

# Using Familiar Data to Ease Transformation

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United States Postal Service

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# United States Postal Service

240+ Years

\$71.1B in Revenue

633,108 Employees

160M Delivery Points

142.6B Mail pieces

7.3 Million Jobs

\$1.6T Mailing Industry

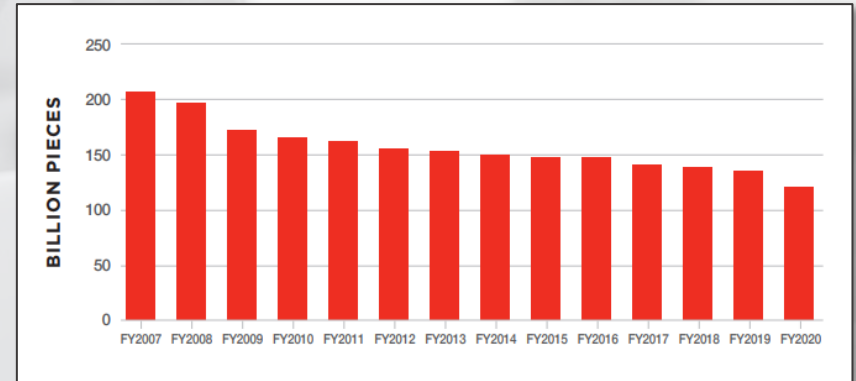
\$0.00 Tax Dollars

[www.usps.com](http://www.usps.com)

Postal Facts 2020 – facts.usps.com

## Acknowledge the Decline

Digital diversion is widely recognized as one of the driving factors in the decline of mail. Physical mail volumes have declined steadily since 2007.\*



\*USPS Total Mail Volume (FY2007-2020), *Delivering for America*, figure 3, p. 9. ([https://about.usps.com/what/strategic-plans/delivering-for-america/assets/USPS\\_Delivering-For-America.pdf](https://about.usps.com/what/strategic-plans/delivering-for-america/assets/USPS_Delivering-For-America.pdf))

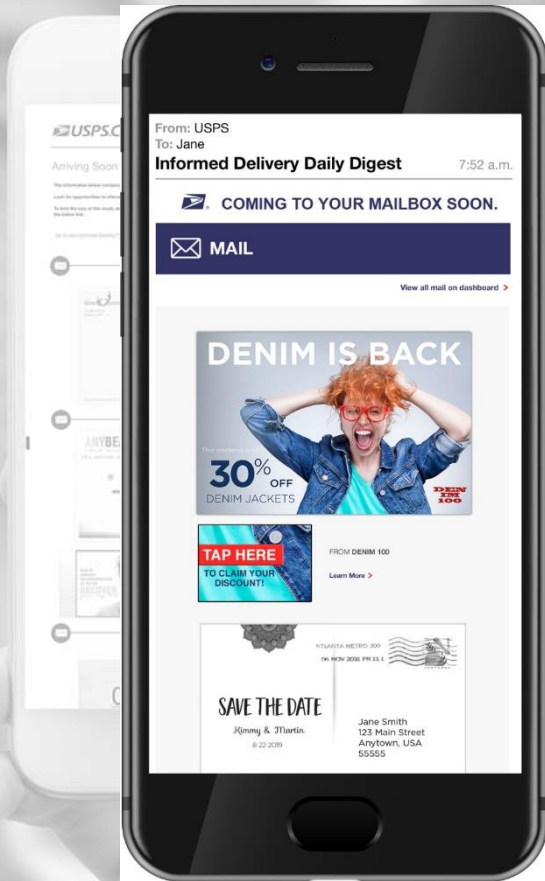
# Embrace the Digital

**In 2017, the Postal Service launched Informed Delivery® – adding a digital channel to physical mail.**

Consumer subscribers receive images of the front side of their mail pieces every delivery day via email and online and mobile dashboards.

Marketers have the opportunity to add digital content and a URL – campaigns – to the image of their mail piece.

Metrics are provided back to marketers describing the open and click-through rates.

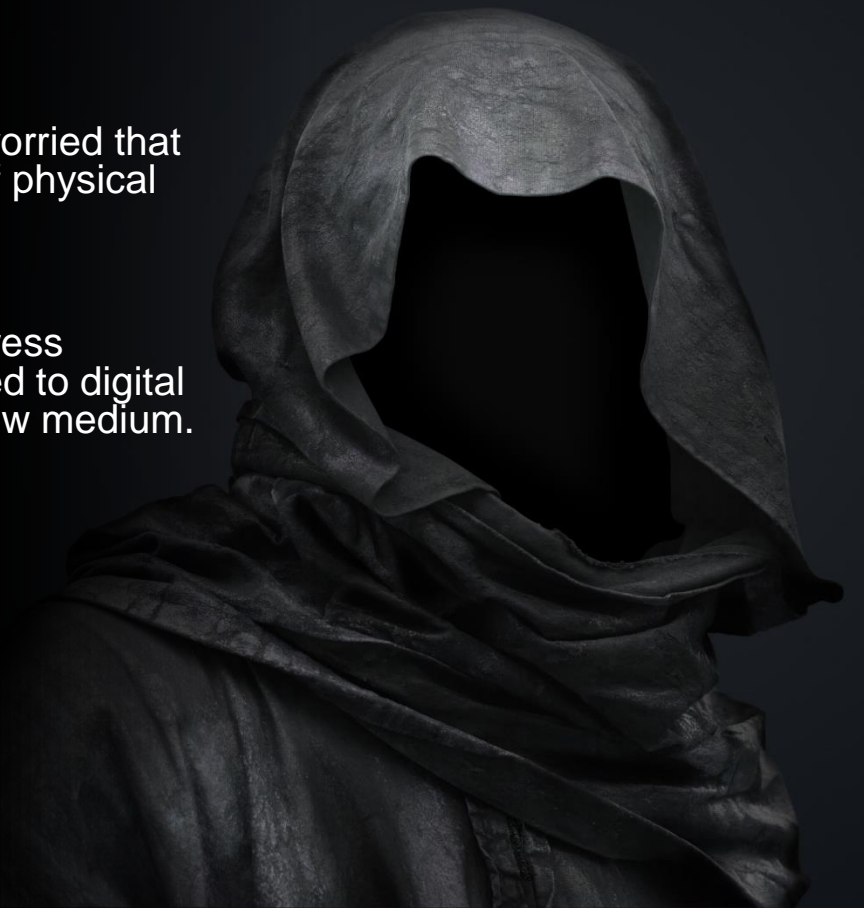


Mailers -- and some at the Postal Service -- worried that Informed Delivery would hasten the decline of physical mail.

The data selected for reporting program progress needed to be familiar for those not accustomed to digital channels while still indicating progress in a new medium.

Not everyone was happy with this direction.\*

\*I was no longer invited to Industry cocktail parties.



## Start with the Familiar

Even though Informed Delivery is a digital product, we started with measurements familiar to producers of the physical mail.

- Subscribers (periodicals)
- Campaigns (marketing)
- Saturation (mailing product that blankets a geography)
- Mailers (producers of physical materials)

We specifically talked about users of the physical mail as “mailers” rather than marketers or advertisers.

### Informed Delivery Metrics\* April 17, 2017

Subscribers:	236,025
Saturation:	0.2%
Campaigns:	0
Mailers:	1

\*Informed Delivery Flash Report, 2017-04-17.

# Be Incremental

As Informed Delivery grew, new metrics were added to the conversation that were more resonant with marketers, especially digital marketers.

- Open Rates
- Click-Through Rates

In addition, new data was added that was not previously available to physical mailers – data necessary to attribute conversions to physical mail.

## Informed Delivery Metrics\* December 2017

Avg Open Rate: **68.0%**

Subscribers: **7.4M**

Saturation: **6.6%**

Campaigns: **710**

Mailers: **98**

\*Informed Delivery Program Snapshot, 2017-12.



## Success = More Slides

Informed Delivery reached success when leadership from the both Postal Service and the mailing industry started requesting slides containing metrics.

Real success was achieved when they started reformatting those slides for their own presentations.

Danger occurs when their own interpretations were included.



# Continue to Evolve

Informed Delivery now publishes weekly and quarterly metrics to our website in addition to daily and weekly reports to senior management. Those reports now document impressions and clicks in addition to the metrics originally launched with the program.

**6.1B**

emails

**20.4B**

unique impressions

USPS.COM

Arriving Soon via USPS® Mail

The information below contains images of the letter-sized mail that will be arriving soon.  
Look for opportunities to interact with your mail items and provide valuable insights to us.  
To help the ease of this email, only the first few items of mail will be shown. The rest can be accessed on your mailbox by clicking the letters link.  
We'll see you soon! Welcome to Informed Delivery.

## Informed Delivery Metrics\* February 2021

Avg Open Rate: **65.7%**

Subscribers: **36.9M**

Saturation: **21.6%**

Campaigns: **86,822**

Mailers: **1,965**

**Thank you.**

**Bob Dixon**  
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