



Growth Driven

Fueling Your Mailing and Shipping Success

INDIANAPOLIS | 2019

Informed Delivery[®]: How to Conduct Interactive Campaigns

*Bob Dixon, Director of Product Technology Innovation
May 5, 2019*

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Informed Delivery[®]: How to Conduct Interactive Campaigns

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Director of Product Technology Innovation

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What is Informed Delivery?



It's a **consumer-facing** feature that provides users the opportunity to **digitally preview** their household mail and manage packages arriving soon.*



Business mailers can integrate colorful and **interactive campaign** elements to enhance and extend the mail moment!

*Exterior images are only provided for letter-size mailpieces that are processed through USPS' automated equipment. Package tracking information on Priority Mail®, Priority Mail Express®, and other trackable parcels is also provided.



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Key Elements of Informed Delivery

No Interactive Campaign

Interactive Campaign Applied

Well-designed physical mailpiece

Mailing details



Representative Image

Ride-along Image and Target URL



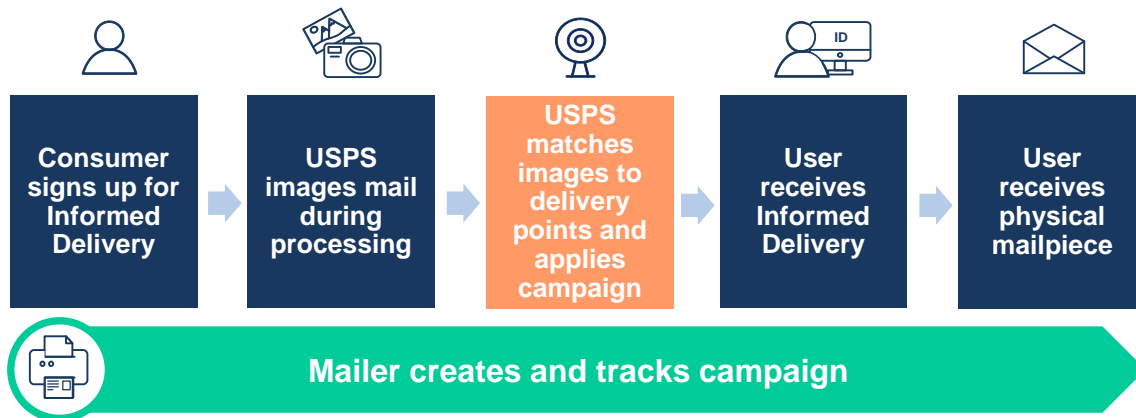
The Informed Delivery for Business Mailers website is the one-stop-shop for information on interactive campaigns.



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How Does Informed Delivery Work?

U.S. Postal Service® leverages **existing mail imaging processes** to provide digital previews of household mail to Informed Delivery users.



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Who Can Conduct Campaigns?

Mailers across a **variety of industries and roles** can conduct interactive campaigns.



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Value of Campaigns

Informed Delivery offers a **variety of benefits** to mailers who create campaigns.



Build product / brand awareness



Create multiple impressions



Drive customer response



Enhance product experience



Potentially increase ROI



Provide data for analysis



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Types of Campaigns

Mailers can conduct **two types** of Informed Delivery campaigns.

Basic Campaign

Grayscale Image
+
Ride-along Image

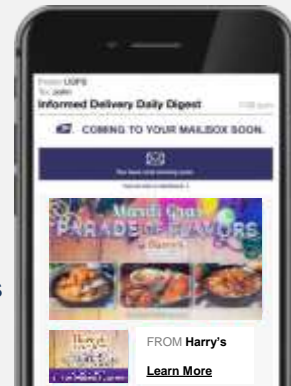
Eligible for letters and cards only.



Dual Campaign

Representative Image
+
Ride-along Image

Eligible for letters cards, and flats.



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Mailpieces Eligible for Informed Delivery

Letters and Cards

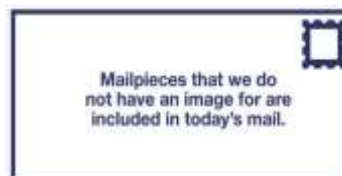
- **Scanned** by USPS® automation equipment
- Eligible for **both types of campaigns**
- If no interactive campaign is applied, users will see a **grayscale image**



Flats

- **Not scanned** by USPS automation equipment
- Eligible for **dual campaigns only**
- Larger than cards and letters
- Examples: Newspapers, magazines, flyers, etc.

If no interactive campaign is applied, users will see this **message**:



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THE 7 STEPS FOR CAMPAIGN CREATION

- [1] Select Submission Method
- [2] Choose Campaign Breakdown
- [3] Determine MID and IMb Serial Number
- [4] Identify Campaign Type and Content
- [5] Define Campaign Timeline
- [6] Enter and Submit the Campaign
- [7] Monitor Progress and Results

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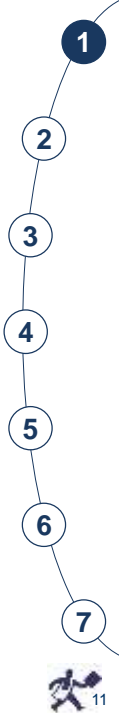
Select Submission Method

There are **two self-serve campaign submission methods** available via the Business Customer Gateway (BCG):

Mailer Campaign Portal (MCP) MANUAL ENTRY



PostalOne!® ELECTRONIC SUBMISSION



Mailer Campaign Portal

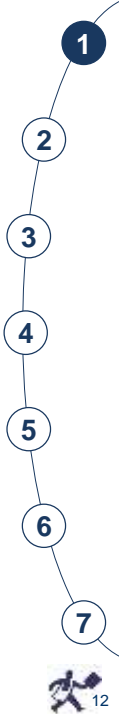
The MCP is a simple, **self-service option** that allows mailers to initiate, create, and track campaigns in one convenient location.

Ideal for:

-  Lower Campaign Volume
-  Less Complex Campaigns

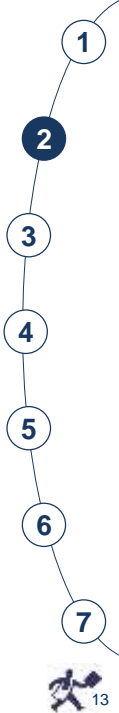
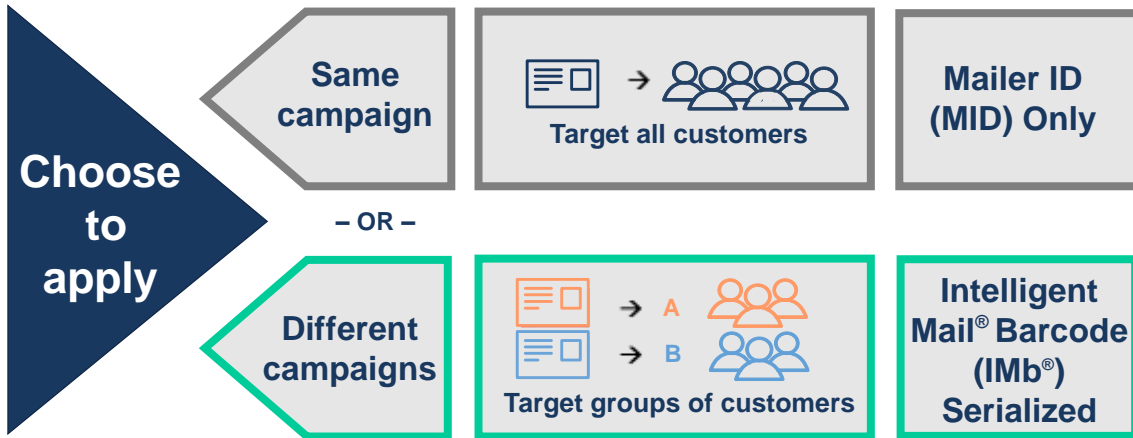
Benefits:

-  Streamlined Data and Reports
-  Easily Creatable Campaign Elements



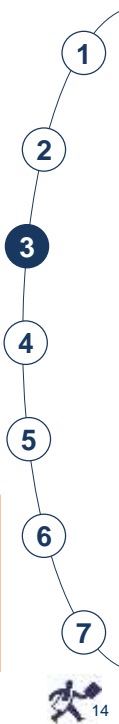
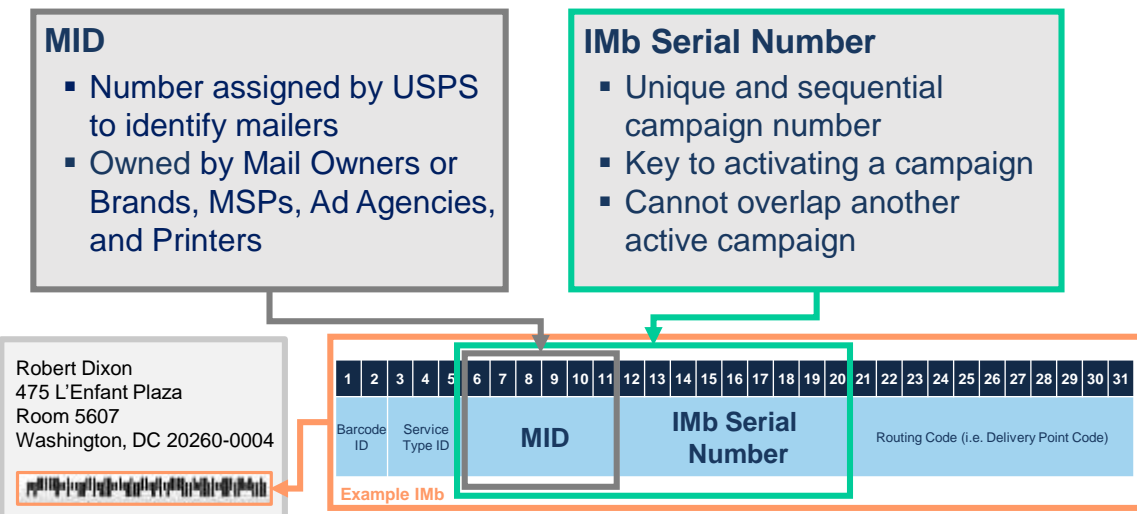
Choose Campaign Breakdown

The campaign breakdown will also determine the **level of the campaign**.



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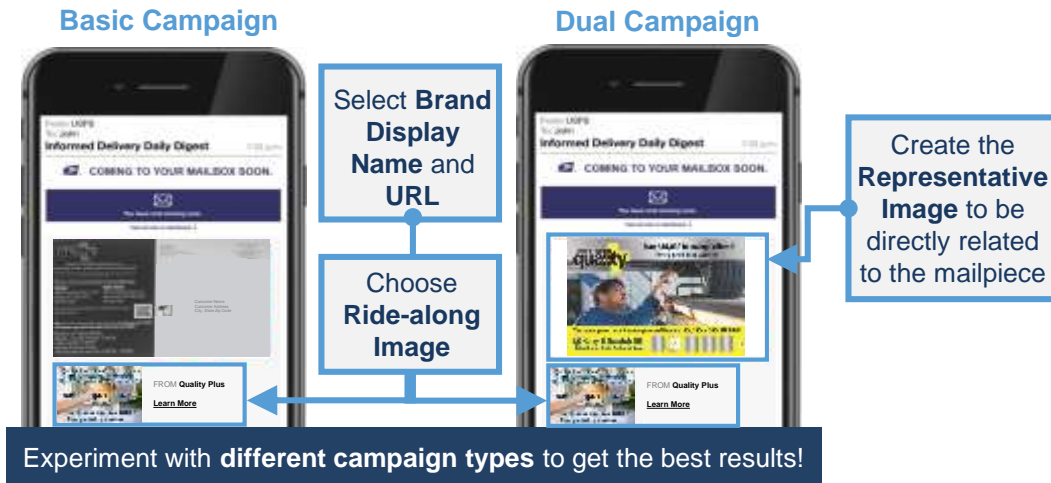
Determine MID & IMb Serial Number



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Identify Campaign Type and Content

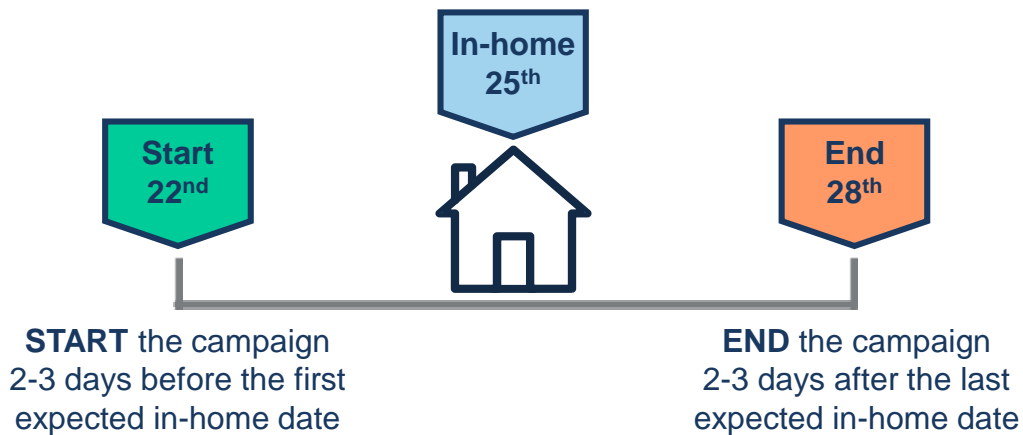
Mailers can choose between **two different types of campaigns** and options for **supplemental content**.



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Define Campaign Timeline

Consider the mail destination and the class of mail when choosing the **target in-home dates**.



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Enter and Submit the Campaign

It is is time to take the **final steps**.



Enter campaign information and upload content.



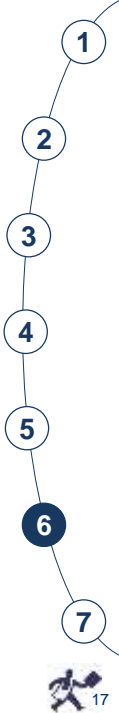
Submit the campaign no later than **12:00 PM EST** the day before the campaign start date.



Induct the mailing campaign as usual.



Mailer Campaign Portal



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Monitor Progress and Results

The MCP offers **two types** of post-campaign reports.



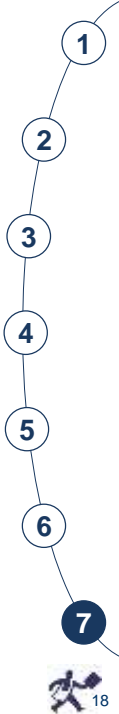
Summary Report: provides insight into the number of emails sent, emails opened, and click-throughs

	A	B	C	D	E	F	G	H	I
1	CAMPAIGN DISPLAY NAME	CAMPAIGN TITLE	CAMPAIGN CODE	MAILPIECES	EMAILS	EMAIL_OPEN	EMAIL_OPEN RATE	CLICK_THROUGH	CLICK_THROUGH RATE
2	ABC CD	1.A.1698	ABC CD July 2018	10096	5576	3678	66.0%	29	0.29%



Detailed Report: includes a line item for every “event,” including dates and times

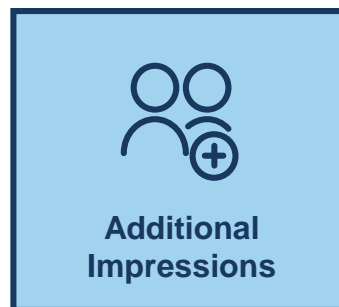
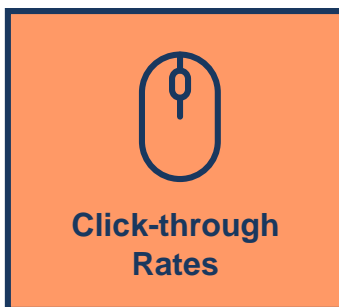
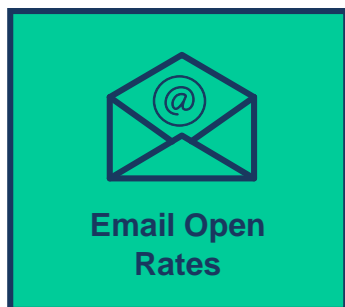
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
SERIAL	MAILER_J	CAMPAIGN	CAMPAIGN	SUBMITTE	START_D	END_D	START	END	SERIAL	INFO	SERIAL	WHEN	WHEN	WHEN	WHEN	WHEN	WHEN	WHEN	WHEN
DISPLAY	ID	N_CODE	TITLE	R_CODE	ATE	AL	TIME	TIME	NO.	NO.	NO.	NO.	NO.	NO.	NO.	NO.	NO.	NO.	NO.
38	ABC CD	333333	1.A.1698	ABC CD July 2018	86/2018	07/20/18	871542942	872043219	333333871904233										
51	ABC CD	333333	1.A.1698	ABC CD July 2018	86/2018	07/20/18	871542942	872043219	333333871904233										
52	ABC CD	333333	1.A.1698	ABC CD July 2018	86/2018	07/20/18	871542942	872043219	333333871904233										



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Key Data Points for Analysis

Post-campaign reports deliver **three key data points** that demonstrate the value of Informed Delivery campaigns.



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Create Your Next Campaign

Use these tips when creating your next campaign, and **continue creating more!**



Use A / B testing to see what types of campaigns elicit the best response.



Segment mailing lists to target different groups of customers.



Share data with USPS to gain greater support and insights.



Review your data to brainstorm improvements for your next campaign.

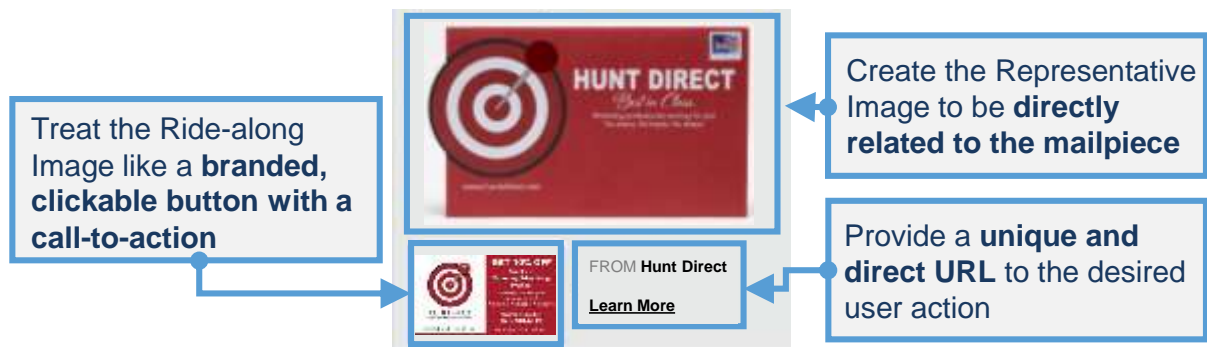


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Best Practices

Remember these the best practices and tips to **maximize results**.

- ✓ Opt for **clean, simple, and colorful images**
- ✓ Follow the **Campaign Image Requirements** document on the Informed Delivery for Business Mailers website



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RECAP: THE 7 STEPS FOR CAMPAIGN CREATION

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INFORMED DELIVERY

at the National Postal Forum

Visit the **USPS®**
Booth

Explore the
**Informed Delivery
Solutions Studio**

Exhibit Hall
Room 839

Attend
**Informed Delivery
Workshop Sessions**

Solutions Studio Schedule

Monday

- **10:00 AM – 11:00 AM:** Informed Delivery: Advanced Campaign Creation via *PostalOne®*
- **1:30 PM – 2:30 PM:** The Informed Platform: Elevating the Customer Experience

Tuesday

- **9:30 AM – 10:30 AM:** Informed Delivery: Using and Understanding Data
- **11:00 AM – 12:00 PM:** 2019 Promotion for Informed Delivery
- **1:30 PM – 2:00 PM:** Data Delegation for Interactive Campaigns

Wednesday

- **9:30 AM – 10:00 AM:** Personalized Interactive Campaigns
- **10:00 AM – 11:00 AM:** Informed Delivery Works for Marketers
- **11:00 AM – 12:00 PM:** 2019 Promotion for Informed Delivery

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INFORMED DELIVERY

Additional Resources

Sign up
as a consumer

informeddelivery.usps.com

Visit the **Informed Delivery
for Business Mailers
website**

usps.com/informeddeliverycampaigns

Join **MTAC User
Group #12**

Email mtac@usps.gov

Watch an interactive
video on **how to create
campaigns**

bit.ly/id-npf-workshop

Contact your **USPS
Sales Representative**
to get started today

Review the latest
**interactive
campaign
documentation
and guidelines**

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APPENDIX

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Campaign Images

Some of the mailpiece and campaign images used in the presentation represent the winners, finalists, and honorable mentions for the USPS-sponsored Next Generation Campaign Awards.™

- **Hunt Direct Self Promotion**
 - Designed by Hunt Direct LLC
 - Printed by Sun Solutions

- **Quality Plus Automotive Scratch Off to Win**
 - Designed by AccuZIP, Inc.
 - Printed by Scratch Off Systems

- **Harry's Mardi Gras**
 - Designed and printed by Kessler Creative for Harry's Seafood Bar & Grille

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