



Informed Delivery®

Frequently Asked Questions

What is Informed Delivery?

Informed Delivery is a Postal Service program that provides subscribers with images of what will be in their mailbox that day. These images are delivered either as a daily email notice, or on a dashboard/app that the consumer can log into.

How many consumers are subscribers?

As of June 1, 2019, there are approximately 17 million subscribers nationally, of whom approximately 12 million get a daily email. These numbers continue to grow – the Postal Service expects to have 20 million subscribers by the end of 2019.

What is the benefit of Informed Delivery to mailers?

The Postal Service allows mailers to add clickable full-color “Ride-Along” ads underneath the mail piece image, giving consumers immediate access to any web content the mailer may have. The mailer also has the option of replacing the black and white image of their mail piece with a full-color Replacement Image. These ads give the mailer another “touch” with their prospects, another brand impression, and an additional response path at a very modest cost.

What Mail Can Use Informed Delivery?

First-Class, Periodicals, and USPS Marketing Mail letters and flats.

Are flats treated differently than letters?

Yes. Because flat sorting equipment doesn’t provide images, Informed Delivery campaigns for flat size mail requires a Representative Image, which is optional on letter-size mail.

What is Direct2Digital ID?

Direct2Digital ID is a service provided by SnailWorks that helps to create Informed Delivery campaigns within the postal system, and provides reporting on the results of the campaign.

How much does it cost?

The Postal Service does not, at this time, charge for Informed Delivery. There is a modest set-up charge for Direct2Digital ID services, but no cost per thousand.

What is the Informed Delivery promotion?

In order to encourage participation, the Postal Service is offering a 2% postage discount on all mailings accompanied by Informed Delivery campaigns. The promotion runs from September 1, 2019 through November 30, 2019.

