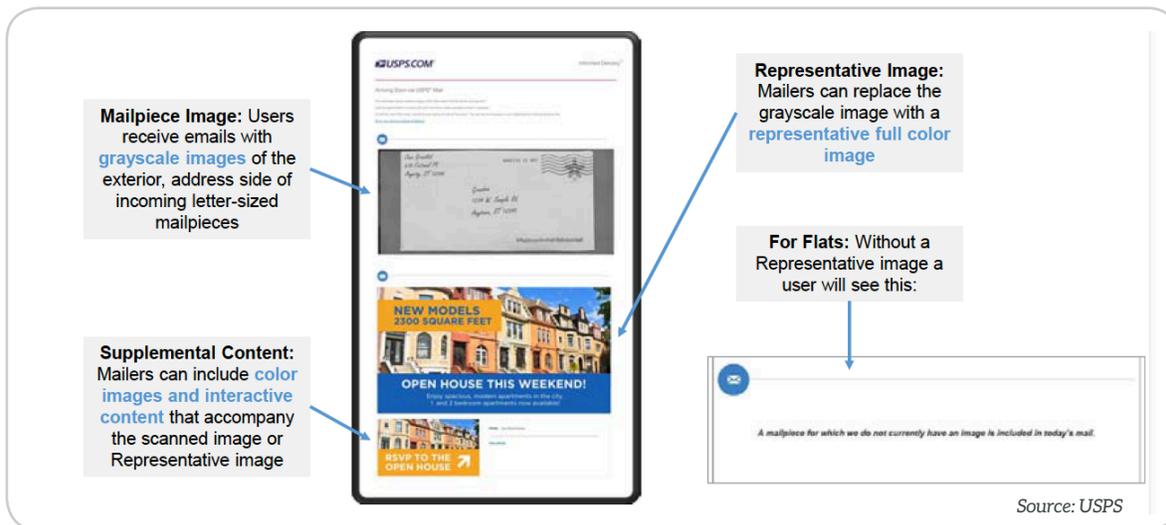


Get Informed About Informed Delivery

WHAT IS INFORMED DELIVERY?

Informed Delivery is a new feature offered by the United States Postal Service (USPS) that gives users a digital preview of their household mail arriving that day. It also provides marketers with a great platform to engage in new and exciting ways with donors. Pilot programs have been running in specific areas of the country, but individual users across the nation can now sign up. The USPS is adding 10,000 users a day to the 2 million people already signed up.



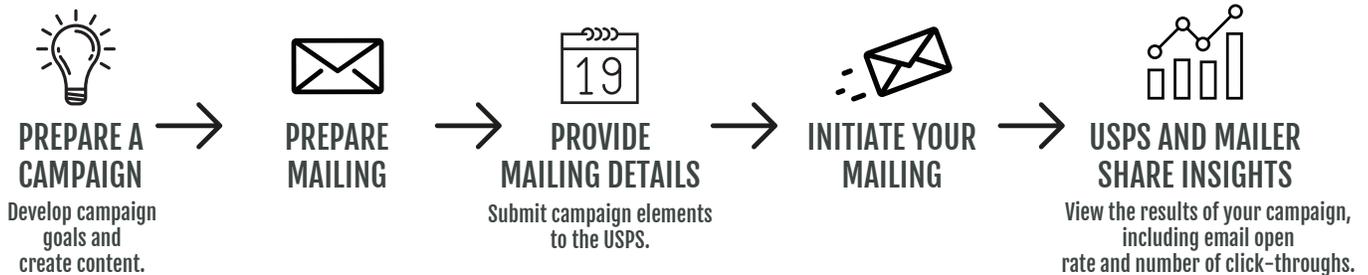
HOW DOES IT WORK?

The Informed Delivery process is easy for both individual users and mailers. Individual users can sign up for a free online account with USPS that creates a digital mailbox for mail they receive at their home. Before the actual mailpieces arrive in their mailbox, they can get a preview of their mail via daily emails or their personalized dashboard to see both grayscale and color representative images and supplemental content from marketers (see above image).



HOW TO PARTICIPATE

It only takes a few steps to engage your audience and receive unique campaign data. The process is simple: mailers initiate a hard-copy mailing and provide supplemental content for the campaign.



WHAT ARE THE BENEFITS?

Informed Delivery offers mailers a unique opportunity to engage users through a coordinated physical and digital touchpoint.



New digital channel with an engaged user base

85% of respondents use Informed Delivery to anticipate incoming mail

More than **2 million** users and growing



Multi-channel campaigns generating multiple impressions

'Household Mail CEOs' receive a **double impression** of mail

Multiple impressions from individuals who do not typically sort mail



Enhanced customer call to action with interactive content

88% of respondents check and view their notifications every day

A majority of users act on digital promotions/discounts on a monthly or more frequent basis

Source: USPS

**88% OF
RESPONDENTS
CHECK AND
VIEW THEIR
NOTIFICATIONS
EVERY DAY.**

Source: USPS

HOW TO SIGN UP AS A MARKETER

Our postal experts at Production Solutions are available to help you learn more about testing a marketing campaign using the Informed Delivery program.

Contact us today and let us know what questions you have and how we can help!