

Harness the full power of Informed Delivery to add impact to mailings.

Top 10 Tips

for successful USPS® Informed Delivery® Campaigns

Informed Delivery is a tool giving consumers a digital preview of what's coming to their mailbox. However, it's even more powerful for mailers. Mailers can now go multi-channel with no additional cost to leverage the power of physical and digital delivery.



1 Learn about USPS Informed Delivery®

Informed Delivery allows residential mail recipients to digitally preview their mail and manage packages before they arrive. Via a daily digest email or mobile app notification, Informed Delivery provides a grayscale image showing the exterior address side of residents' mailpieces. Mailers can opt to provide a full-color representative image for flats or letters and attach an interactive ride-along image with a link, allowing recipients to take action before opening the envelope.

Review the [Interactive Campaign Guide](#) to get started and visit the USPS [Informed Delivery for Business Mailers website](#) for additional resources.

2 Review the USPS Mailer Campaign Portal and User Guide

While you can use PostalOne!™ electronic submission to upload your Informed Delivery interactive campaigns, we recommend manual submission via the USPS Mailer Campaign Portal to create and manage Informed Delivery campaigns — especially if you work with a commingler. The Postal Service provides several materials to help familiarize yourself with these tools and processes. Read the [Mailer Campaign Portal User Guide](#) to get started.

3 Assemble your ID Campaign Team

A successful campaign requires that your marketing team, creative resources and mailing partners all work together. Identify the internal and external resources you'll need to create digital assets, manage campaign logistics, and then register or upload your campaigns. You'll likely need to include your digital marketing team to create the digital assets complementing your physical mailpiece. If you work with a commingler, reach out to your Client Service representative to determine whether there are any additional job requirements for Informed Delivery.

4 Optimize your mailpiece for Informed Delivery

By default, Informed Delivery subscribers receive a grayscale image of the address-side of the mailpiece. Is this side of your mailpiece compelling? Are you using teasers on your envelope to get recipients excited about what's inside — or are you personalizing mailpieces to focus on the recipient's name? Does your design translate into grayscale, or can you adjust coloration and gradients to ensure text and graphics are legible and clear when viewed?



5 Segment your Interactive Campaign appropriately

Do you have a segmented mailing list based on geography, customer interests, or purchase history? Then avoid a one-size-fits-all Informed Delivery campaign by utilizing that information. You or your Mail Service Provider can create separate campaigns with different assets (i.e. the ride-along images and/or landing pages) based on unique MID, specific date ranges, or IMb serial number ranges.

6 Attach a Ride-Along image with a clear Call to Action

The ride-along image is at the core of every Informed Delivery interactive campaign. When subscribers see your mailpiece in their daily digest email, the ride-along image appears below. Think of it as a branded, clickable button that takes subscribers to a desired call to action. Be sure to use color effectively and opt for a clean layout. The ride-along image should complement your mailpiece, ensuring subscribers establish a link between them.



7 Link your Ride-Along image to a dedicated Landing Page

You spent a lot of effort into building a marketing campaign. But that doesn't help if users who click-through can't navigate your site, or if you can't track what they're doing. To ensure success, use a dedicated landing page URL for each campaign. Over 50% of all web traffic is now mobile, according to Statista, and 61% of Informed Delivery subscribers use a mobile device to view their notifications, according to the USPS. It makes sense to meet users where they are with a mobile-optimized landing page. Use web analytics tools to track user activity, impressions and conversion metrics to measure your campaign's performance.

8 Register for the Promotion!

The USPS is offering a 2% discount off postage for mailings that incorporate Informed Delivery interactive campaigns. This promotion is a great way to explore the possibilities of Informed Delivery. However, you won't see any discounts unless you register. Registration for the USPS 2019 Informed Delivery promotion began on July 15. The promotion runs from September 1 through November 30, 2019. Find out more about the promotion and review the latest requirements document within [USPS PostalPro™](#).

9 Leverage the campaign data from Informed Delivery

Track your results so that you can compare your campaigns with previous mailings and calculate your lift from adding Informed Delivery. The USPS provides both a summary report and a detailed report for each campaign, making it easy to track total impressions, email open rates and click-through rates. Leverage the insights that you learned from your segmentation and incorporate them into future Informed Delivery enabled campaigns.

Summary Report: Provides insight into the number of emails sent, emails opened, and click-throughs.									
CAMPAIGN_ID	CAMPAIGN_TITLE	CAMPAIGN_CODE	MAILPIECE_ID	EMAILS	EMAIL_OPEN	EMAIL_OPEN_RATE	CLICK_THROU	CLICK_THROU_RATE	UNDELIVERED
ABC123	123456	ABC_CD_JULY_2019	10001	5579	3078	66.0%	28	6.2%	

Additional Impressions | Email Open Rate | Click-through Rate

10 Explore Commingling for Stress-Free Mailings

Are you ready to manage all of your mailings and associated Informed Delivery campaigns? As the nation's largest mail commingling provider, Pitney Bowes Presort Services can eliminate stress and control postage costs. When you commingle, you gain access to optimal postage discounts as well as consistent, predictable delivery times nationwide. We offer transparent pricing with fixed per-piece pricing upfront (inclusive of promotional discounts). Additionally, we offer mailstream visibility solutions, flexible payment options and a strategic approach to disaster recovery.

Best of all, you can participate in Informed Delivery interactive campaigns and take advantage of the promotion when commingling.

We are here to help you get started. Visit pitneybowes.com/us/marketingmail



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