



Growth Driven

Fueling Your Mailing and Shipping Success

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Using Informed Delivery to Enhance Your Next Omnichannel Campaign

Bob Rosser and Kurt Ruppel / May 5, 2019

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Why Integrate Physical and Digital Communications?

- Print drives digital engagement
 - Bypass digital clutter
- Direct mail combined with a digital effort can increase response rates:
 - Insurance client saw 34% lift in conversion rate integrating direct mail and digital channels compared to direct mail alone
 - 12% decrease in cost per acquisition
 - 26% increase in total conversions

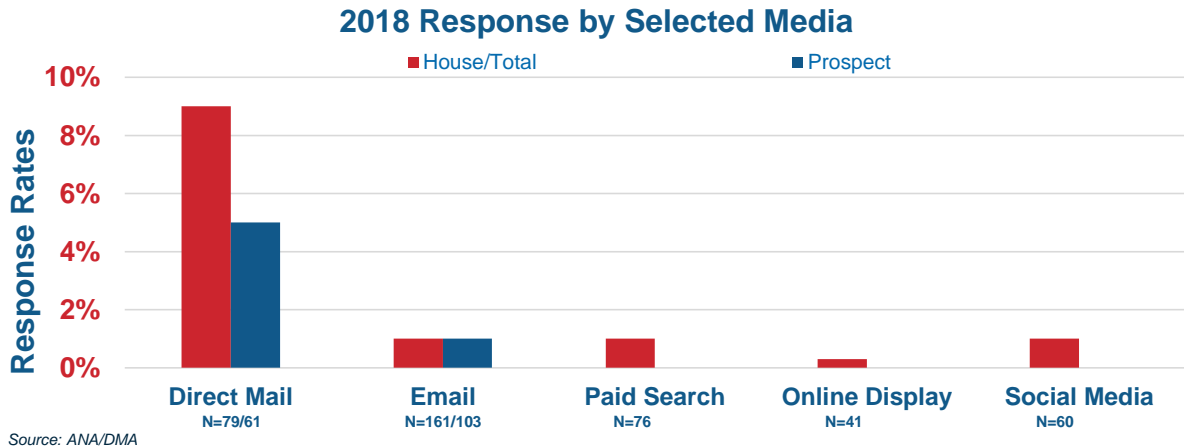


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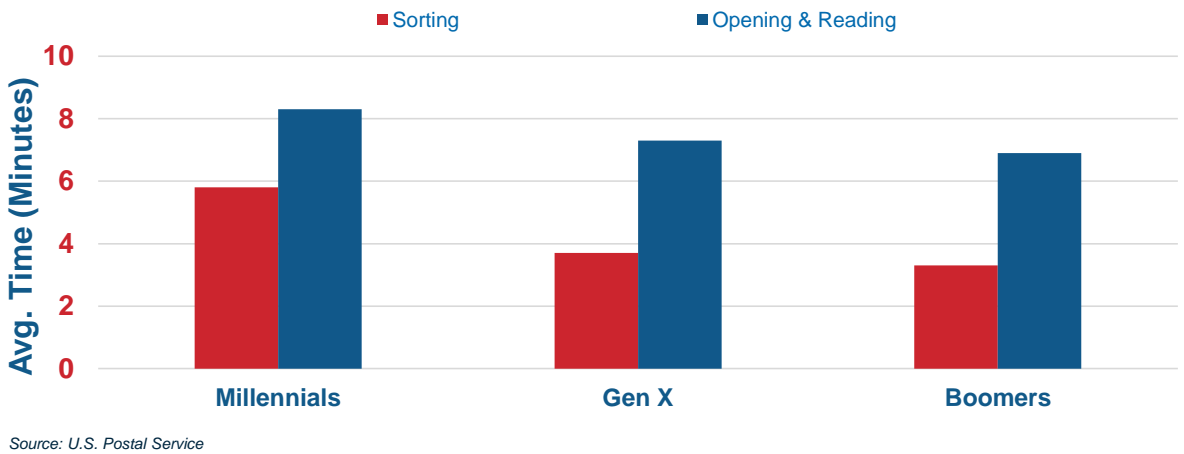
2

Direct Mail Remains the Premier Response Driver



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Time Spent with Direct Mail by Generation

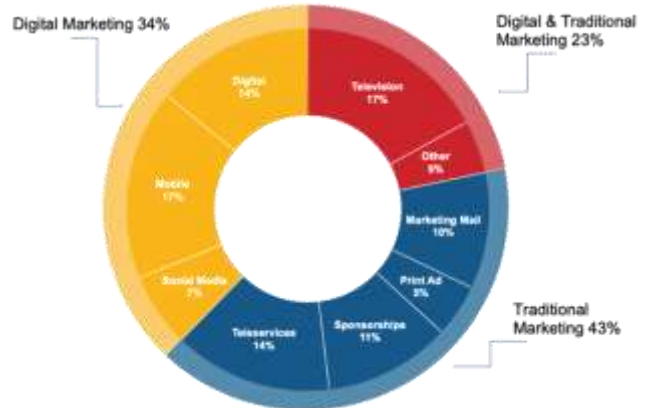
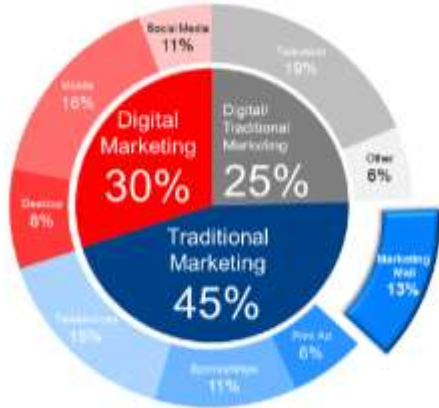


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Shifting Marketing Spend

Total CY2017 US Advertising Spend: \$375 Billion

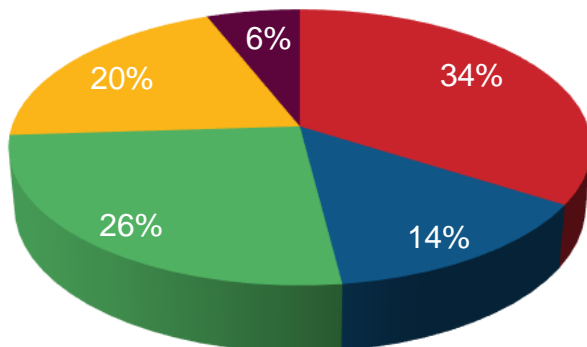
Total CY2018 US Advertising Spend: \$402 Billion



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Consumers Expect an Omnichannel Experience

How important is it customers have a cohesive omnichannel experience in your industry?



- Very important
- Fairly important
- Important
- Somewhat Important
- Not at all important

N=457 Marketing Executives

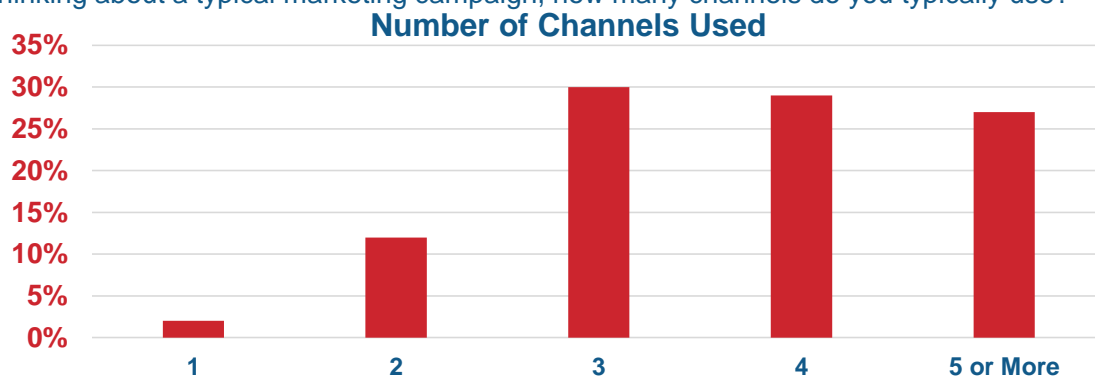
Source: NAPCO Research, January 2018; Omnichannel Marketing: The Key to Unlocking a Powerful Customer Experience



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Marketing Channel Use

Thinking about a typical marketing campaign, how many channels do you typically use?



N=308 Marketers

Source: NAPCO Research and thINK, August 2018

Mean = 4 Channels

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Omnichannel is the Most Effective Approach

- Mail + email + web = 37% lift over individual channels¹
- Mail + digital = 40% greater customer engagement²
- Mail + digital + TV = 17% higher purchase intent³



¹ InfoTrends, 2015

² Canada Post, Bias for Action, 2015

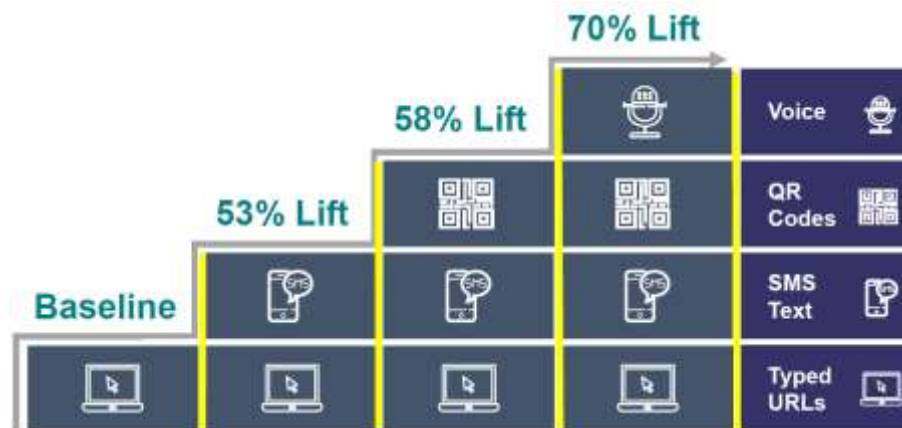
³ Millward Brown, September 2015

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Increase Response Through Multiple Channels



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What Tools are Available?

- Quick Response (QR) Codes
 - Easy to execute; understood by consumers
 - Have a reputation for being ugly
 - Options to embed in design



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What Tools are Available?

- Augmented or Virtual Reality
 - Take your recipients to an interactive digital experience launched from your mailpiece



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What Tools are Available?

- Email campaigns
 - Coordinated messaging campaign using IV-MTR data to time with direct mail delivery
 - Reinforce mailpiece messaging
 - Reminder to look for the piece in the mail



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What Tools are Available?

- Social media messaging
 - Facebook, Instagram, Twitter, etc.
 - Overlay coordinated messaging campaign using IV-MTR data to time with direct mail delivery



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Informed Delivery: A Mail-Based Option

- Subscription service for mail recipients
 - Grayscale image from letter sorters
 - Email, app, or dashboard
- Always driven by a mailpiece
- Provides multiple impressions for a single mailpiece
- Marketing campaigns
 - Take advantage of color images
 - Link to a digital experience



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Informed Delivery Interactive Marketing Campaigns

- Replacement Image (optional)
 - Substitutes for grayscale image of mailpiece
- Ride-Along Image
 - Includes call-to-action
- URL link
 - Shares look and feel of mailpiece
 - Related to offer in mailpiece



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Why Consider Informed Delivery?

- Millennials manage lives with their phones
- Direct access to digital experiences
- Mail-centric audience
 - Subscribers more interested than average consumer in mail
- More than 15.75 million users*
 - More than 13 million households*
 - More than 10.2% of eligible deliveries*



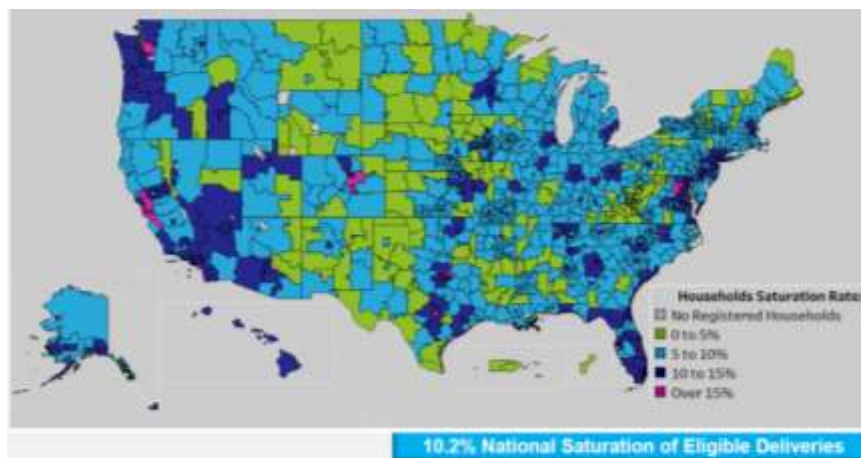
* through February 28, 2019

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Why Consider Informed Delivery?



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Why Consider Informed Delivery?

- Email open rate reliably above 60%
 - 64.3% in February 2019
- 8.4 million unique dashboard visits each month
 - Average duration of visit is longer than 1.5 minutes
 - 61% access via mobile device

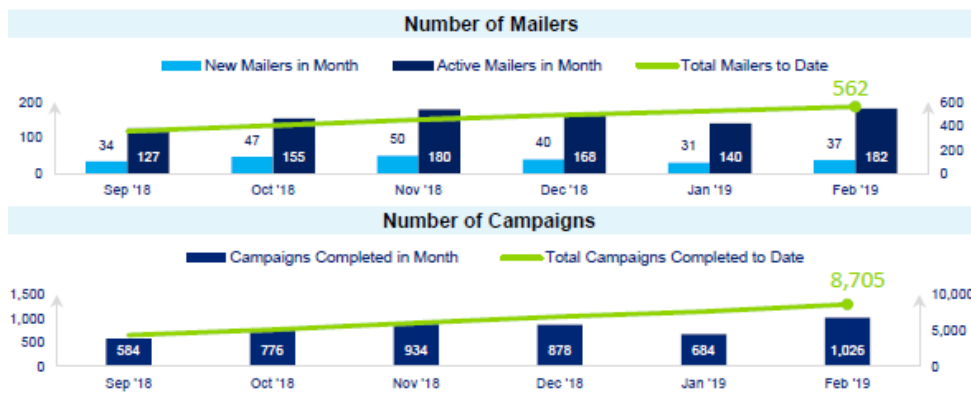


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Why Consider Informed Delivery?



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Why Consider Informed Delivery?

- Postage discounts!
- Informed Delivery Promotion
- Eligible Mail:
 - Marketing Mail and First-Class Mail (except single-piece)
- 2% discount off eligible postage
- Requirements:
 - Conduct ID campaign in conjunction with mailing
- Applies to full mailing, not just ID subscribers



September 1 — November 30

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Potential Challenges Using Informed Delivery

- Less overlap than other digital options
 - Although growing rapidly, subscriber base is still limited
 - Typical social media match ranges from 40% to 70%
- Complex campaigns
 - *PostalOne!* / mail.dat tools still being built
 - Constraints using IMb serial ranges to define campaigns
 - Commingling and other combined mailings
 - True 1:1 campaigns are in the future
- Privacy issues limit some data analysis



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This Will be a Widely Adopted Promotion

- Informed Delivery Promotion does not require any changes to marketers' physical creative
- Many marketers will adopt Informed Delivery for entire promotion period to improve return on investment (ROI)
- Once marketers are committed to using ID, expect they will experiment with campaigns with multiple versions



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IMb Serial Number Ranges Matter

- Review workflow for assigning IMb barcodes
 - Do you have control over IMb assignment?
 - Does this event happen before or after presort?
 - Do you separate mailstreams into direct / commingle volumes?
 - Do you have multiple versions mapping to different Informed Delivery campaigns within the same mailstream?
 - Do you have spoilage or other gaps in IMb ranges?
- All the above can impact preparation of a promotion-compliant campaign

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID		Service Type ID			Mailer ID						Serial Number						Routing Code													
[2N]		[3N]			[6N]						[9N]						[none, 5, 9, or 11N]													

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Testing is Important

- IWCO Direct is testing in CAT systems to automate support of Mail.dat-driven Informed Delivery campaigns and claim promotion incentive
 - As of early April, we are still testing for more complex postage optimized workflows
- Test, Test, Test!
 - Avoid disruptions or surprises in September with this promotion
- Update on testing as of NPF



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Help is Coming: USPS Roadmap



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Informed Delivery Reporting

- Pre-campaign reports
 - Number of subscribers on mailing lists
 - Due to privacy rules, can't identify individual subscribers
- Post-campaign reports
 - Analysis of emails delivered and opened, as well as click-throughs
 - Can identify individual subscribers based on IMb
- Currently available for download on the ID campaign portal
- Integrating reporting with "near real-time" Informed Visibility (IV) platform
 - Plan is for ID analytics via data feed from IV platform by fall 2019

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Informed Delivery Reporting: Available Data

Density and Email Statistics

The number of users and the percentage of users who elect to receive Informed Delivery emails

Open Rates

The number and the percentage of emails opened during an Informed Delivery campaign

Click-Throughs

The number and percentage of click-throughs – when a user interacts with digital content



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Informed Delivery Reporting: Available Data

Pre-Campaign Report

OPTIONAL Pre-Campaign Saturation Report

Pre-Campaign Location	Eligible 11-Digit Delivery Point ZIP Codes	Unwise Eligible 11-Digit Delivery Point ZIP Codes	# of Subscribers	Subscriber Saturation (%)	# of Email Invited Subscribers	Email Invited Saturation (%)
100,250	90,978	97,608	10,730	11.0	2,064	2.8

Post-Campaign Reports

Post-Campaign Summary Report

Brand Display Name Campaign Code	Num of Physical Pieces	Num of Enrich	% of Physical Pieces Included in Enrich	Num of Enrich Opens	% of Enrich Opened	Num of Click-Throughs	% of Click-Throughs
Unbr/One	606,270	226,384	37%	153,148	72%	1,820	6.6%
Spring 01 - March 2017	185,121	45,291	25%	33,177	73%	910	6.2%
SPRING01_0	91,982	21,261	23%	18,001	73%	222	6.2%
ABC00017_0	93,139	24,030	26%	15,176	69%	130	6.2%
Spring 02 - March 2017	411,149	181,093	44%	120,071	72%	1,490	6.2%
ABC00017_0	201,146	88,728	44%	68,874	71%	488	6.2%
ABC00017_0	210,003	92,365	44%	51,197	71%	592	6.1%
Grand Total	606,270	226,384	37%	153,148	72%	1,820	6.6%

Post-Campaign Detailed Report (5-digit ZIP Code level)



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Informed Delivery Best Practices

- Representative image:
 - Optional for letters, required for flats
 - Replaces the grayscale photo from the letter sorting equipment
 - Takes advantage of color
 - Has same look and feel, if not image, as the mailpiece
 - Uses the address area for marketing copy



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Informed Delivery Best Practices

- Ride-along image:
 - Includes additional image with CTA and link
 - Needs strong, clear call-to-action
 - Provides compelling offer
- URL:
 - Created specific to the campaign
 - Has same look and feel as mailpiece and email



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Informed Delivery Best Practices

- **Managing assets**
 - Getting the right images and offers to the right recipients
 - Like any other variable data in mailpiece composition
- **Quality Assurance:**
 - Preflight color representative and ride-along images to ensure USPS compliance
 - Create proofing process
 - Implement quality control steps to reduce risk of error



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Learn More: Informed Delivery Sessions

- **Monday**
 - 11:00 – 12:00, Room 138: Informed Delivery Works for Marketers
 - 2:45 – 3:45, Room 136: Using and Understanding Data
 - 4:00 – 5:00, Room 140: Creating and Measuring Success
- **Tuesday**
 - 11:00 – 12:00, Room 140: Informed Delivery and Commingling
 - 4:00 – 5:00, Room 135: Advanced Campaign Creation via *Postal One!*

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More Informed Delivery Resources

- Resource page:
<https://www.usps.com/business/informed-delivery.htm>
- Overview deck:
<https://postalpro.usps.com/node/4732>
- Promotion requirements document:
https://postalpro.usps.com/promotions/2019_informed_delivery_requirements

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Thank you!

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