

The image features a close-up, slightly blurred background of green clover leaves. The leaves are vibrant green and have a distinct four-lobed shape. The lighting is soft, creating a gentle glow around the leaves. In the center of the image, the text "Mail Meets the Web" is written in a bold, white, italicized sans-serif font. The text is centered horizontally and vertically, standing out clearly against the green background.

Mail Meets the Web

DIRECT MAIL: THE ESSENTIAL CHANNEL

Postal mail still has some important advantages that no other channels share...



DIRECT MAIL: THE ESSENTIAL CHANNEL

Targetability

**Market
Credibility**

Exclusivity

**Not
Permission
Based**

**Versatile
Formats**



EMAIL MARKETING

- **Strengths:**

- Cheap
- Precisely timed
- Allows for immediate response with a click
- Very measurable

- **Weaknesses:**

- Cheap – low perceived value
- Permission based
- Low open rates
- Difficult to get lists or target



WEB MARKETING

- **Strengths:**

- Responsive – Prospects can buy there
- Ubiquitous – Prospects live on the web

- **Weaknesses:**

- Expensive
- Response very difficult to measure



SOCIAL MEDIA

- **Strengths:**

- It's everywhere! Great reach
- Very low media cost...unless it isn't
- High-tech, up-to-date

- **Weaknesses:**

- Passive - Inbound
- High maintenance
- Always changing



IP TARGETING AND RETARGETING

- **Strengths**

- Reaches consumers where they buy
- Adds impressions

- **Weaknesses**

- Complicated
- Expensive



INFORMED DELIVERY

- **Strengths**

- Increased impressions
- Inexpensive
- Direct link to web pages
- Postage savings

- **Weaknesses**

- You're not doing it

MULTI-CHANNEL HELPS

- Direct mail drives prospects to the web
- Coordinated email and ID can help simplify and boost response
- Coordinated email and ID offers a simplified path for response – just click
- IP Targeting drives brand immersion around direct mail campaign
- Retargeting keeps a campaign going

BUILDING AROUND YOUR MAIL

All these channels are in use in most marketing organizations. Coordinating them with mail makes them all the more effective

Don't stop doing what your doing – just build around the mail, too

START WITH THE MAIL

- Design with other channels in mind
- Keep offers clear and obvious
- Keep call to action clear
- Build links to online landing page

STEER RESPONSE WITH PURLS, GURLS, AND QRURLS

- A URL is a Uniform Resource Locator
- Generally links to campaign landing page
 - PURL: Personalized URL
 - GURL: General or “Guest” URL
 - www.gppcc.com
 - QRURL: QR code URL – Optimized for mobile



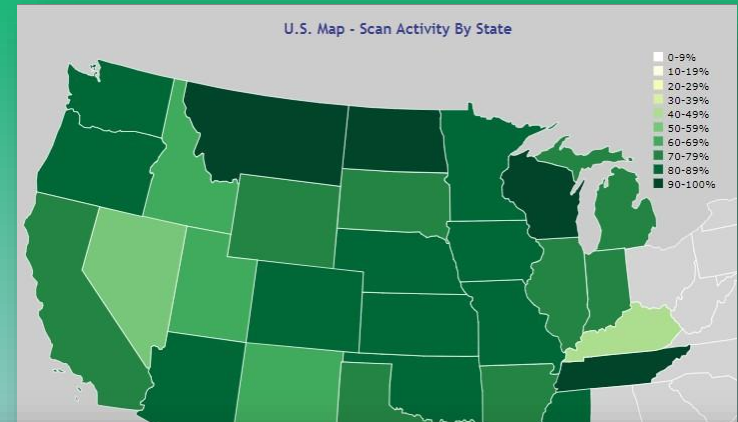
PURLS, GURLS, and QRURLS

- Why PURLs, GURLs, and QRURLs?
 - Makes it easy to find your landing page
 - Makes it easy to find your offer
 - Makes it easy to respond
 - Prepopulate forms – especially valuable on mobile
 - Track, track, track!
 - Exactly who has visited!

Let's Talk Informed Visibility!

TRACK MAIL DELIVERY

- USPS Informed Visibility reveals when each piece is delivered;
- You can use this data to trigger other channels – boost response with coordinated email, telemarketing, web display



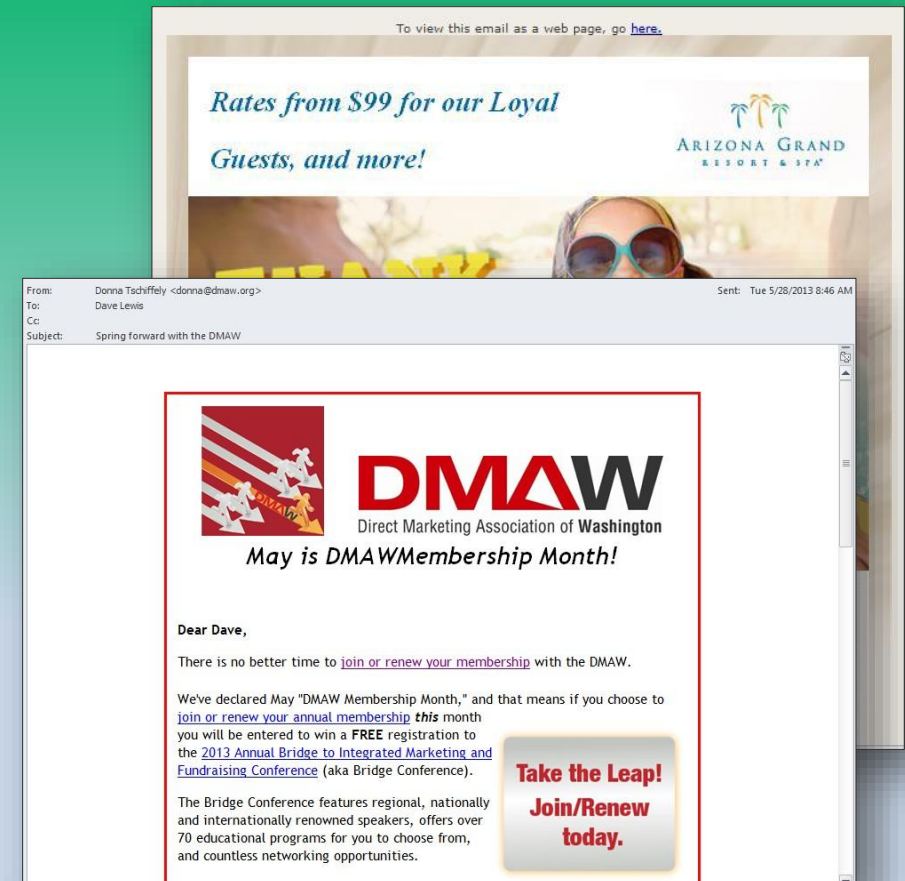
FLOWER MOUND, TX
75022-813105

All Fields

Informed Visibility Scan Details										
Scan Date	FCLT ID	Facility	Event Code	Description	Stop The Clock	Routing Code	Handling Event Type	eDoc	Container ID	Tray ID
8/2/2019 5:40:49 PM	84199	SALT LAKE CITY	878	Departed Facility	N	75022813105	Assumed	00029354	000017	
8/2/2019 7:23:59 PM	84199	SALT LAKE CITY	874	Container Accepted	N	75022813105	Assumed	00029354	000017	
8/2/2019 9:09:41 PM	84199	SALT LAKE CITY	878	Departed Facility	N	75022813105	Assumed	00029354	000017	
8/3/2019 9:52:17 AM	80266	GMF FINANCE	876	Arrived at Facility	N	75022813105	Assumed	00029354	000017	
8/4/2019 5:00:07 PM	80266	GMF FINANCE	876	Arrived at Facility	N	75022813105	Assumed	00029354	000017	
8/5/2019 2:13:16 AM	80266	GMF FINANCE	157	Sortation/Distribution	N	75022813105	Assumed	00029354	000017	
8/6/2019 3:05:49 PM	75398	DALLAS	437	Sortation/Distribution	Y	75022813105	Assumed	00029354	000017	
8/6/2019 4:09:23 PM	75398	DALLAS	865	Bundle Nested in Container by USPS	N	75022813105	Assumed Logical	00029354	000017	
8/7/2019 1:46:58 AM	75398	DALLAS	878	Departed Facility	N	75022813105	Assumed	00029354	000017	
8/7/2019 11:56:34 AM	75099	NORTH TEXAS	247	Sortation/Distribution	Y	75022813105	Assumed	00029354	000017	
8/7/2019 2:08:35 PM	75099	NORTH TEXAS	865	Bundle Nested in Container by USPS	N	75022813105	Assumed Logical	00029354	000017	
8/7/2019 6:45:09 PM	75099	NORTH TEXAS	403	Sortation/Distribution	Y	75022813105	Actual	00029354	000017	
8/8/2019 3:49:42 AM	75099	NORTH TEXAS	406	Sortation/Distribution	Y	75022813105	Actual	00029354	000017	
8/8/2019 4:20:12 AM	75099	NORTH TEXAS	000	Unknown	N	75022813105	Assumed	00029354	000017	
8/8/2019 4:55:47 PM	75022	FLOWER MOUND	517	Delivered	Y	75022813105	Logical			

TRIGGER EMAIL MARKETING

- Coordinate triggered emails with mail delivery
- Reinforce branding and offer
- Provide another path for response
- Inexpensive – easy to add additional efforts
- Targeted Ads per location



Informed Delivery

EXECUTIVE SUMMARY

SUMMARY OF KEY METRICS

The numbers below summarize key metrics that make the Informed Delivery feature a powerful digital marketing tool.



70.3

Million
Users¹



44.5

Billion
Impressions²



33.7%

National
Saturation¹



58.9%

Average Email
Open Rate²



914,656

Campaigns
Completed¹



1:11

Average Time
Spent on
Dashboard²

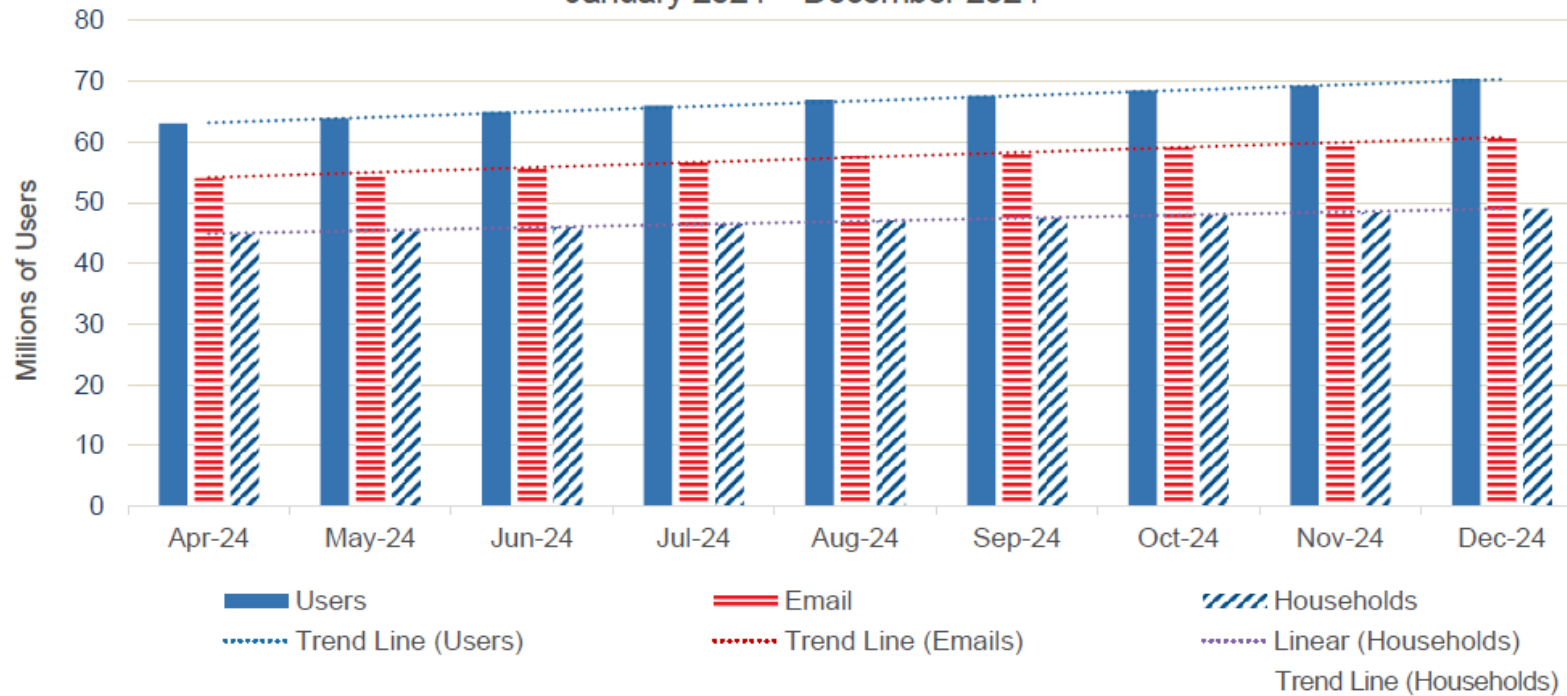
¹Internal data as of December 31, 2024

²Internal data between January 1, 2024, and December 31, 2024

GROWING USER BASE

With a growing user base of 70.3M active users, Informed Delivery provides brands an opportunity to reach a large population of highly engaged customers.

Registered Users
January 2024 – December 2024



Informed Delivery User Base

70.3M Users
+16% Growth YoY

49.0M Households
+13% Growth YoY

69.8M Email-enabled Users
+17% Growth YoY

Internal data as of December 31, 2024

CONSISTENT USER SATISFACTION

User Surveys indicate that users are 91% likely to continue engaging with the feature and are 89% likely to recommend it to friends, family, or colleagues.



91% of users¹ are satisfied or very satisfied with the Informed Delivery[®] feature



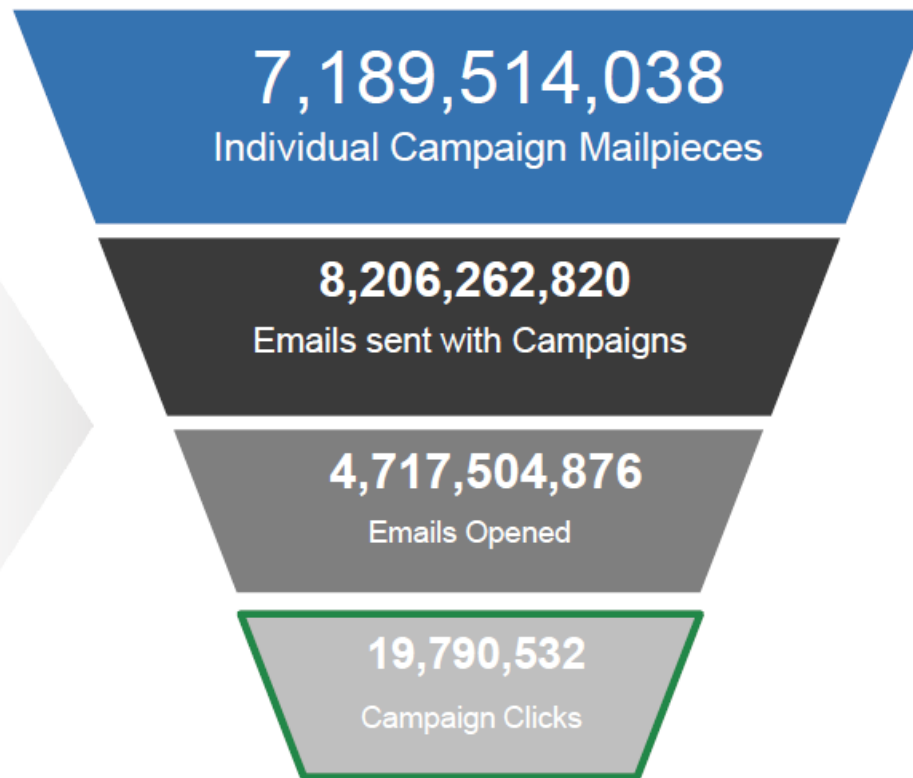
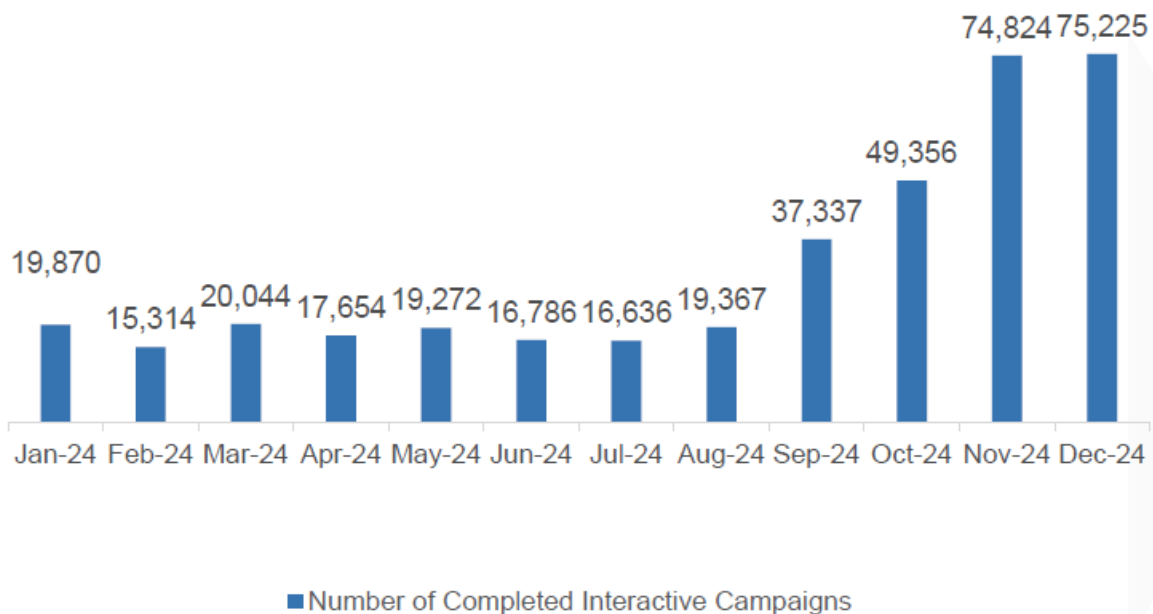
89% of users¹ would recommend the Informed Delivery feature to friends, family, or colleagues

¹Survey results collected from FY25 Q1 User Surveys

INTERACTIVE CAMPAIGN IMPRESSIONS

Through the integration of hardcopy mail and digital marketing, the Informed Delivery feature continues to provide increased impressions for mailers.

Completed Interactive Campaigns



Internal data from January 1, 2024 – December 31, 2024

INFORMED DELIVERY AS A MARKETING CHANNEL

Business mailers and shippers can engage users through an integrated mail or package digital marketing campaign that generates additional consumer impressions, interactions, and insights.



Save Advertising Dollars

Informed Delivery campaigns provide a **free marketing channel** for businesses to promote custom messages. Brands can elevate their hardcopy mail campaigns by pairing them with a digital experience at no additional cost.



Expand Reach and Boost Engagement

Campaigns allow brands to generate **additional digital impressions** for intended recipients. **With over 70M¹ active users and an average email open rate of 58.9%²**, Informed Delivery provides brands an opportunity to reach an already engaged audience.



Gain Customer Insights and Data

Brands can leverage campaign data to **gather insights on how customers interact with the brand**, along with key performance metrics (i.e., open rates, click-through rates).



Elevate the Customer Experience

Customers can **take action on their mail piece immediately**—regardless of whether they retrieve mail from the physical mailbox. This in turn allows brands to see results faster than with traditional mailer campaigns.

To learn more about Informed Delivery campaigns, visit our [Informed Delivery for Business Mailers and Shippers](#) page.

¹Internal data as of December 31, 2024

²Internal data from January 1, 2024 – December 31, 2024

MAIL MEETS THE WEB

At the heart of a direct marketing campaign, direct mail remains the essential channel.

Coordinating it with other channels, measuring and refining the campaign are keys to its success.

Thank you!

RESOURCES

PostalPro.usps.gov
SnailWorks.com



**EDUCATIONAL
SEMINAR**

