



Growth Driven

Fueling Your Mailing and Shipping Success

INDIANAPOLIS | 2019

Informed Delivery[®]: Using and Understanding Data

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May 6, 2019*

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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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Informed Delivery by the Numbers

Informed Delivery started as a small pilot in 2015, and today has grown to over 16 million users nationwide.

16.4M

Registered Users

11.5M

Email-enabled Users

164K+

Weekly User Registrations



10,705

Campaigns Completed

2,068

Brands Represented

62.7%

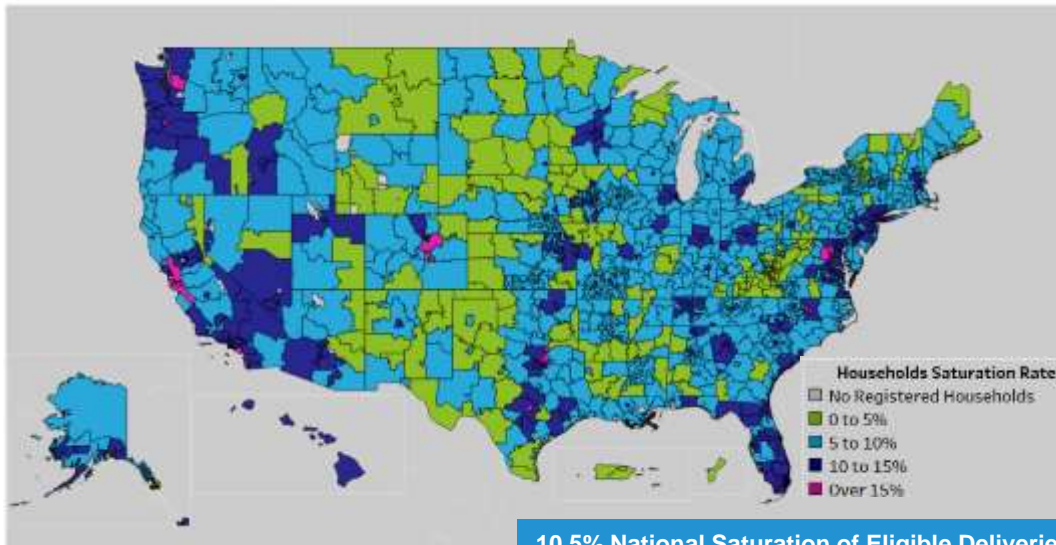
Average Email Open Rate

Data as of April 22, 2019
Average Email Open Rate between October 31, 2018 and March 31, 2019



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Household Saturation



Data as of April 22, 2019



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Accessing Campaign Data

The Mailer Campaign Portal (MCP) provides a self-service channel to **retrieve data on Informed Delivery campaigns submitted via the MCP and *PostalOne!***

Access MCP directly from the Business Customer Gateway

NEW: As of August 2018, campaigns submitted via *PostalOne!* are now **visible in the Portal for the purposes of viewing, canceling, or reporting.**



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Campaign Data

The data provides **unique insights into campaign reach and results.**



Density and Email Statistics

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



Open Rates

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



Click-Throughs

The number and percentage of users that click through the supplemental content



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Campaign Stages and Reports

The MCP offers **seamless, self-serve access** to reports for campaigns submitted via MCP and *PostalOne!*.



Pre-campaign

Pre-campaign Report

- Evaluates campaign reach and shows the number of Informed Delivery users within a particular mailing list
- **Optional and not required** to conduct a campaign



Post-campaign

Post-campaign Summary Report

- Aggregates data on:
 - Number of pieces sent to users
 - Emails delivered
 - Emails opened
 - Click-through rates

Post-campaign Detailed Report

- Provides greater detail on aggregate data in the Summary Report



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Pre-campaign Reports

Discover how many consumers on a mailing list are **Informed Delivery users**.



Pre-campaign Analysis

Access this report on the MCP Welcome Page or "Campaigns" tab.

Remember:

Any mailer can run Pre-campaign reports even if the campaign will be submitted via *PostalOne!*

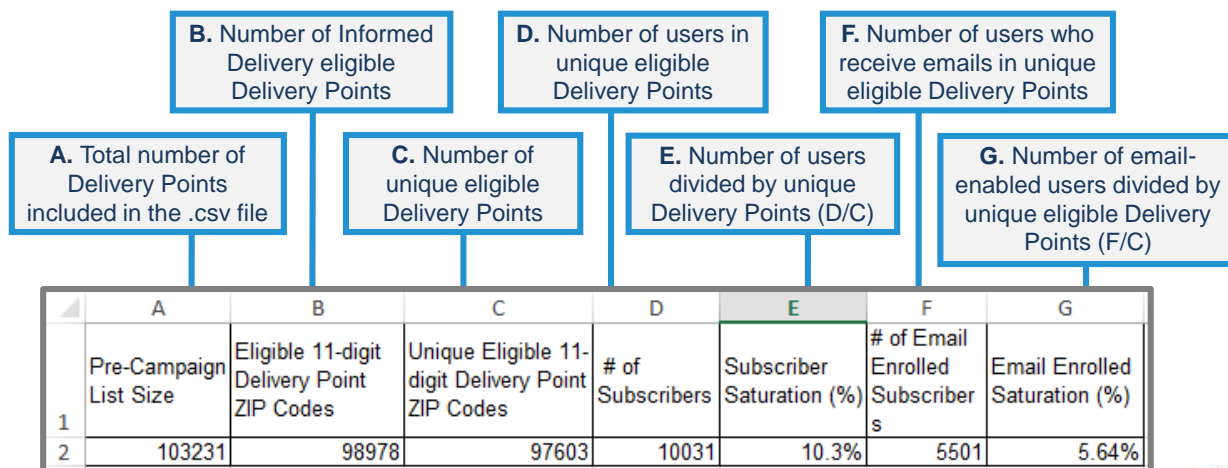


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Note: Data provided for illustrative purposes only and to demonstrate the type of information a mailer conducting an Informed Delivery interactive campaign may receive. The data shown here may not reflect typical campaign results.

Pre-campaign Report Fields

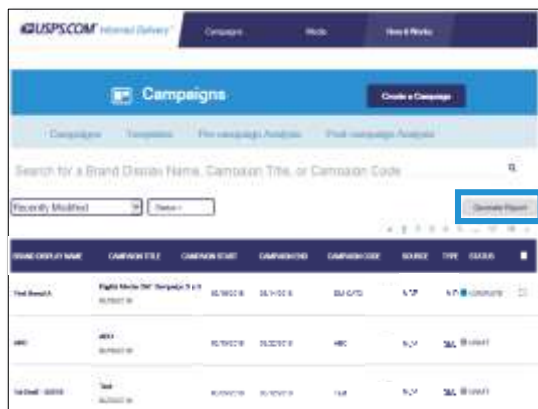
Evaluate campaign reach based on the number of Informed Delivery users within the 11-digit Delivery Point Code.



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Post-campaign Reports

Once a campaign has concluded, generate Post-campaign results in the MCP.



Post-campaign Reports
Access these reports via the MCP "Campaigns" tab.

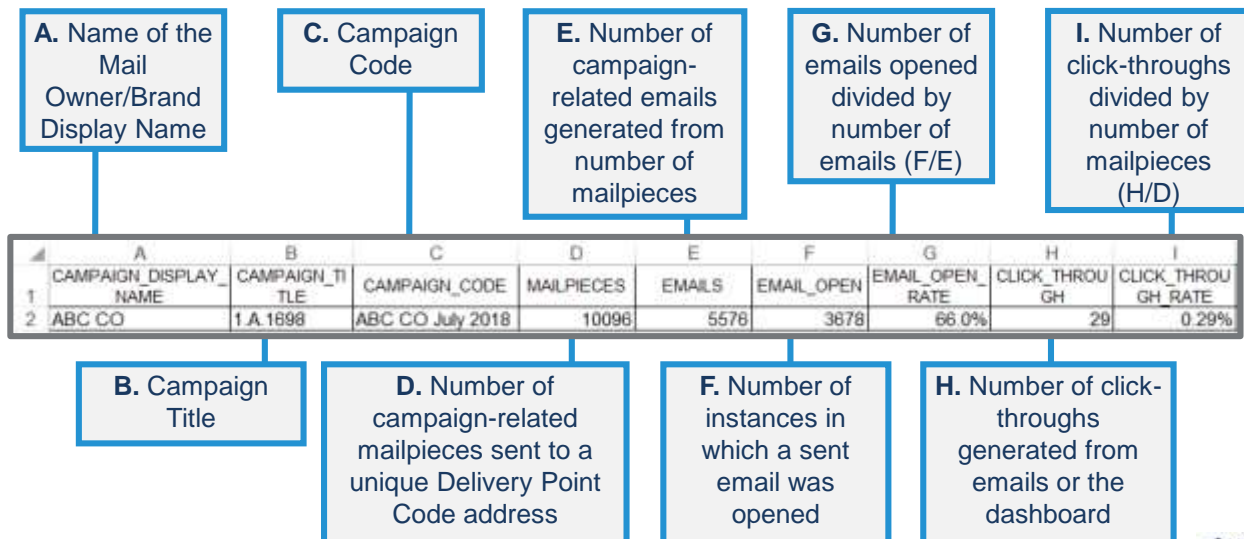
Remember:
Both the Post-campaign Summary and Detail Reports are generated at the same time.



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Post-campaign Summary Report Fields



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Post-campaign Summary Report Fields

Email Click-to-Open Rate
Measures the percentage of click-throughs among users who opened their Informed Delivery email notification

Calculate by:
Column H x 0.95* ÷ Column F

	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 CO	1.A.1898	ABC CO July 2018	10096	5578	3878	66.0%	29	0.29%

*The current Click-through Rate is based on Click-Throughs (Col H) divided by Mailpieces (Col D) when, in fact, 95% of click-throughs come from the emails that are sent out (vs. dashboard users). By multiplying the click-through rate by 0.95, the Email Click to Open rate only includes clicks that occurred through email—not the dashboard.



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Post-campaign Detailed Report Fields

The Detailed Report provides greater detail on the data from the Summary Report.

A	B	C	D	E	F	G	H	I	J
BRAND_DISPLAY_NAME	MAILER_ID	CAMPAIGN_CODE	CAMPAIGN_TITLE	SUBMITTER_CRID	START_DATE	END_DATE	START_SERIAL	END_SERIAL	MID_SERIAL
50	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
51	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
52	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
53	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
54	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
55	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
56	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
57	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
58	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904193

K	L	M	N	O	P	Q	R	S	T
ZIP5	MAILPIECE_ID	DELIVERY_DATE	EMAIL_ID	WHENWASEMAILED	WHENWASEMAILED	IMAGEPOSITION	WHENCLICKED	SOURCE	RECORD_TYPE
27889	293687710008	6/30/2018 5:00	37538498473	6/30/2018 11:47		L			Email
27889	293687710008	6/30/2018 5:00	37538505987	6/30/2018 11:07					Email
27889	293687710008	6/30/2018 5:00	37538503464	6/30/2018 11:13					Email
27889	293687710008	6/30/2018 5:00	37538505987	6/30/2018 11:07	6/30/2018 12:42				Open Details
27889	293687710008	6/30/2018 5:00	37538503464	6/30/2018 11:13	6/30/2018 11:55				Open Details
27889	293687710008	6/30/2018 5:00	37538498473	6/30/2018 11:47	6/30/2018 11:48				Open Details
27889	293687710008	6/30/2018 5:00							Piece
27889	2936877117548	6/30/2018 5:00							> 10 pcs
27889	2936877117548	6/30/2018 5:00							Piece

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Post-campaign Detailed Report Fields

Note: Data provided for illustrative purposes only and to demonstrate the type of information a mailer conducting an Informed Delivery interactive campaign may receive. The data shown here may not reflect typical campaign results.

A	B	C	D	E	F	G	H	I	J
BRAND_DISPLAY_NAME	MAILER_ID	CAMPAIGN_CODE	CAMPAIGN_TITLE	SUBMITTER_CRID	START_DATE	END_DATE	START_SERIAL	END_SERIAL	MID_SERIAL
50	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
51	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
52	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
53	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
54	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
55	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
56	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904237
57	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904193
58	ABC CO	333333 1.A.1698	ABC CO July 2018		06/30/18	07/30/18	871542942	872043219	333333871904193

A. Name of the Mail Owner/Brand Display Name

C. Campaign Code

E. USPS numeric code that uniquely identifies a customer

G. End Date of the campaign

I. Last IMb® serial number in the campaign range

B. 6 or 9 digit numeric code USPS® assigns to a mailer

D. Campaign Title

F. Start Date of the campaign

H. First IMb serial number in the campaign range

J. MID on piece and IMb serial number

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Note: Data provided for illustrative purposes only and to demonstrate the type of information a mailer conducting an Informed Delivery interactive campaign may receive. The data shown here may not reflect typical campaign results.

Post-campaign Detailed Report Fields (cont.)

K. ZIP Code™ of the customer

M. Date mailpiece was processed for delivery

O. Time stamp of when an email was sent (GMT)

Q. Position where a campaign was displayed in an email

S. Where the click-through originated

K	L	M	N	O	P	Q	R	S	T
ZIP5	MAILPIECE_ID	DELIVERY_DATE	EMAIL_ID	WHENWASEMAILSENT	WHENWASEMAILLOPENED	IMAGEPOSITIONINEMAIL	WHENCLICKEDTHROUGH	SOURCE	RECORD_TYPE
27889	293687710008	6/30/2018 5:00	37538498473	6/30/2018 11:47		1			Email
27889	293687710008	6/30/2018 5:00	37538505987	6/30/2018 11:07		1			Email
27889	293687710008	6/30/2018 5:00	37538503464	6/30/2018 11:13		1			Email
27889	293687710008	6/30/2018 5:00	37538505987	6/30/2018 11:07	6/30/2018 12:42	1			Open Details

L. Unique USPS-provided identifier for each piece

N. Unique USPS-provided identifier for each email user

P. Time stamp of when an email was opened (GMT)

R. Time stamp when a link was clicked (GMT)

T. Specific category of each line of data

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Column T: Record Type Definitions

Each mailpiece within a campaign can have **multiple record types**.

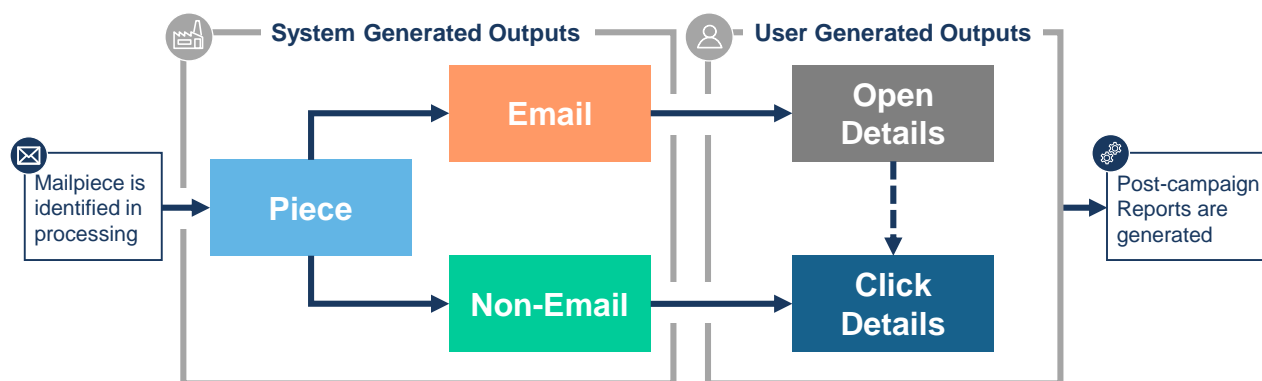
Piece	Data correlated to a specific mailpiece and record type
Email	Email user: mailpiece image and campaign sent via email
Non-Email	Dashboard user only: mailpiece image and campaign posted to the user's dashboard
Open Details	Email with campaign was opened
Click Details	User clicked the Target URL/Ride-along Image
10>pcs*	Mailpiece image(s) not included in email because user has 10+ images in their email notification.

*This record type was used prior to campaigns floating to the top of the digest/dashboard. It contains erroneous data. Users should disregard this record type – it will be removed in a future release.

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Interpreting Record Types

Trace each mailpiece Record Type to determine how users interacted with the piece.



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How to Build Your
Own Success Stories

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Using Powerful Data



The Results

Marketers across various industries are seeing double-digit lifts in response rates when comparing Informed Delivery users to customers who are not signed up for the feature.

Example

An Intelisent retail client used Informed Delivery to enhance its direct mail communications. Post-campaign detailed data combined with client-shared, store-level POS data revealed:

- **50% lift in response rates** among consumers who opened their Informed Delivery emails.
- **25% more spending**, on average, by consumers who received their direct mailing and are signed up for Informed Delivery, compared to those without Informed Delivery.



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Applying Data Science



The IMb Bridge

- Informed Delivery post-campaign detailed data is generated at the IMb level, similar to Mail Tracking and ACS data.
- Mailers can tie Informed Delivery data back to a physical address by using mail files / mail tracking files.
- With physical addresses, mailers can begin to build household behavior databases.
- With household behavior insights, mailers can connect response data to know exactly how Informed Delivery has impacted desired outcomes.
- Mailers should test, test, test to drive the maximum impact of Informed Delivery.



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Interpreting Multiple Edge Scenarios



Multiple Edge Solutions

1. **“Multi Thread”**: Multiple users live at the same physical address. All users open their email notification, but only one clicks on the Target URL.
 - Use the Email ID to distinguish separate customer journeys.
2. **“Split Thread”**: A single user receives an email notification, opens it, and clicks on an interactive campaign. The user returns to the campaign again later in the day.
 - Use the MID_Serial and Email ID columns to remove duplicate actions.
3. **“Forwarded Thread”**: One household member receives and forwards an email notification to their spouse, who is not signed up.
 - No specific data element in the Post-campaign Detailed Report will distinguish one user’s actions from another, so treat the action as a duplicate.

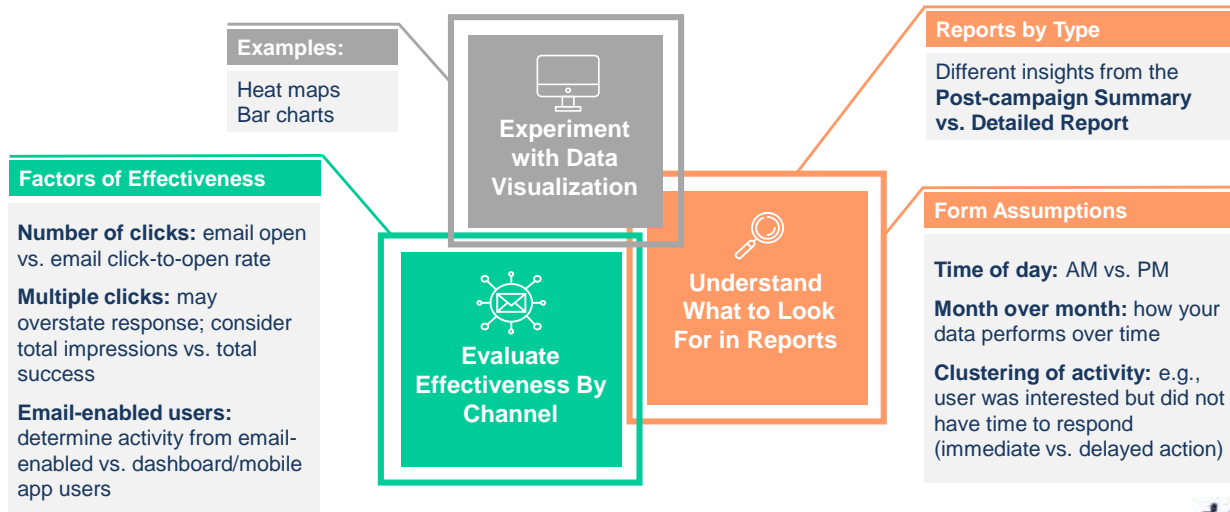


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Post-campaign Report Insights

Informed Delivery creates a new channel to **explore customer response**.



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Example: Heat Maps

The Detailed Report data allows unique visualizations when paired with the total outbound mail volume.

— Heat Map of Email Events — — Heat Map of Click Events — — Heat Map of Email Volume —



Tip: Modifying **Color Scale** and **Radius of Influence** provides an intuitive view of metropolitan areas with significant engagement

Microsoft Excel supports map-based charts based on 5-digit ZIP Code data which can provide an immediate and intuitive view of regions that have greatest absolute engagement with Informed Delivery in your mailings.



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Recap!

The MCP offers seamless, self-serve access to reports for campaigns submitted via MCP and *PostalOne!* to help evaluate the effectiveness of campaigns!



Pre-campaign

Pre-campaign Report (Optional)

Understand user density and evaluate campaign reach.



Post-campaign

Summary Report and Detailed Report

Understand campaign performance in aggregate and line-level detail.



Download Post-campaign Reports while the interactive campaign is Active to confirm campaign activation and activity.



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Informed Delivery In Action

Visit the USPS Booth to send a postcard to yourself and **apply an interactive campaign**. Once you **receive your post-campaign data**, review the results.



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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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