

INFORMED DELIVERY® CAMPAIGN BEST PRACTICES

Informed Delivery Program Office

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INFORMED DELIVERY® CAMPAIGN BEST PRACTICES

Informed Delivery offers business mailers and shippers the opportunity to engage users through an integrated mail or package digital marketing campaign. Campaigns include custom images and a URL that directs the Informed Delivery user to a digital experience.

The Informed Delivery Program Office has identified several **best practices** for business mailers and shippers to keep in mind before, during, and after campaign creation. We've highlighted these best practices throughout this presentation to help businesses create effective campaigns that generate additional consumer impressions, interactions, and insights.

For any questions, please contact
USPSInformedDeliveryQuestions@usps.gov.

Why Informed Delivery Campaigns?



Save Advertising Dollars

Informed Delivery is a free marketing channel for businesses to elevate their hardcopy mail and package campaigns.



Expand Reach and Boost Engagement

Campaigns allow for additional digital impressions. With 60M+ active users and an email open rate of over 60%, brands can reach an already engaged audience.



Gain Customer Insights

Gather insights on how customers interact with the brand, along with key performance metrics.



Elevate the Customer Experience

Customers can act on their mail immediately, regardless of they retrieve it from their mailbox.

Informed Delivery Campaign Best Practices



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

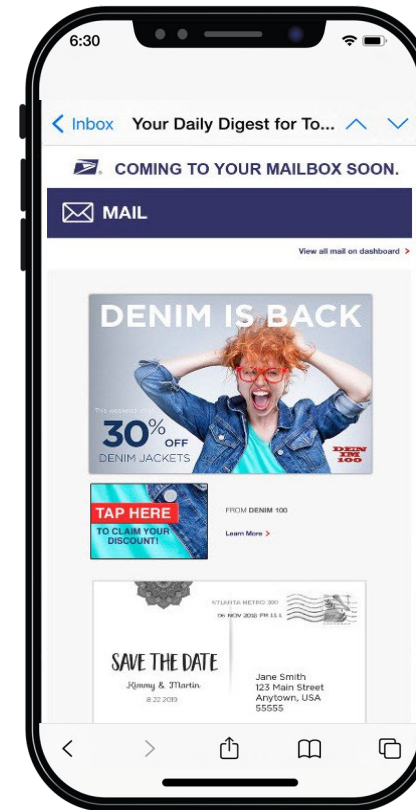


Inform customers of a return policy



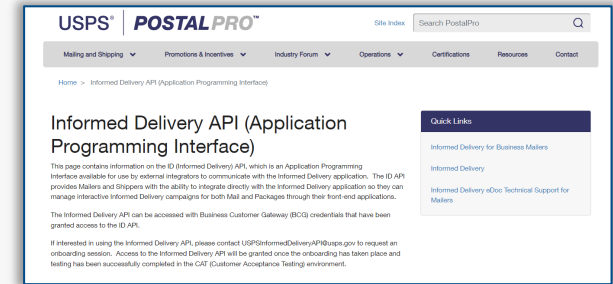
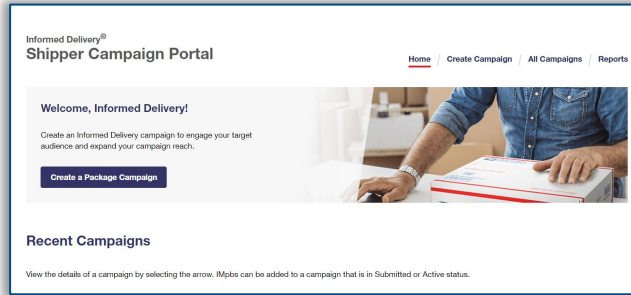
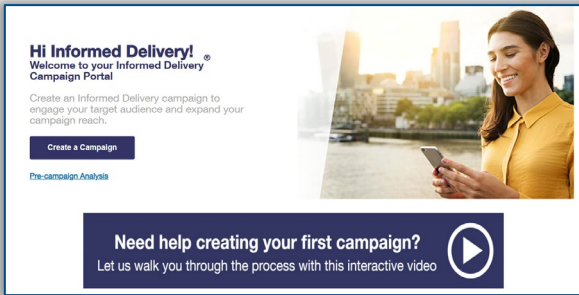
Educate customers on product questions

Sample Informed Delivery Campaigns



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.

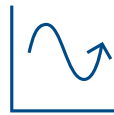
COORDINATE CAMPAIGN TIMING

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

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

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%

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 form for setting up a mail campaign. The fields and their corresponding numbered callouts are:

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

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.

ORGANIZE YOUR PACKAGE CAMPAIGN ELEMENTS

Effective use of campaign elements will help you manage and optimize your package 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 form with the following fields and instructions:

- Brand Display Name:** Enter or select the Package Campaign Display Name
- Campaign Title:** Enter a Package Campaign Title
- Campaign Code:** Enter the company's Package Campaign Code
- Campaign Grouping Code:** Enter a Package Campaign Grouping Code
- Date Range:** Enter a date range for this campaign. Reminder: Maximum campaign length is 45 days.
- Campaign Start Date:** Select a date range
- Campaign End Date:** Select a date range
- Mailer ID (MID):** Enter a 6 or 9 digit MID

4 Campaign Grouping Code: Categorize your campaigns with a Grouping Code to group similar campaigns with more than one Campaign Code.

5 Campaign Dates: Establish your promotion timeline by setting dates for your campaign no further than 59 days into the future and for a maximum duration of 45 days.

6 Mailer ID (MID): Enter the Mailer ID (MID) that appears on each package sent in this field. The MID that appears on the package barcode must match the campaign MID otherwise the package recipient will not see the campaign.

PRODUCE YOUR MAIL CAMPAIGN CREATIVE

The ridealong image, representative image, and target URL enable you to personalize your mail campaigns to the customer segment you are reaching.

Ridealong Image

Clickable, interactive image that lives under the grayscale image; Required to conduct an Informed Delivery Campaign

- Treat the ride-along image like a branded, clickable button with a clear call-to-action
- Opt for a clean, simple layout
- Use a logo that reinforces your company's brand
- Ensure the look and message of the image syncs with the physical mailpiece or package
- Check that your images are clear and of high-resolution



Representative Image

Non-clickable image that can be provided in lieu of a flat-size image or in place of a grayscale letter-size image

- Use a color image that correlates to the physical mailpiece or package customer will be receiving
- Maintain consistent branding, such as colors, fonts, and logos and tie it to the ride-along image below
- Check to make sure image is optimized for desktop, mobile, and other devices
- Keep the message clear and concise

Target URL

Learn More link that takes the user to the digital experience; Required to conduct on Informed Delivery Campaign

- Must begin with 'https'
- Make sure the link directs the user to a location that matches the messaging of the campaign
- Consider adding UTM parameters to monitor performance

PRODUCE YOUR PACKAGE CAMPAIGN CREATIVE

Personalize your package campaign elements to target the customers you are reaching.

Ridealong Image

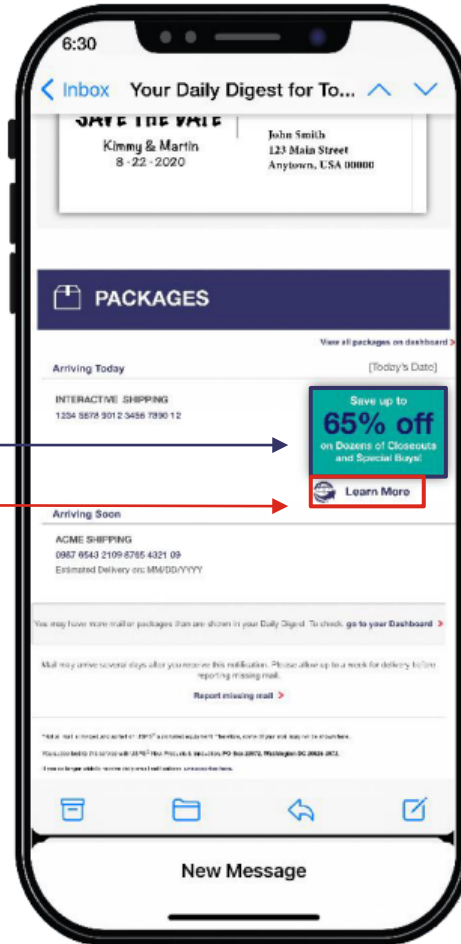
Clickable, interactive image that lives next to the package tracking information; Required to conduct an Informed Delivery Campaign

- The image should be relevant to the package you are sending and the products you sell
- Make sure the image aligns with your brand's color scheme, style, and aesthetic
- Consider A/B testing by creating multiple versions of an image and testing them to see which one performs better
- Include a clear call-to-action within the image

Target URL

Learn More link that takes the user to the digital experience; Required to conduct on Informed Delivery Campaign

- Consider adding URL tracking parameters to understand the effectiveness of your campaigns
- Make sure link is properly working; broken links can lead to poor user experience and potentially hurt your search engine rankings



A Note About Package Campaigns:

Package campaigns are a *prime* marketing channel. They can allow for more personalized marketing opportunities and higher interaction from users, who are often eagerly awaiting their package deliveries. In fact, according to one source...

- **91%** of customers actively track their packages.¹
- **39%** of customers track their packages once a day.¹
- **19%** of customers track their packages multiple times per day.¹

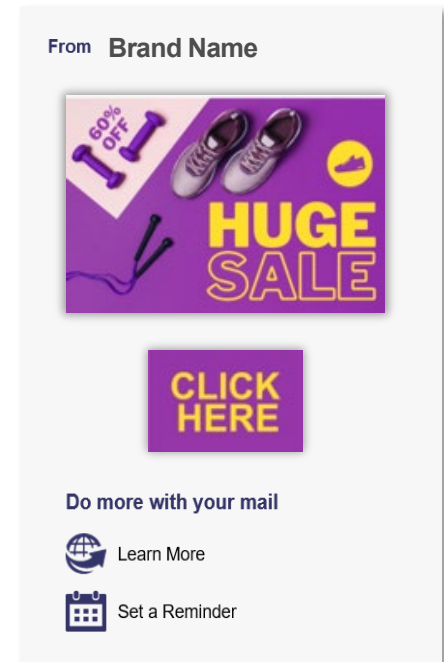
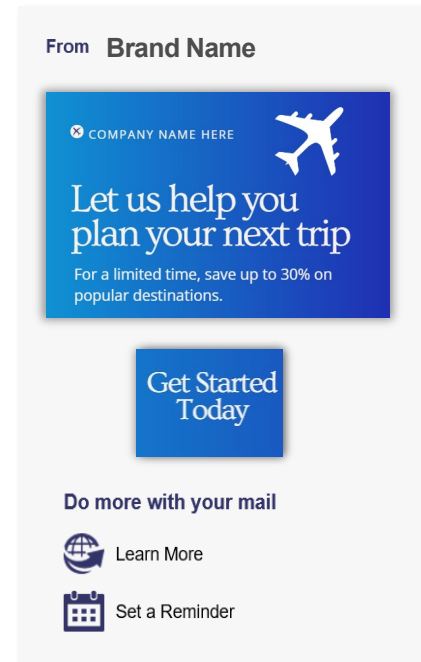
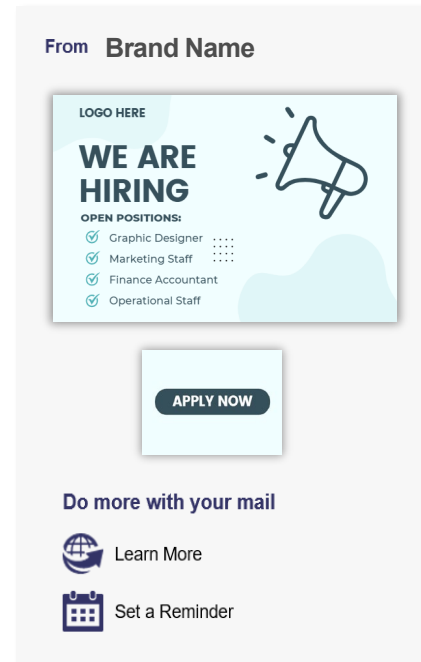
CAMPAIGN IMAGE EXAMPLES

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:

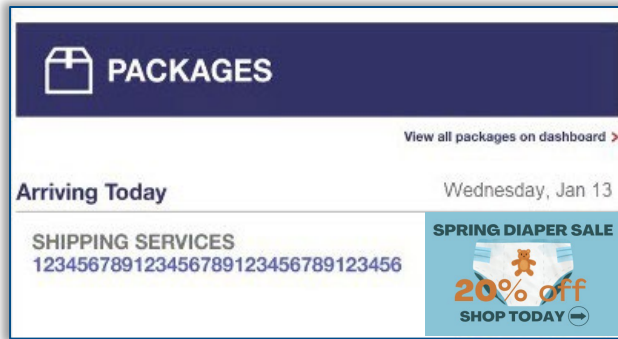
- ✓ Representative image that has the primary message of your campaign, matching the main message of the physical mailpiece
- ✓ Ride-along image that has 1 clear call to action
- ✓ Images with high contrast colors that are relevant to your message
- ✓ Legible text (and not too much of it!)
- ✓ Consistent 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



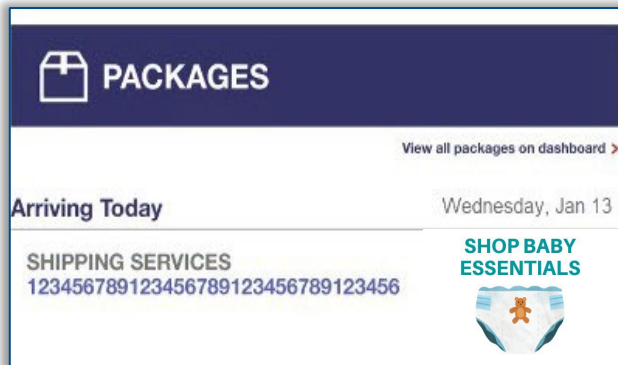
TEST & COMPARE YOUR CAMPAIGNS

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



	CAMPAIGN A	CAMPAIGN B
PACKAGES	2,933	10,337
EMAIL	2,499	8,929
EMAIL OPENS	1,773	6,218
EMAIL OPEN RATE	70.9%	69.6%
CLICK THROUGHS	13	64
CLICK THROUGH RATE	0.44%	0.62%

ANALYZE CAMPAIGN SUCCESS & METRICS

Informed Delivery offers several tools to track and manage the success of active and completed campaigns.

Post-Campaign Summary and Detailed Reports

Provides the results of individual campaigns, including the number of voters that were sent an email, the open rate, and the number of click-throughs. Available in the Mailer Campaign Portal (MCP).

Informed Visibility[®] – Mail Tracking & Reporting (IV[®]-MTR)

Provides near real-time data with two options for receiving data: one-time queries and data feeds. Data access delegation is available at the Mailer Identifier (MID) or Customer Registration Identification (CRID) level.



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)

Additional Resources



MORE INFORMATION IS AVAILABLE ONLINE



Informed Delivery for Business Mailers & Shippers

Visit to learn more about the Informed Delivery® Program and creating Informed Delivery Campaigns, including guides, tutorials, and FAQs

usps.com/informeddeliverycampaigns



Informed Delivery Quick Links on PostalPro™

Visit for information on available APIs, technical specifications, and technical support

postalpro.usps.com/id



Informed Delivery Customer Page

Learn about Informed Delivery, enroll, and access the consumer dashboard

[Informeddelivery.usps.com](https://informeddelivery.usps.com)

