

INFORMED DELIVERY® YEAR IN REVIEW

October 2021 – October 2022

Informed Delivery by USPS

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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 **51.5M users and a 3.5% 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 +62**.

Average email open rate has consistently **outpaced the industry average at above 64%, with over 6B total Daily Digest emails opened**.

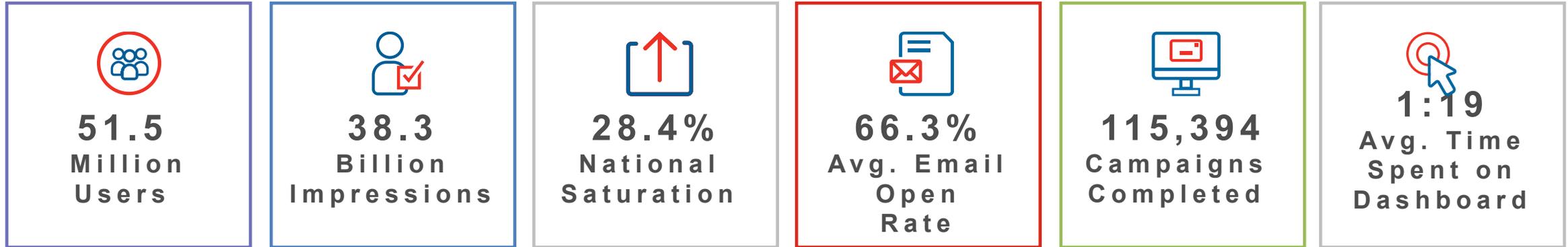
Brands have seen **strong returns on campaigns** with the Informed Delivery feature and **impressions totaling over 38B**.

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

Internal data as of October 31, 2022

SUMMARY OF KEY METRICS

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



Internal data as of October 31, 2022

INCREASING USER GROWTH

The Informed Delivery user base continues to accelerate with a 18% YoY increase, offering brands the opportunity to reach even more consumers.



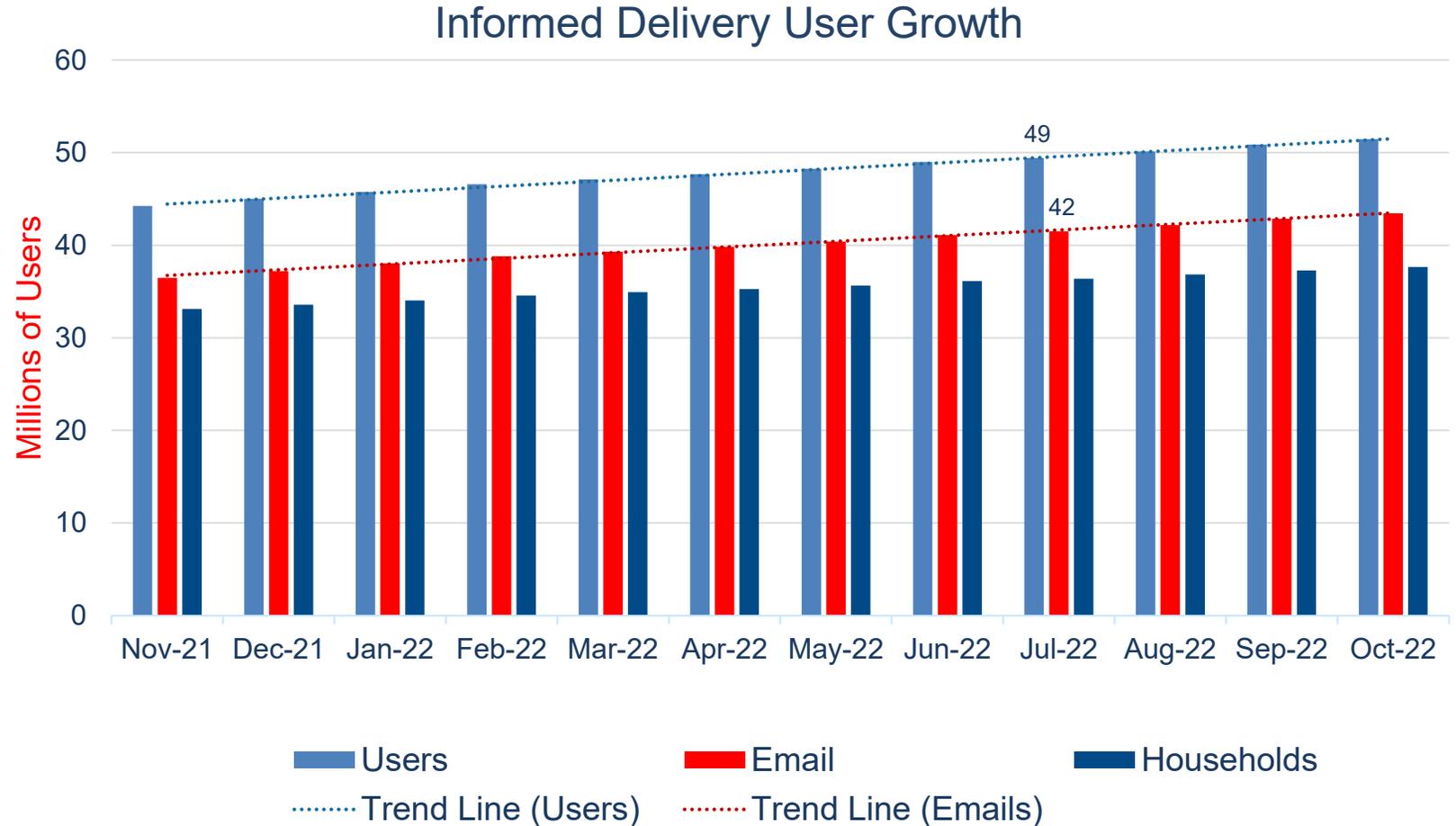
51,478,153
Users



37,652,654
Households



43,431,105
Email-Enabled
Users



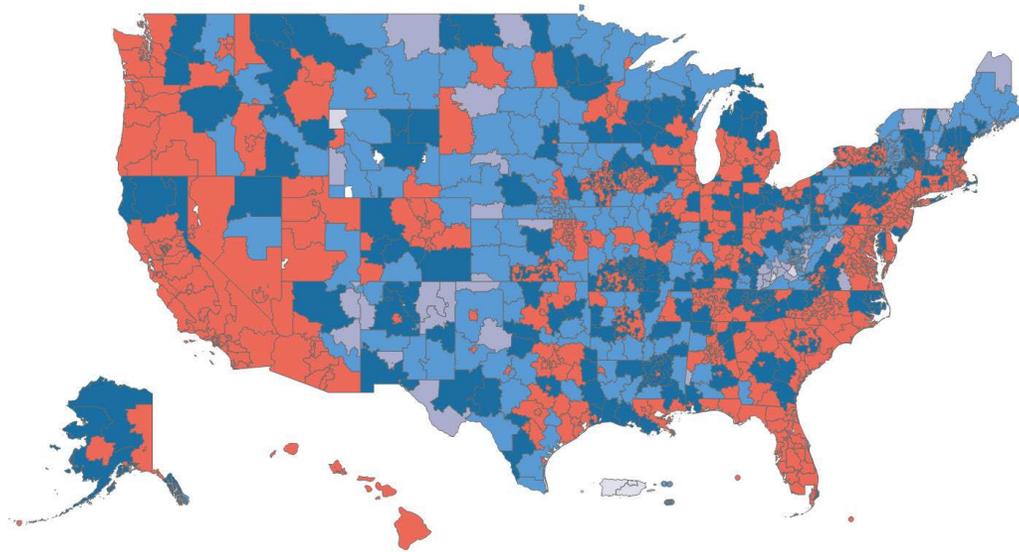
Internal data as of October 31, 2022

WIDESPREAD ENROLLMENT SATURATION

The Informed Delivery enrollment saturation has increased by over 3.5% over the past year, with more regions of the United States having over 28% in household saturation.

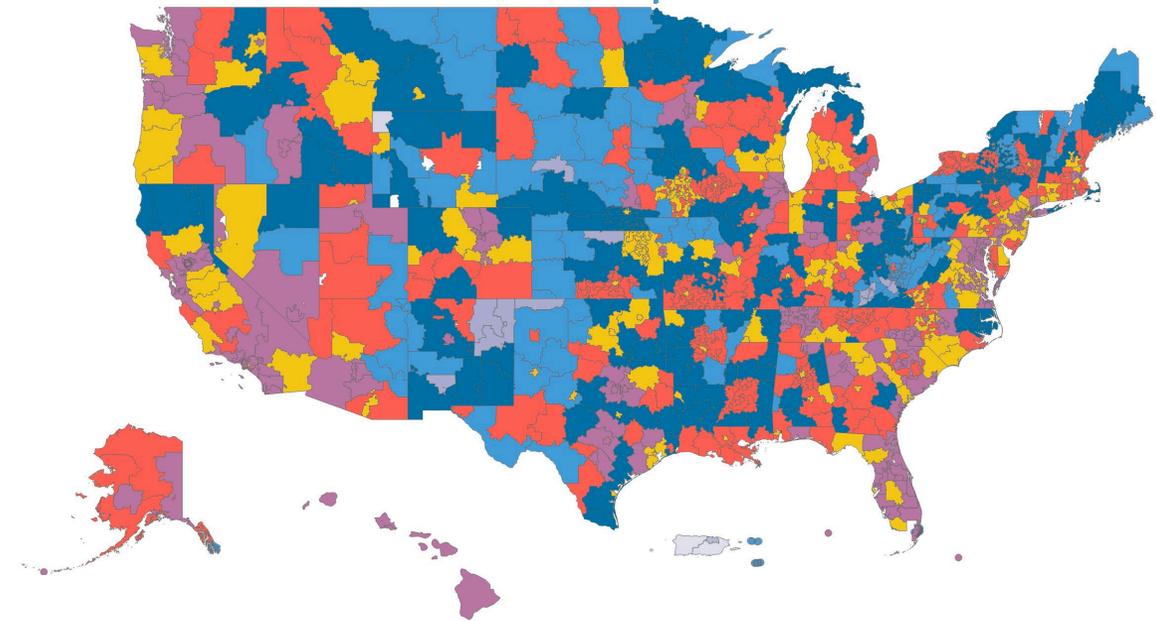
October 2021

24.7% National Saturation of Eligible Households¹



October 2022

28.4% National Saturation of Eligible Households²



Household Saturation Rate:



¹Internal data as of October 31, 2021

²Internal data as of October 31, 2022

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.

31,303,278,908

Total Physical Mailpieces in Informed Delivery feature accounts

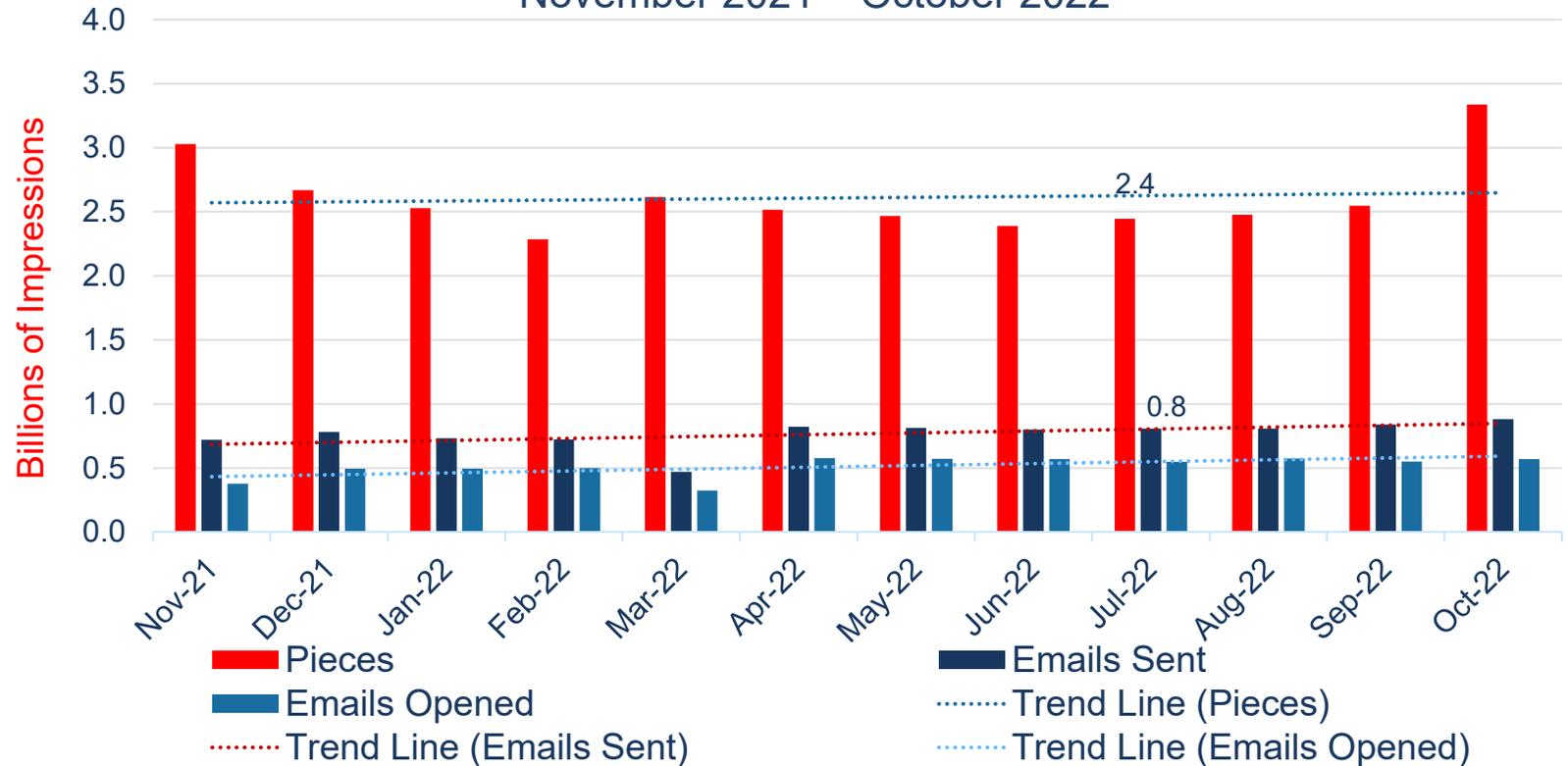
9,244,217,660

Total Daily Digest Emails sent

6,147,211,406

Total Daily Digest Emails opened

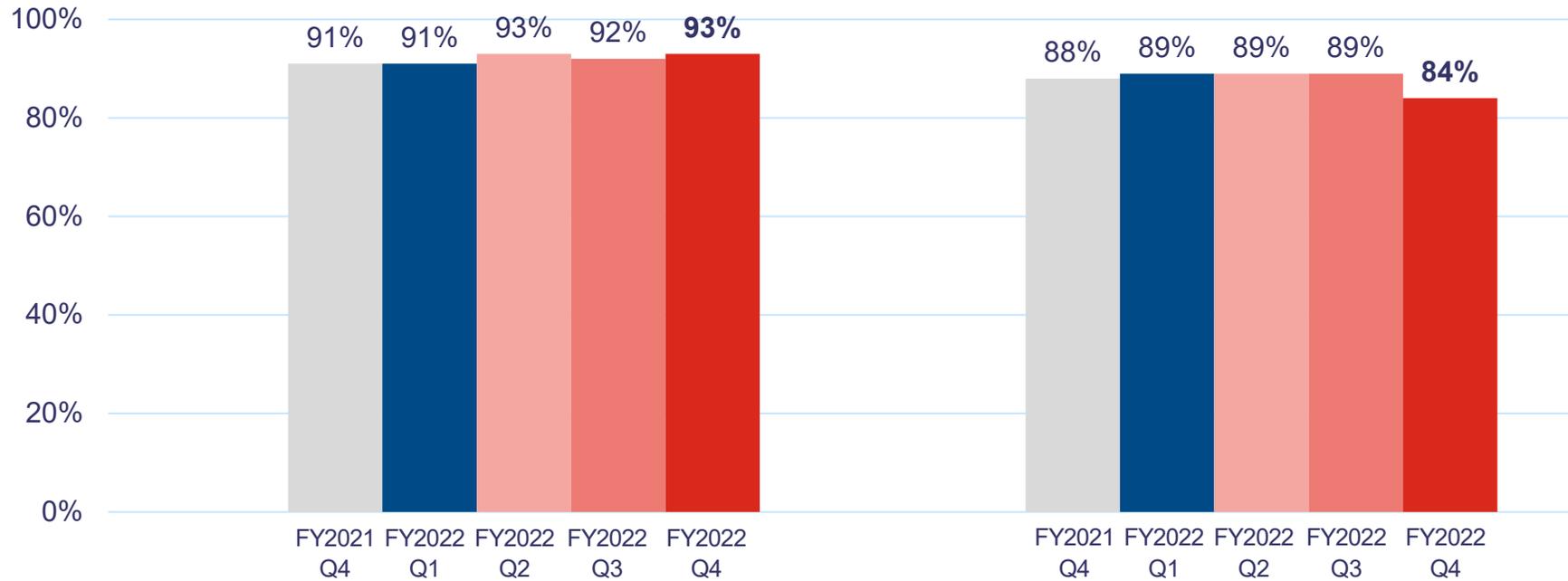
Informed Delivery Feature Totals
November 2021 – October 2022



Internal data as of October 31, 2022

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.



Users **would recommend** the Informed Delivery feature to friends, family, or colleagues



Users are **satisfied or very satisfied** with the Informed Delivery feature

REACH ENGAGED USERS

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

+62

**USPS Informed Delivery Feature
NPS Score¹**

+62

eCommerce²

+61

Retail²

¹Data from October 2022 Informed Delivery User Survey

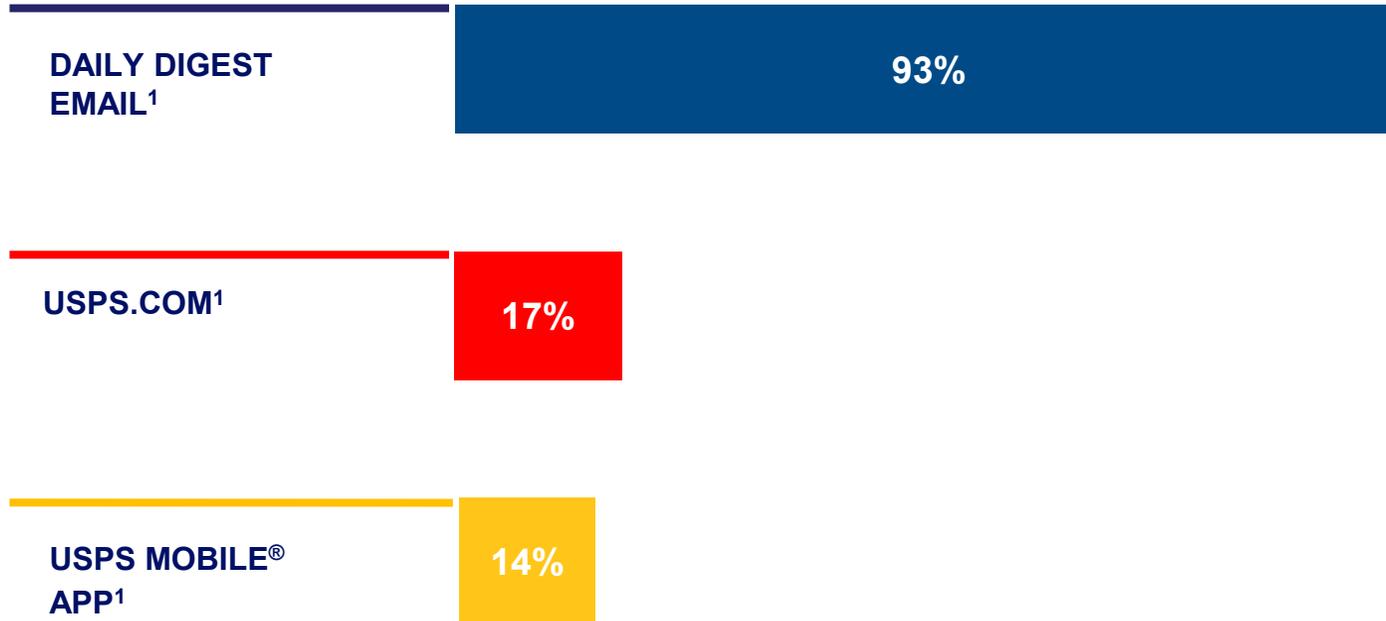
The Net Promoter Score (NPS) is an industry metric measured by asking users how likely they are to recommend a product, service or company to a friend or colleague. To calculate, visit [NPS Calculator: Calculate and Benchmark Your Net Promoter Score \(retently.com\)](https://www.retently.com/blog/good-net-promoter-score/)

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



MOST FREQUENTLY USED CHANNELS

Informed Delivery users¹ most frequently access Informed Delivery via their Daily Digest email; followed by USPS.com and the USPS Mobile® App.



64.6%
average Informed Delivery email open rate



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

¹ Responses pulled from October 2022 Informed Delivery User Survey; Note: Respondents were able to select more than one response type

93% of respondents access Informed Delivery via Daily Digest
17% of respondents access Informed Delivery via USPS.com
14% of respondents access Informed Delivery via the USPS Mobile App

² [Campaign Monitor, Global Email Benchmarks Data \(2022\)](#) (Measured against the average for all industries)

³ Internal Data as of October 31, 2022

TIME SPENT ON DASHBOARD

Users spend approximately 24 more seconds on the Informed Delivery dashboard than the average time spent on-page for 10+ industries.

1:19

mins

**Informed Delivery
Feature
Dashboard¹**

0:55

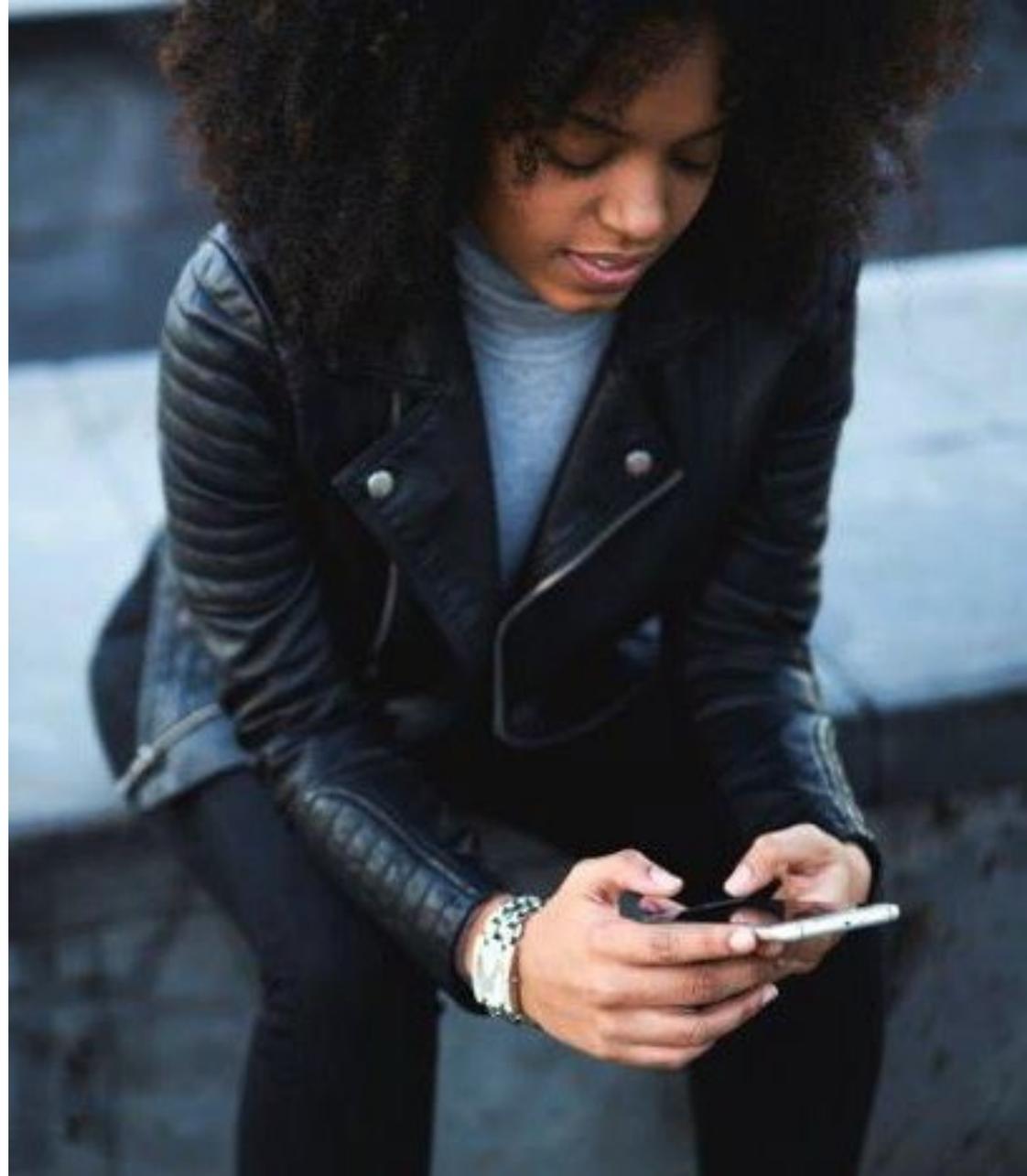
secs

**Average Across 10+
Industries²**

Informed Delivery feature increases visibility and engagement opportunities for your business.

¹ Informed Delivery Feature Google Analytics Data October 1, 2021 – October 31, 2022

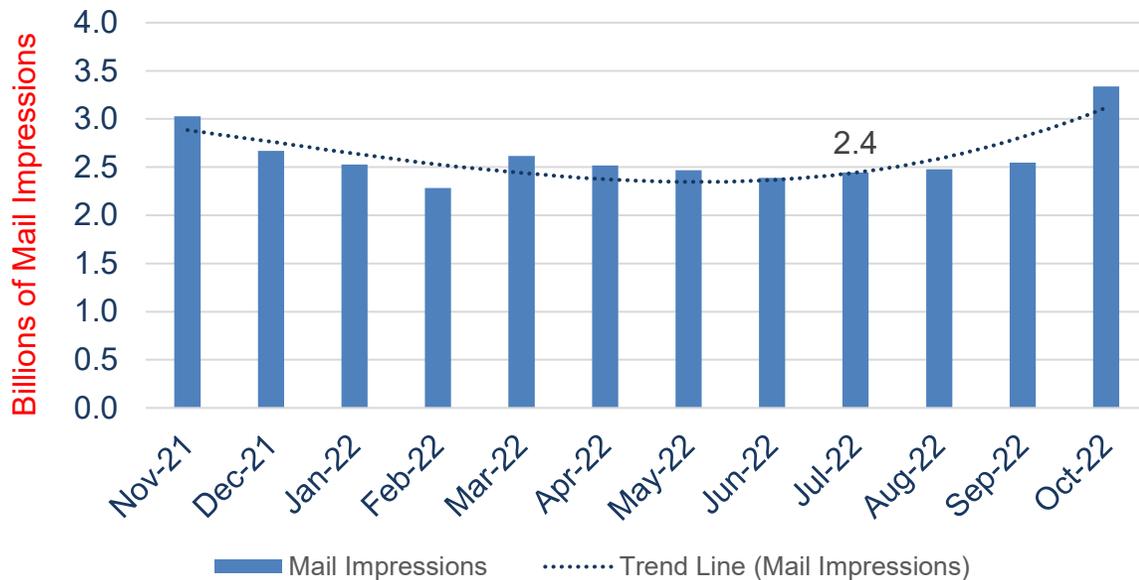
² [2022 Digital Experience Benchmark: Global CX Performance Across 10+ Industries](#)



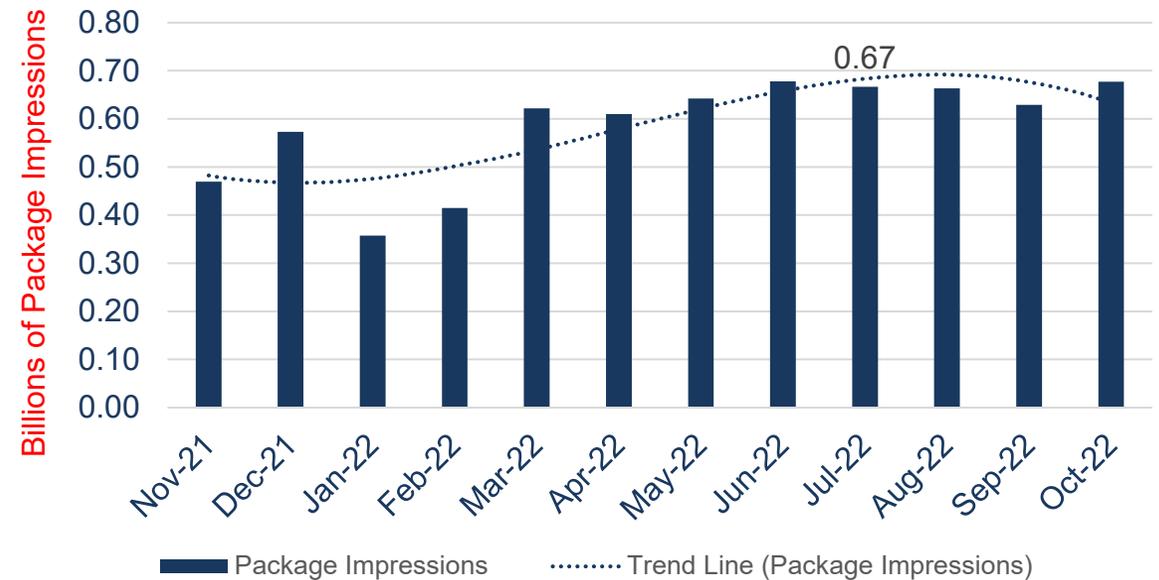
SIGNIFICANT EMAIL IMPRESSIONS

The average email open rate of 64.5% from both mail and packages has resulted in over 38 billion total single mailpieces and package impressions by consumers in the past year.

Mail Impressions Delivered:
Nov 2021 – Oct 2022



Package Impressions Delivered:
Nov 2021 – Oct 2022

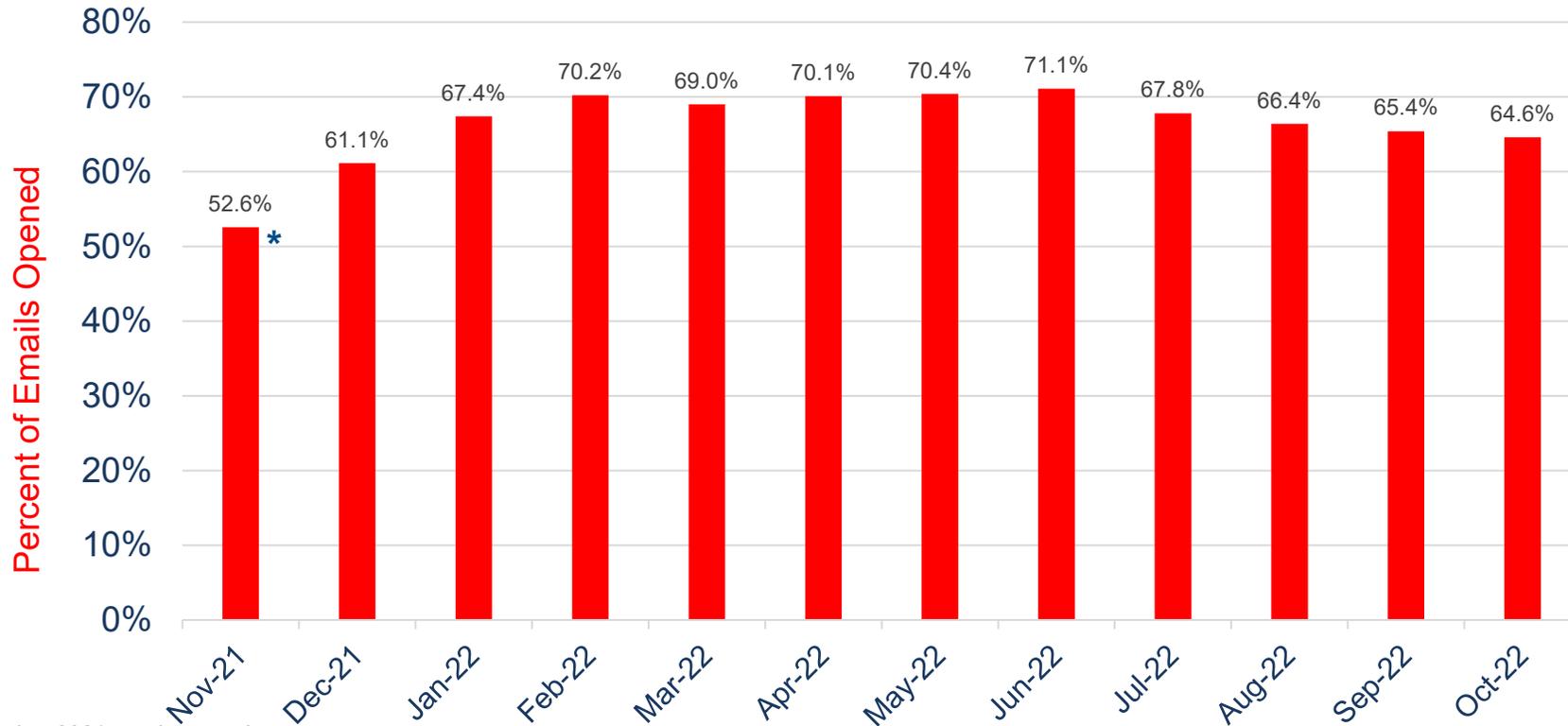


Internal data as of October 31, 2022

HIGH EMAIL OPEN RATES

Informed Delivery users are heavily engaged with their Daily Digest, demonstrated by an average email open rate above 64.5% YoY. These impressions transform your user’s inbox into a high-performing consumer touchpoint.

Monthly Email Open Rate November 2021 – October 2022



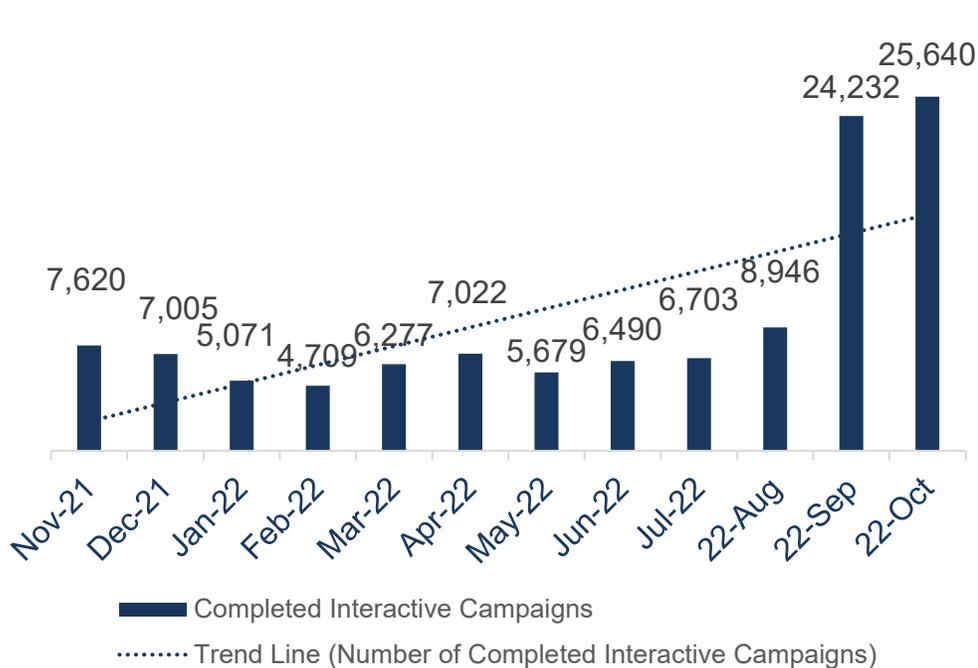
* The email open rate for November 2021 was impacted by Verizon firewall issues on Gmail accounts

Internal data as of October 31, 2022

INTERACTIVE CAMPAIGN IMPRESSIONS

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

Completed Interactive Campaigns



Totals for Informed Delivery Interactive Campaigns
November 2021 – October 2022

3,491,194,137 Individual Campaign Mailpieces	1,916,324,061 Emails Opened
3,189,950,995 Emails Sent with Campaigns	11,417,493 Campaign Clicks

Internal data as of October 31, 2022

TRANSLATING METRICS TO DIGITAL MARKETING

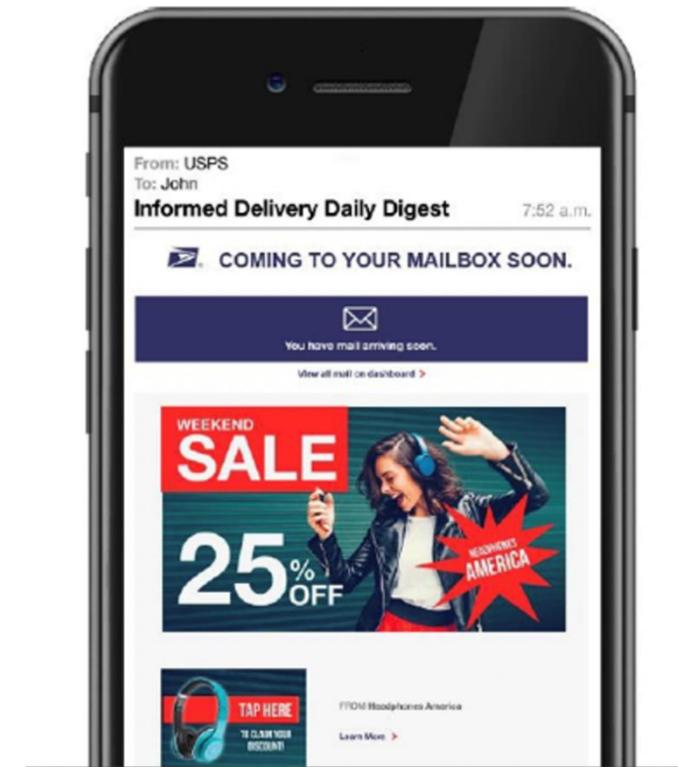


Direct mail gives digital marketing another opportunity to retarget and retain customers. The combination of direct mail and digital marketing makes the Informed Delivery feature an easy business decision to highlight your brand in a stream of oversaturated marketing channels.

Why use Informed Delivery?

- ✓ User base of 51.5 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 [here](#).



OPPORTUNITY FOR INTERACTIVE CAMPAIGNS

The Informed Delivery feature has offered mailers the opportunity to create over 123,000 interactive campaigns to connect with consumers beyond mail

40,100 Basic Campaigns

0.3%
Click Through
Rate



83,545 Dual Campaigns

0.4%
Click Through
Rate



8,256
Campaigns
on Flats

72,287
Campaigns
on Letters

Internal data as of October 31, 2022

PACKAGE CAMPAIGNS

The Informed Delivery Program Office is continuing to onboard businesses to the Package Campaigns feature.



1,690

Total Package Campaigns



1.47M+

Packages associated to campaigns



11K+

Total Click Throughs



1.01%

Click Through Rate



78.7%

Email Open Rate

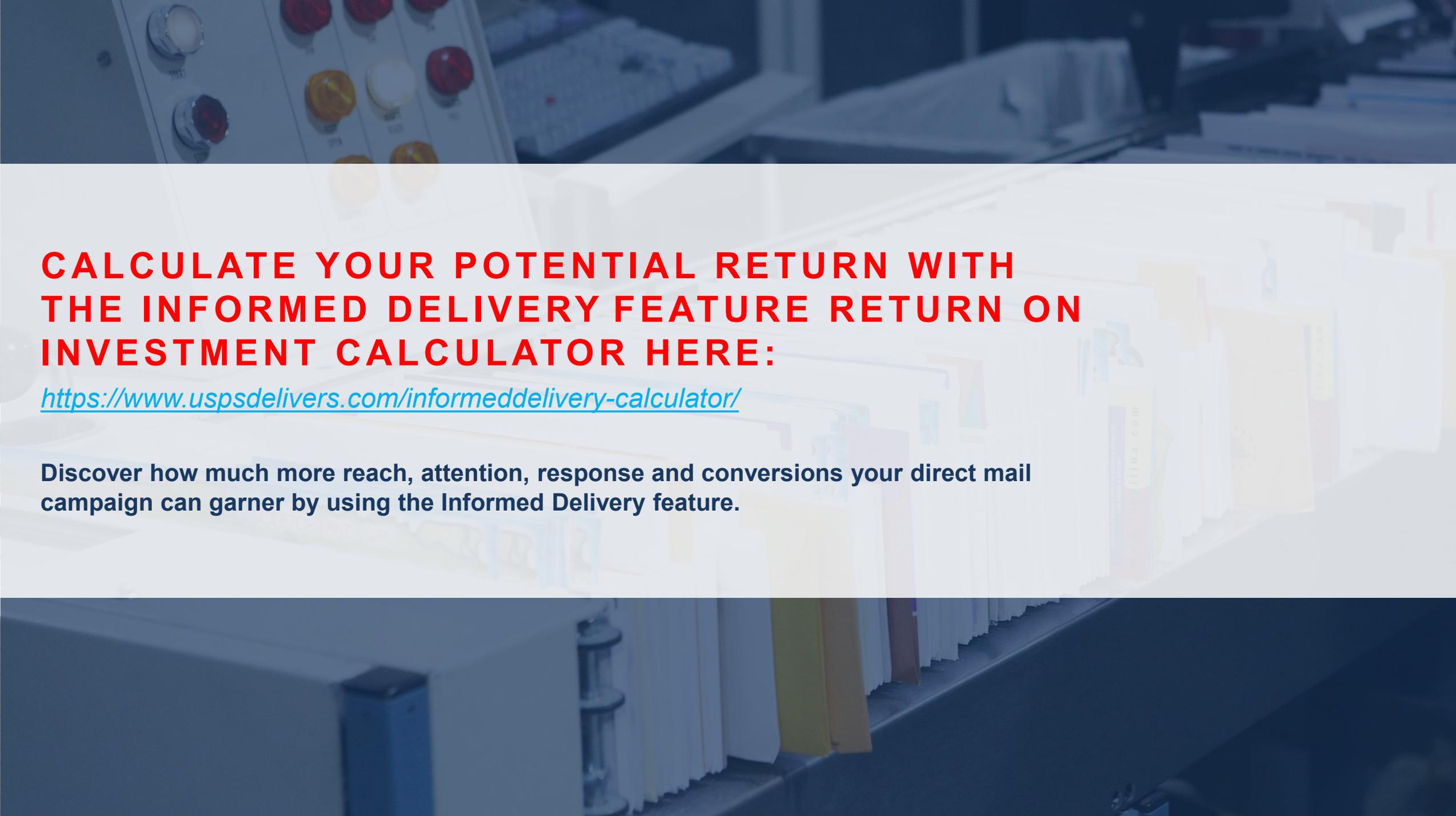
Data as of October 31, 2022

Sign Up

Anyone interested in signing up for Package Campaigns should **email us** at IDPackageCampaigns@usps.gov.

More Info

For those seeking more information, check out the **Shipper Campaign Portal (SCP) Guide** on the Informed Delivery for Business Mailers website: <https://www.usps.com/business/informed-delivery.htm>



**CALCULATE YOUR POTENTIAL RETURN WITH
THE INFORMED DELIVERY FEATURE RETURN ON
INVESTMENT CALCULATOR HERE:**

<https://www.uspsdelivers.com/informeddelivery-calculator/>

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