with CTA



URL



Representative Image

Make the most of each element

BEST PRACTICES FOR RIDE-ALONG IMAGE WITH CALL-TO-ACTION



Ride-along Image with CTA

- Ride-along Image must relate to the promotion or offer in the mailpiece
- Must be saved as a **JPEG or jpg file**
- Image must be in color
- The CTA must have enough color contrast to stand out in the Ride-along image
- The clickthrough from the Ride-along to the destination must allow the user to bypass a pop-up windows
- Mail diversion messages included on the Ride-along will make the mailing ineligible for the promotion discount



- ✓ Logo reinforces brand
- ✓ Look and message sync to mailpiece
- ✓ Call-to-Action is clear and compelling

Create an action with your mailpiece



CALL-TO-ACTION TIPS



USPS
PRODUCT
MANAGEMENT



Your call-to-action **should clearly convey the action** you want your readers to take.

A few common examples include:

- Get 25% off
- Get your instant quote
- Claim your free gift
- Apply now
- Open an account today
- Download the app
- Click to view offers
- Donate now
- Etc.

...and **many, many more** possibilities.

TAKE 1 MINUTE
TO CREATE
1-2 CTAS FOR YOUR
PROSPECTIVE MAILPIECE

We recommend **clear, actionable words** that create a sense of **urgency** and **demonstrate value** that motivate visitors to act.

URL Details matter

BEST PRACTICES FOR URL



USPS
PRODUCT
MANAGEMENT



URL

- Landing page must be live
- Landing page URL and link submitted must start with HTTPS
- URL and link must lead to a landing page associated with the physical mailpiece
- Landing page should avoid pop-up windows
- URL and link must be free of any malware or virus that could impact USPS or the customer



FROM CareFree Insurance Services

[LEARN MORE>](#)

URL



<https://www.carefreeinsurance.com>

SEARCH



The URL leads to a landing page that is free of malware/virus and doesn't emulate USPS.com



The URL starts with HTTPS



The URL and the brand/mailpiece are clearly related

Images create Impact

BEST PRACTICES FOR REPRESENTATIVE IMAGE



Representative Image

- A Representative Image is **required for all flats** and optional for letters
- If Representative Image is used it must be a representative/enhanced image of the physical mailpiece
- The Representative Image must include a static representation of the mailpiece image sent to the mailbox
- The image can be submitted as a **JPEG or jpg attachment** in the Mailing Promotions Portal



Representative Image



Ride-along Image



Multiple ways to understand your audience participation

ID CAMPAIGN BEST PRACTICES

Pre-Campaign During Campaign Post-Campaign

REFERENCE THE PRE-CAMPAIGN ANALYSIS REPORT

Use the complementary pre-campaign analysis report to maximize the success of your campaign.



What is it?

A tool within the Mailer Campaign Portal that provides an aggregate output of how many Informed Delivery users you will be reaching with your campaign.



How can I use it?

USPS cross-references your uploaded list of 11-digit ZIP Codes against a current Informed Delivery user list.

Example Report:

Pre-Campaign List Size	Eligible 11-digit Delivery Point ZIP Codes	Unique Eligible 11-digit Delivery Point ZIP Codes	# of Subscribers	Subscriber Saturation (%)	# of Email Enrolled Subscribers	Email Enrolled Saturation (%)
113,995	113,991	106,245	40,241	37.8757%	34,006	32.0072%



Use all your elements for analysis purposes

ID CAMPAIGN BEST PRACTICES

Pre-Campaign

During Campaign

Post-Campaign

TEST & COMPARE YOUR CAMPAIGNS

Consider testing campaigns against each other before cancelling the lower-performing campaign and using the winning one. Compare the day-to-day click through rate of your campaigns to understand when your campaigns perform best.

CAMPAIGN A



CAMPAIGN B



PACKAGES

2,933

10,337

EMAIL

2,499

8,929

EMAIL OPENS

EMAIL OPEN R

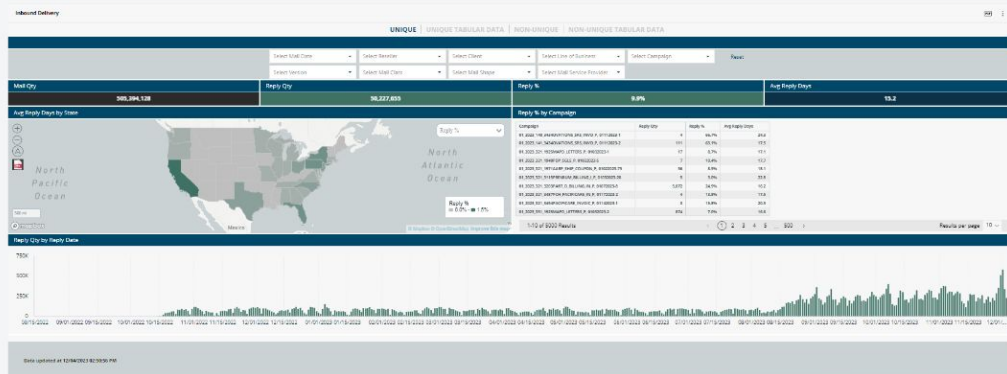
CLICK THROU

CLICK THROU

INFORMED DELIVERY

Shows how your Informed Delivery campaigns are performing from both an interaction and delivery perspective. How many recipients are just opening the email, how many then click on the image, and when are they doing this? GrayHair combines USPS tracking data with Informed Delivery data to provide the important metrics in a single view.

ADD GrayHair



The right foundation can create data feeds including which capture household opened for omni channel campaign

BUILDING ID CAMPAIGNS

Pre-Campaign

During Campaign

Post-Campaign

LEVERAGE CAMPAIGN INSIGHTS

The post-campaign detailed reports provide a wealth of information related to an individual campaign that mailers and shippers can leverage to improve future campaign performance.



Generate Deeper Customer Insights

Leverage campaign detailed data in combination with your other first-party data to identify insights at the individual mailpiece level.



Experiment with Campaigns

Compare the performance of similar campaigns against each other to determine the types of campaigns that perform better.



Continuously Refine Campaigns with Data

Reference performance data to improve future campaigns.

Detailed report data includes the following records:

- Mailpieces matched to ID households (based on MID + Serial Number)
- Emails generated with the campaign
- Email open timestamps
- Click through timestamps
- Click through source (i.e., email, dashboard)



REAL DATA FROM YOUR INFORMED DELIVERY CAMPAIGN DATA FEEDS

Data feed can be developed to provide mailers with this information tied back to mailpieces to identify data that will allow them to perform additional tracking and reporting.

- Streamline reporting and analysis
- Manage reports showing the scope and reach of an Informed Delivery campaign within mailing metrics and Informed Delivery-generated behavior patterns like email opens and click-throughs by day of week



Why am I at
GrayHair at this
point of my
career?

We have a great
culture...
And
DATAFEEDS!

DATA and making it usable is the most important piece of the entire data/print/mail solution and holds the **Highest Return On Investment of anything- this I know...**

The value changes according to Industry and Persona

Examples of advanced data use that I think are **really cool**~

Mail Fraud- Clients receive data feeds every six hours tracing credit cards

- Substantial fraud is occurring due to “covid gangs” infringing your bank portal to apply for a new credit card
- After that, they return a few days later and change the address for delivery

We Detect address changes while cards are in flight and send a direct feed, inform fraud to deactivated these cards, and client experience about the reason

Informed Delivery-Service sign-up is 32.9% of the US addresses and increasing. Amazing open rates at 65% daily, 85% weekly

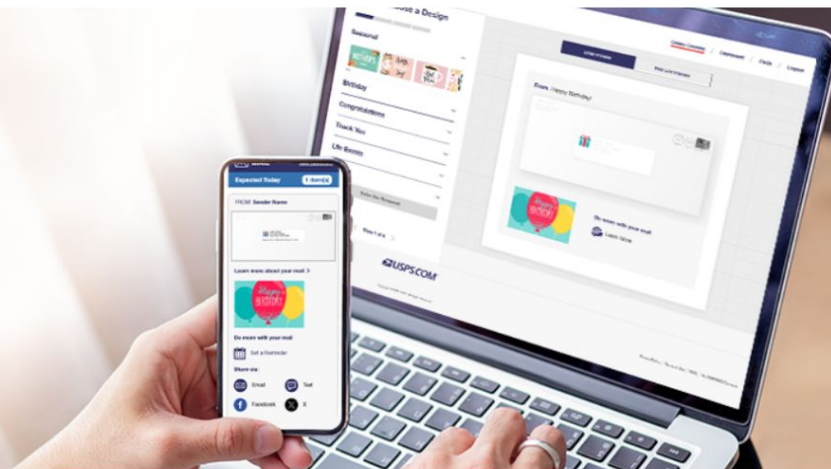
- We dispatch a data feed characterizing who opened the ID and which/if any element were clicked on
- **THIS IS GOLD** in marketing- a significant single that is in the journey of communications and sales!

DID YOU KNOW—You can send an Informed Delivery message from YOUR home dashboard

Informed Greetings

Informed Greetings allows you to create personalized digital greetings to send with your physical mail. Give your mail a little something extra by adding an image that will accompany the black and white mailpiece shown in the recipient's Informed Delivery® daily digest email.

[Get Started](#)



How it Works

The Informed Greetings site will guide you through creation of a digital greeting allowing you to preview your design as you go. Once you have completed all steps, you will have the ability to preview and print an Informed Greetings label that will link your greeting to the physical mailpiece you send. Affix your label and stamp(s) to your card or letter and drop it in the mail. Both you and your recipient will receive an email notification when it is about to arrive.

Benefits

- Simple step-by-step process guides you through creation, label customization and printing
- Choose from over 100 designs and add your own personalized message
- Ability to digitally share information with your recipients (e.g. weblinks for a gift registry or wedding website)
- Stay informed, receive an email notification when your card is about to arrive

A stylized, handwritten-style logo consisting of three thick, black, curved strokes that resemble the letters 'M' or 'W' intertwined. The logo is positioned at the bottom center of the page.



/// **THE** **WORLD** **OF** **THE** **WORLD**

☐ Sans Serif (Default)

☐ Serif

☐ Rounded

☒ Handwriting

☐ Decorative

YES ☐ Include an icon on my mailing label

Enter Your Details



[Learn more about your mail >](#)



USPS Informed Greetings

Your Greeting is arriving soon!

Here's a preview of what they will see in their Informed Delivery email or dashboard:

From Sending Positivity!



Do more with your mail



[Learn More](#)



Appendix Informed Delivery



USPS provides a calculator for you to create a business case for the rest of the year



Calculate your potential return by entering your numbers below:

MAIL VOLUME:

1000000

MAIL SPEND:

\$ 547000

CLEAR ALL

Results

■ BASELINE ■ INFORMED DELIVERY

13% MORE REACH¹

Mail volume x 13% delivers 130,000 more people reached.

1,000,000

1,130,000

39% MORE ATTENTION²

Mail spend x 39% adds \$213,330 more value to your spend.

\$ 547,000

\$ 760,330

37% MORE RESPONSE³

Get more response using a multi-channel campaign compared to a single-channel campaign.

51,000

69,870

20% MORE CONVERSIONS⁴

Mail campaigns integrated with digital ads have been shown to increase conversion.

43,000

51,600

There are several way to submit including vendors that will do it for you

ID CAMPAIGN BEST PRACTICES

Pre-Campaign

During Campaign

Post-Campaign

IDENTIFY CAMPAIGN SUBMISSION METHOD

Based on the needs of your brand, leverage one or more of the following USPS tools to create and submit Informed Delivery campaigns.



MAILER CAMPAIGN PORTAL (MCP)

Self-service portal for creating mail campaigns manually, one at a time. Ideal for less complex mailings.

SHIPPER CAMPAIGN PORTAL (SCP)

Self-service portal for creating package campaigns manually, one at a time. Ideal for shippers with lower package volumes.

POSTAL ONE

Web-based alternative to existing mailing processes with an electronic suite of services designed exclusively for business mailers.

INFORMED DELIVERY API

Enables direct integration with Informed Delivery application. Can support automation and seamless campaign management.

Your customers engage in different ways



CHANNEL USAGE

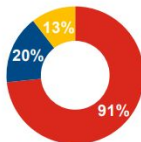
Majority of Informed Delivery® users¹ access Informed Delivery via Daily Digest email, followed by USPS.com, and then the USPS Mobile® App.

91% of Informed Delivery users access Informed Delivery via the Daily Digest email

■ Email

■ USPS.com

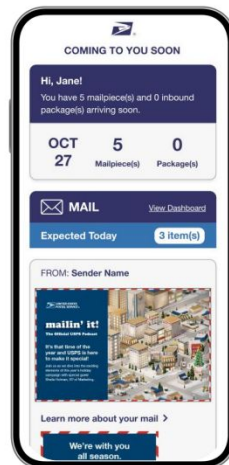
■ USPS Mobile App



¹Responses pulled from FY24 Q3 User Survey;

Note: Respondents were able to select more than one response type

²Email Open Rate: [Statistics & 17 Best Practices \(2024 Guide\)](#) | Mailmunch (Measured against the average for all industries)



62.2%

Average Informed Delivery Daily Digest email open rate

Email open rate
~3x higher than industry standards²

Best Practices to think about...

ID CAMPAIGN BEST PRACTICES

Pre-Campaign

During Campaign

Post-Campaign

DETERMINE CAMPAIGN GOALS EARLY

Establish a clear goal for what you would like to accomplish with your Informed Delivery campaign.

Brands can use Informed Delivery campaigns to engage their customers in a number of ways:



Promote a new product or service to existing customers



Highlight an upcoming sales promotion

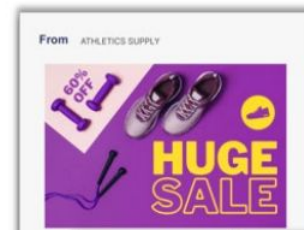


Inform customers of a return policy



Educate customers on product questions

Sample Informed Delivery Campaigns



Pay attention to current events and tracking data

ID CAMPAIGN BEST PRACTICES

Pre-Campaign

During Campaign

Post-Campaign

COORDINATE CAMPAIGN TIMING

There are several timing considerations that can help maximize the effectiveness of your campaigns.



Consider Year-Round Campaigns

- Consider running a campaign **year-round**
- You can add mail and packages to **existing campaigns** as orders are generated
- Encourage **always-on customer engagement** to your brand



Prepare for Peak Seasons

- Coordinate with your logistics team **for additional demand** from existing customers and align your campaigns with seasonal trends
- Ensure your fulfillment operation is prepared for peak season(s)



Plan for Big Events

- Plan to launch your campaigns with **sufficient lead time** around big events
- Stay aware of **industry events, trends, and relevant news** that could impact your campaign

Tools to create foundation for further data analysis

ID CAMPAIGN BEST PRACTICES

Pre-Campaign

During Campaign

Post-Campaign

ORGANIZE YOUR MAIL CAMPAIGN ELEMENTS

Effective use of campaign elements will help you manage and optimize your mail campaign performance.

- 1 Brand Display Name:** Establish brand recognition when the name of your brand shows in the Daily Digest email or Informed Delivery dashboard.
- 2 Campaign Title:** Use the campaign title as a way to distinguish between multiple campaigns.
Example:
ABC Spring Promotion A
ABC Spring Promotion B
- 3 Campaign Code:** Gather data with a unique identifier for each campaign. Diversifying the naming convention of codes is helpful when reviewing campaign reports. (E.g., a campaign grouping code could contain many campaign codes all displayed in one report.)
Example: BIZ061122-A

The screenshot shows a web form for creating a mail campaign. Arrows from the numbered list on the left point to the following fields in the form:

- Arrow 1 points to the **Brand Display Name** field.
- Arrow 2 points to the **Campaign Title** field.
- Arrow 3 points to the **Campaign Code** field.
- Arrow 4 points to the **Select your Campaign Type** section.
- Arrow 5 points to the **Campaign Start and End Dates** section.
- Arrow 6 points to the **Mailpiece Shape** section.

The form fields include:

- Brand Display Name:** Enter or select the campaign Display Name.
- Campaign Title:** Enter a Campaign Title.
- Campaign Code:** Enter the company's Campaign Code.
- Select your Campaign Type:** Radio buttons for Serial Range Sequential, MID Level, and Non Sequential.
- Mailer ID (MID):** Enter or select a 6 or 9 digit MID.
- Intelligent Mail® Barcode (IMb) Serial Number Range:** Enter 9 or 9 digit start number, followed by "to" and then Enter 9 or 9 digit end number.
- Campaign Start and End Dates:** Text explaining the recommendation to select dates 3 days before and 3 days after in-home delivery, followed by two date range pickers.
- Mailpiece Shape:** Radio buttons for Letter, Card, and Flat.

- 4 Campaign Type:** Based on this response, you'll be required to fill out the below entries. Enter the information exactly how it would appear on the mailpiece so that recipients will see the campaign.
- 5 Campaign Dates:** Establish your promotion timeline by setting dates for your campaign. We recommend running your campaign 3 days before and 3 days after your in-home delivery dates.
- 6 Mailpiece Shape:** Select the shape of the mailpiece—either letter, card, or flat—that matches what the customer will receive in the mail.

USPS simplifies the process

LEVERAGE INFORMED IMAGES

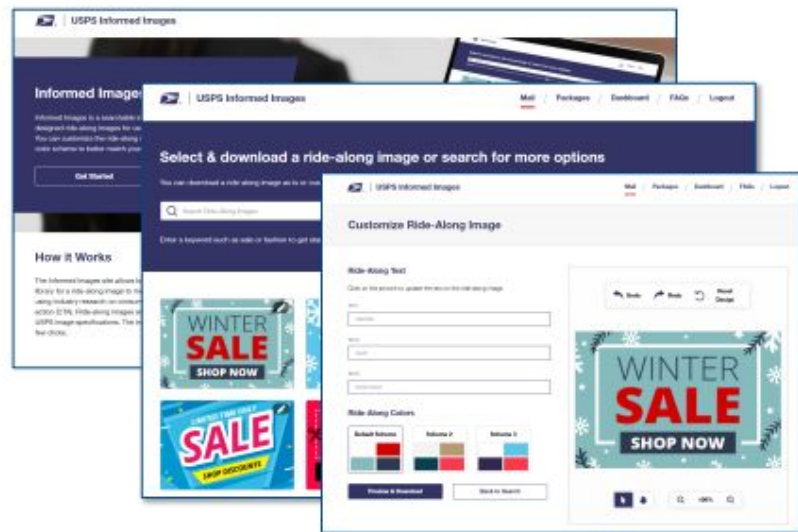
Consider using this USPS site to enhance your ride-along images for your Informed Delivery mail or package campaign.

What is Informed Images?

A searchable image library of professionally designed ride-along images to use in Informed Delivery Campaigns

How can Informed Images help you?

- ✓ Search our image library for a ride-along image that meets your mail or package campaign needs. Images have been designed using industry research on consumer engagement, color impact, and effective calls to action.
- ✓ Customize the image by altering text and color scheme to better match your branding and messaging.
- ✓ Download campaign-ready images to use in your next campaign.
- ✓ Access professionally designed campaign assets without the need to hire a designer.



Visit informedimages.com to create an account and get started!

Use what works in your campaigns

ID CAMPAIGN BEST PRACTICES

Pre-Campaign

During Campaign

Post-Campaign

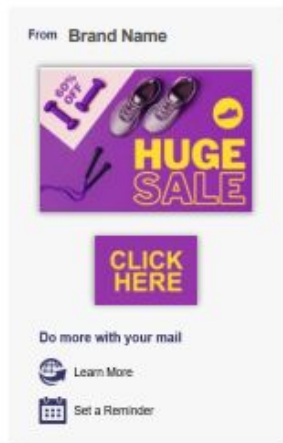
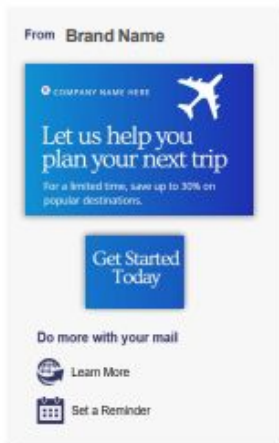
CAMPAIGN IMAGE EXAMPLES

The following are sample representative and ridealong images to serve as inspiration and reference as you create your own campaign images.



High-performing campaigns often feature the following:

- ✓ Representative image that has the primary message of your campaign, matching the main message of the physical mailpiece
- ✓ Ride-along image that has 1 clear call to action
- ✓ Images with high contrast colors that are relevant to your message
- ✓ Legible text (and not too much of it!)
- ✓ Consistent branding that aligns with your company's color schemes and style
- ✓ High-resolution images that aren't blurry or pixelated
- ✓ A balance of images, graphics, and text



Marketing teams will be thrilled working on a successful omni-channel campaign

ID CAMPAIGN BEST PRACTICES

Pre-Campaign

During Campaign

Post-Campaign

DEVELOP A CAMPAIGN STRATEGY

Your Informed Delivery Campaign should complement your overall marketing strategy and should serve as an additional, high-performing touchpoint.



Understand Your Customers & Their Needs

- Your campaign should speak to your **existing customer personas**
- Study **available data** on your existing customers and those you are trying to reach
- Confirm that what you are messaging within your campaign **aligns** with customer needs



Perform a Market Analysis

- Research **competitors' sales** and marketing strategies
- Identify areas where your campaigns can **distinguish your business** from the competition



Establish Key Performance Indicators

- Align on KPIs and **target metrics** before launching campaigns
- Measure the campaign's **actual KPI performance** against target KPIs to determine potential changes for the next campaign



Keep Brand Consistency & Value

- Validate that the campaign does not **devalue the perceived value of your brand** or cause customers to consider other brands
- Ensure campaign creative is **consistent** with your branding
- Confirm campaign creative **matches the physical mailpiece** or package



Basic Terms:

- ▶ CASS (Coding Accuracy Support System) software: validates address to a known range of addresses and puts in USPS's standard format. Processing now includes:
 - ▶ DPV: Identify specific addresses that do / do not exist
 - ▶ LACSLink: identify addresses that were renamed / renumbered -attempt to provide the new information
 - ▶ SuiteLink: for business addresses, use the business name to add / correct secondary address information
 - ▶ Vacant Table: identify non-Rural Route addresses that have been vacant at least 90 days
 - ▶ NoStats: Flag and provide reason that USPS does not deliver to / does not delivery directly to an address
- ▶ DSF2: Delivery Sequence File: provides additional information needed to qualify for certain postage rates as well as additional information about the nature of an address
- ▶ NCOALink Software: processes records against the USPS's National Change of Address (NCOA) data of permanent moves to identify those that moved and, when possible, return their new address
- ▶ GrayHair's UAD (Universal Address Database): Provides information on prior mailings to a given name and address: additional Changes of Address (and the new address) plus other reasons a piece was not deliverable
- ▶ IV (Informed Visibility): Information on a piece as it travels through the USPS's operations
- ▶ ACS (Address Change Service): Provides information on pieces that were Undeliverable As Addresses (UAA)
 - ▶ Secure Destruction: Identifies First-Class pieces using ACS that were directed to Secure Destruction