Participating in the 2020 USPS Informed Delivery Promotion

Dave Lewis, President

SnailWorks Products

SnailWorks' Mission

Deliver on the promise of innovative Postal Service programs by making them easy to use and making results clear and actionable.
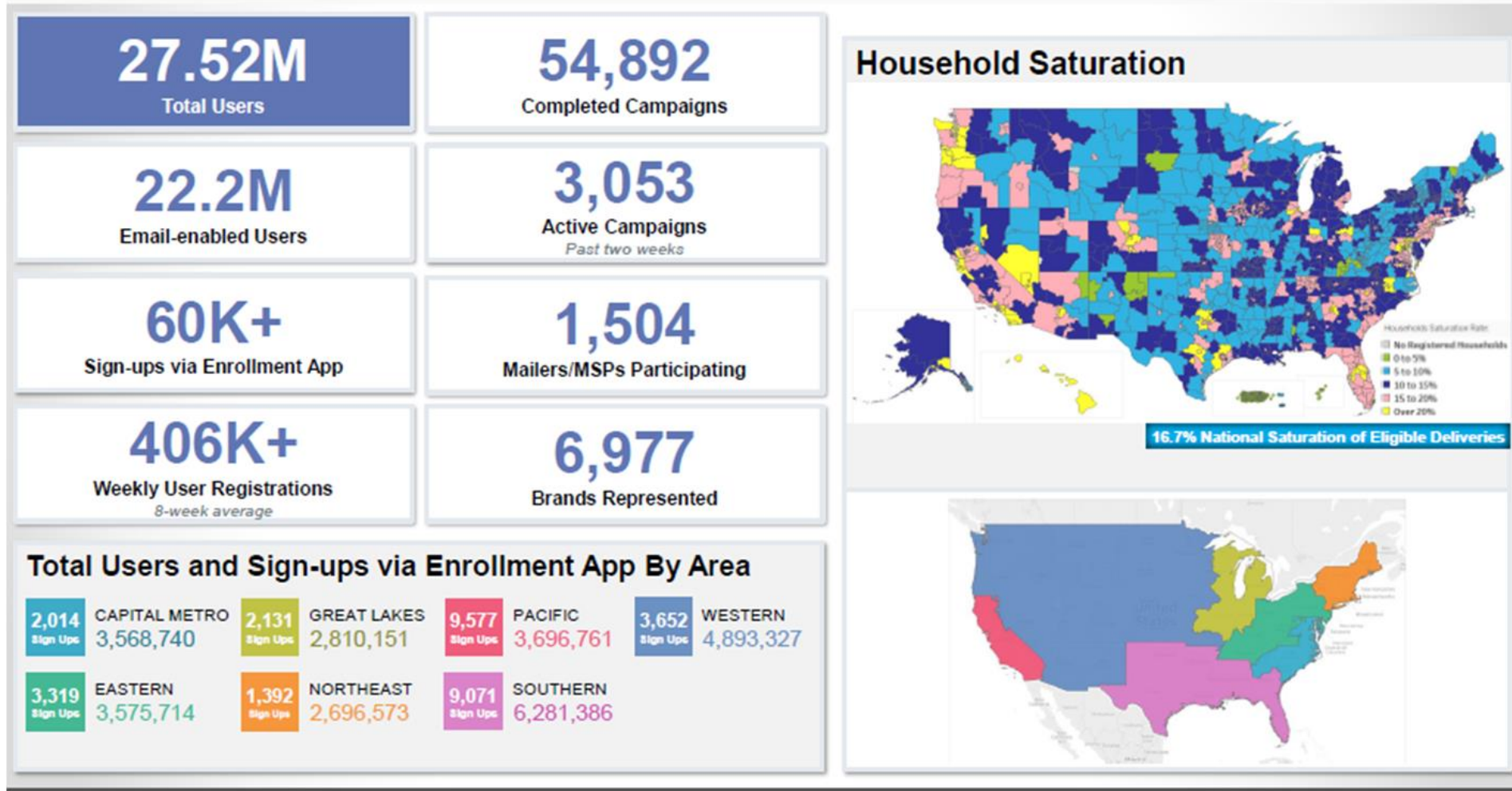
Informed Delivery Solution

Direct2 Digital™ ID

- More than 1,000 Campaigns created

SNAILWORKS
COORDINATED DIRECT MARKETING PLATFORM

Direct2 Digital™ ID

Informed Delivery – The Big Numbers

- Registered Users: ~~17.84~~ 28.23 Million
- Email-Enabled Users: ~~12.92~~ 22.89 Million
- Email Open Rates: 67.2%
- About 1 in 5 eligible households

ID Stats from June 2020

27.52M Total Users	**54,892** Completed Campaigns
22.2M Email-enabled Users	**3,053** Active Campaigns *Past two weeks*
60K+ Sign-ups via Enrollment App	**1,504** Mailers/MSPs Participating
406K+ Weekly User Registrations *8-week average*	**6,977** Brands Represented

Household Saturation

16.7% National Saturation of Eligible Deliveries

Total Users and Sign-ups via Enrollment App By Area

2,014 Sign Ups	CAPITAL METRO 3,568,740	**2,131** Sign Ups	GREAT LAKES 2,810,151	**9,577** Sign Ups	PACIFIC 3,696,761	**3,652** Sign Ups	WESTERN 4,893,327
3,319 Sign Ups	EASTERN 3,575,714	**1,392** Sign Ups	NORTHEAST 2,696,573	**9,071** Sign Ups	SOUTHERN 6,281,386		

SNAILWORKS
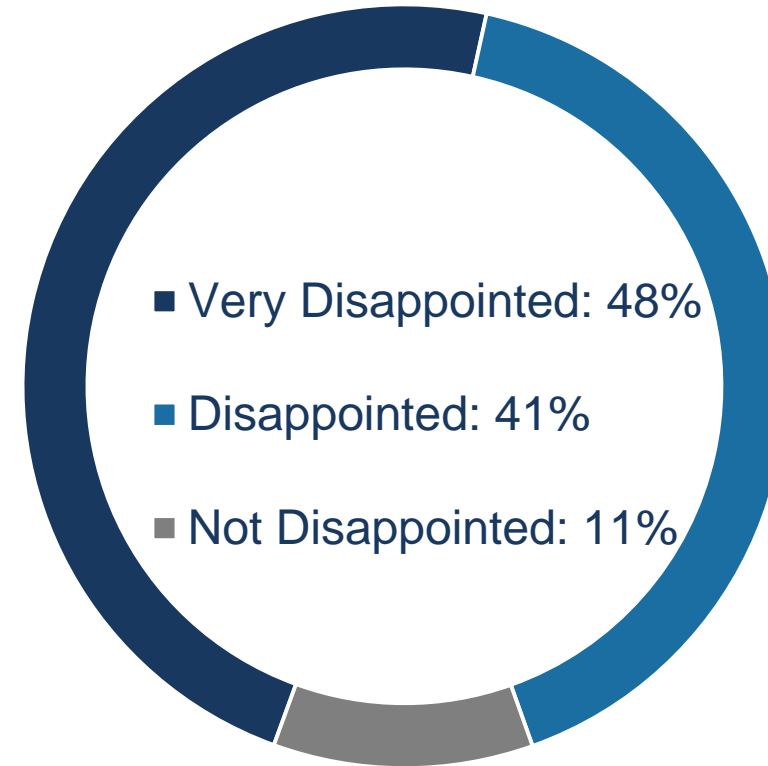COORDINATED DIRECT MARKETING PLATFORM

Direct2 Digital™ ID

Users Rely on Informed Delivery

Informed Delivery users find value in using the feature.

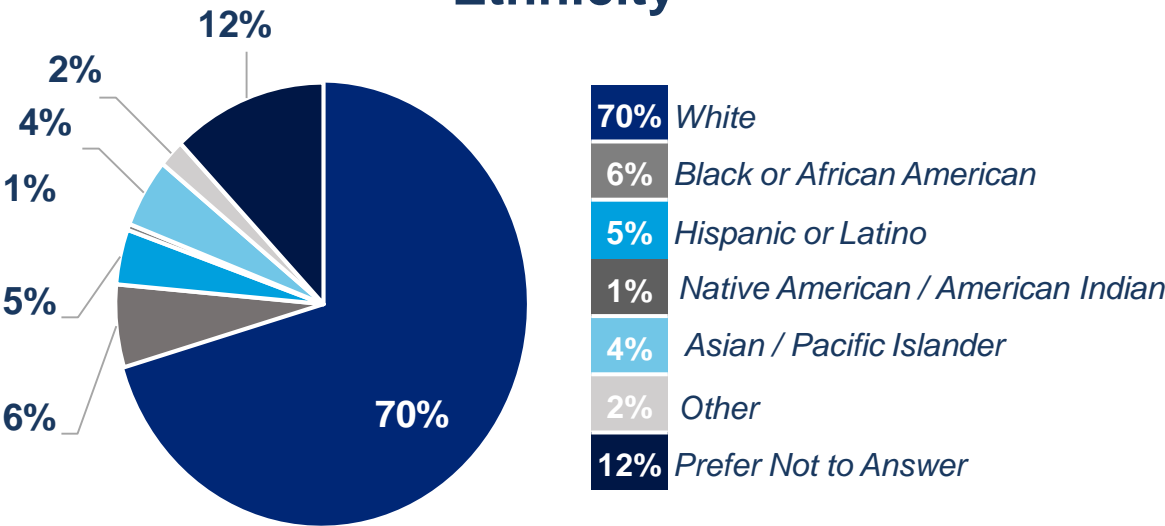How disappointed would you be if you **could not use** Informed Delivery?

- Very Disappointed: 48%
- Disappointed: 41%
- Not Disappointed: 11%

Who are the Users

Informed Delivery users come from a variety of backgrounds.

Gender

41% Male

55% Female

*~4% responded "Prefer Not to Answer"*

Ethnicity

- 12%
- 2%
- 4%
- 1%
- 5%
- 6%
- 70%

70%	*White*
6%	*Black or African American*
5%	*Hispanic or Latino*
1%	*Native American / American Indian*
4%	*Asian / Pacific Islander*
2%	*Other*
12%	*Prefer Not to Answer*

Age

- 18-24: 1%
- 25-34: 8%
- 35-44: 14%
- 45-54: 16%
- 55-64: 24%
- 65+: 31%
- Prefer Not to Answer: 6%
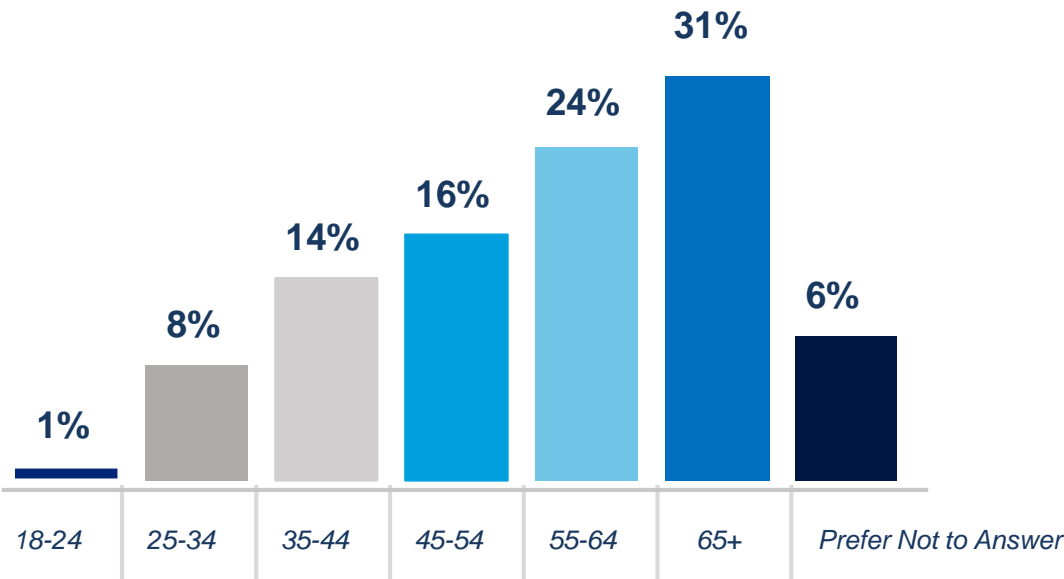
What is the User Response

Users of Informed Delivery are engaged with the feature.
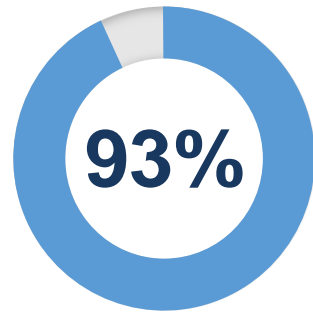
93% are **satisfied or very satisfied** with Informed Delivery
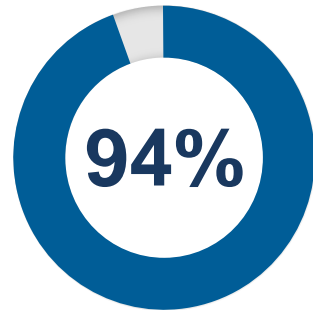
94% would **recommend** Informed Delivery to friends, family, or colleagues

How Users are Viewing their Notifications
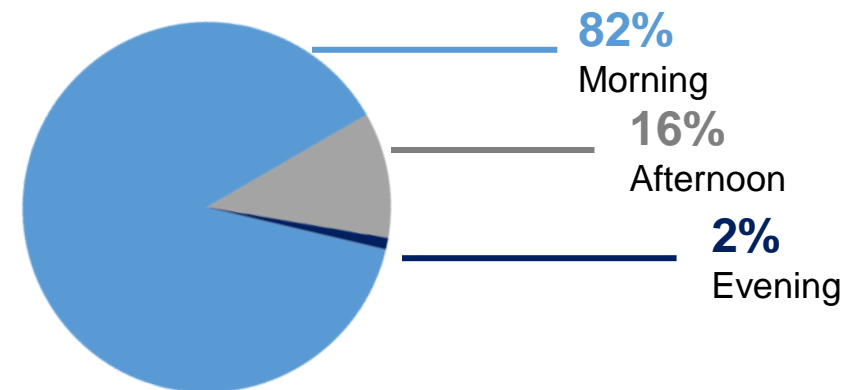
79%
Daily Digest Email

11%
Informed Delivery Dashboard
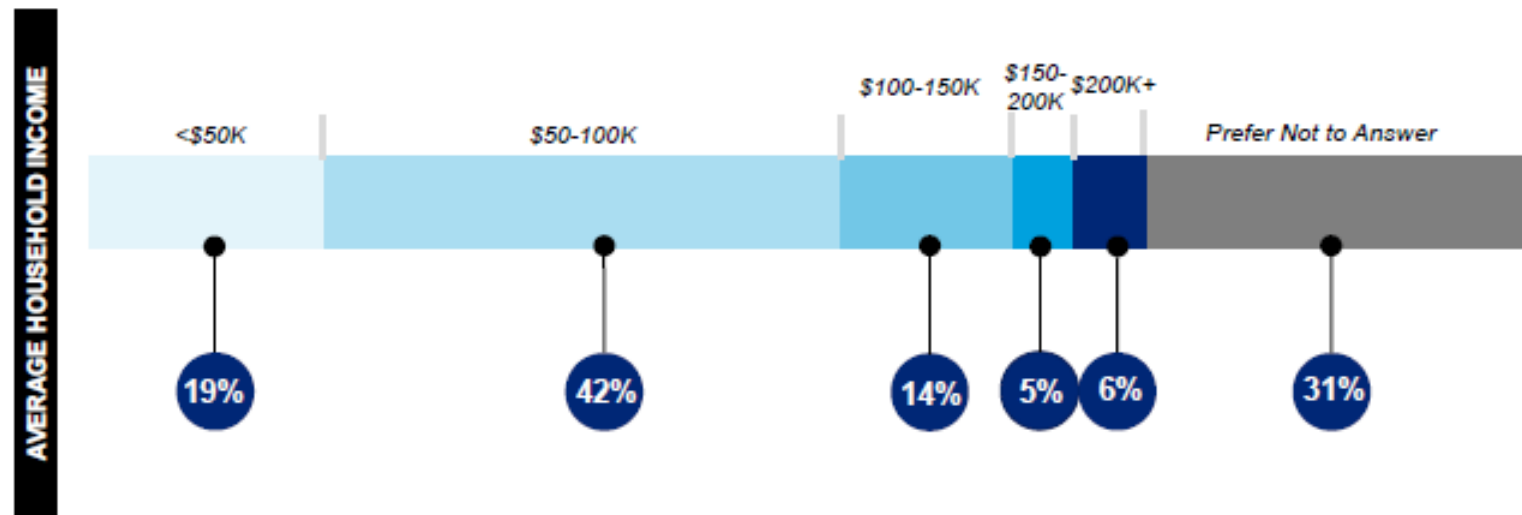
10%
Informed Delivery Mobile App

Time of Day to View

82%
Morning

16%
Afternoon

2%
Evening

ID Income Stats

Informed Delivery®
November 2018 – Aggregated User Survey Results

UNITED STATES POSTAL SERVICE

AVERAGE HOUSEHOLD INCOME

<$50K	$50-100K	$100-150K	$150-200K	$200K+	Prefer Not to Answer
19%	42%	14%	5%	6%	31%

Informed Delivery - November 2018 – Aggregated User Survey Results   16,290 Respondents in 8,430 ZIP Code™ locations

The Why of an Informed Delivery Campaign

- Better Response
- Online Channels
- Control Your Brand
- New Customer Data
- Save Postage

SNAILWORKS
COORDINATED DIRECT MARKETING PLATFORM

Direct2 ID
Digital™

The Elements of an Informed Delivery Campaign

Three Primary Elements

1) Representative Image (Optional)
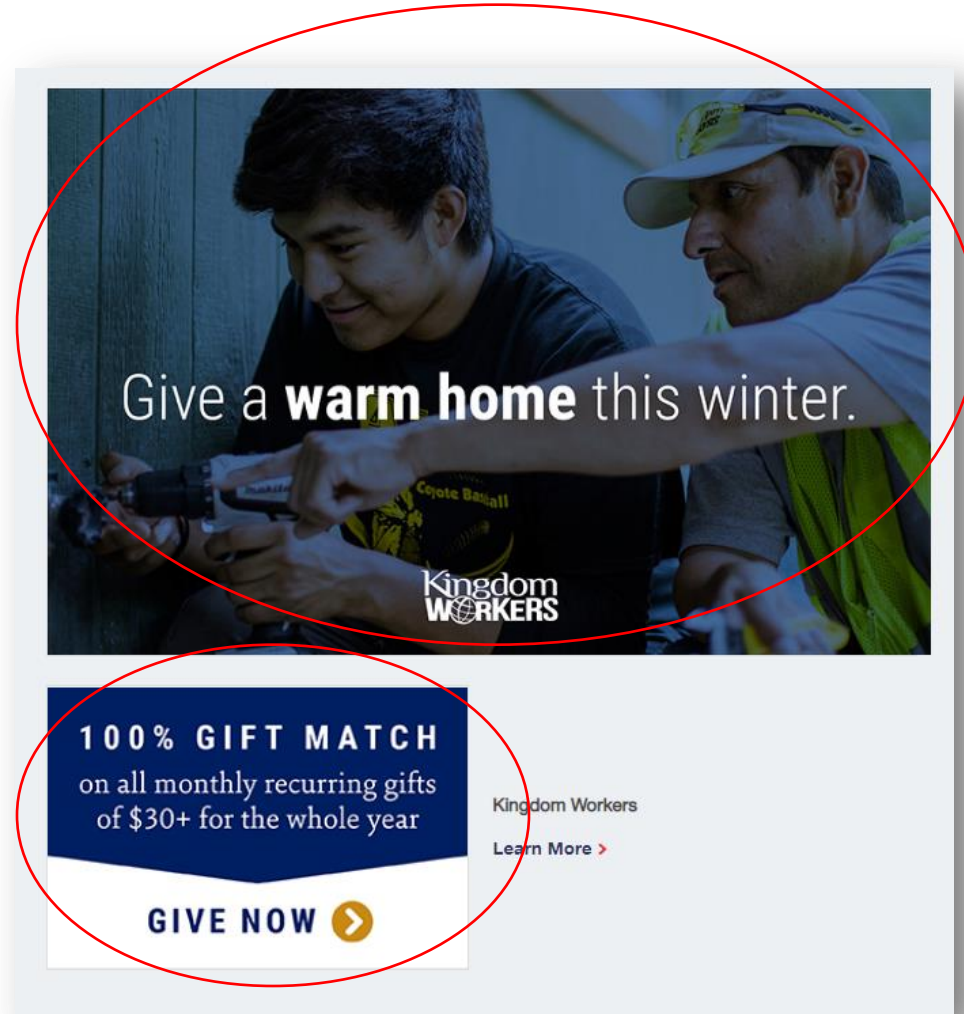
2) Ride-Along Ad (Required)
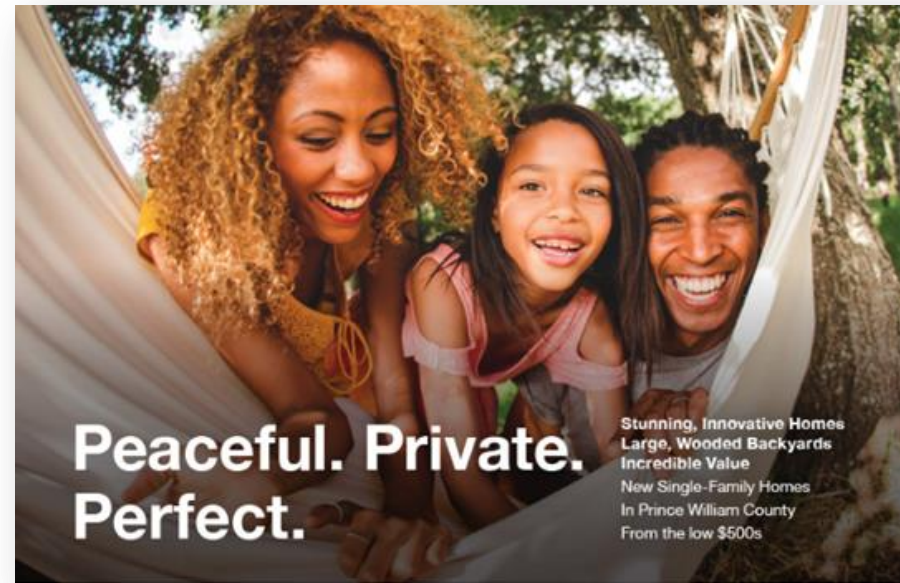
3) Target URL (For Ride-Along) (Required):
https://kingdomworkers.com/give-now/

The Representative Image

- It must "closely resemble" an outside panel of the mail piece
- Back panel is OK
- Can have some variation, but must be "branded and directly related to the mail piece and its contents."
- Size to at least one maximum dimension: 780px width or 500px height
- Orient the same way as mail piece

Examples

Acceptable Representative Images

Learn about **common misconceptions** with **malpractice insurance** in this mailer.

IMPORTANT: Encouragement Card Enclosed

HANDLE WITH CARE

Click below to **KEEP GIRLS SAFE!**

LORD + TAYLOR

STARTS TUESDAY, AUGUST 13

FALL Must-Haves up to **40%** OFF with pass

PLUS use your bonus card on almost everything you need.

Examples

Not Acceptable

Ride-Along Ads

- Must include a prominent Call-to-Action (CTA)
- CTA must occupy 20% of Ride-Along area
- CTA must have clear contrast
- CTA cannot encourage "paperless" options
- Size to at least one maximum dimension: 300px width or 200px height

Examples

Acceptable Ride-Alongs
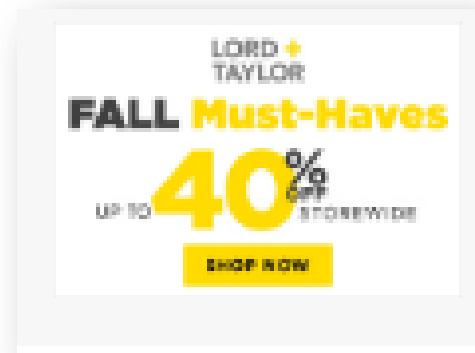
Examples

Not Acceptable Ride-Alongs

Target URL

- Web address for clickers
- Consider offer specific/version specific
- Must be secure page:
    - https:\\   NOT http:\\
- Prospects will not see URL, so long name is OK

Creating a Campaign

- PostalOne! Or Business Customer Gateway?

- Job-Based, or MID-Based?
  - Job-based: A range of serial numbers
    - Multiple versions require multiple campaign set-ups
    - Only those serial numbers will see ad
    - Great for most campaigns – 97% of campaigns are job-based
  - MID-Based: All pieces with MID get ad
    - Simple to create
    - Difficult to match back for measurement
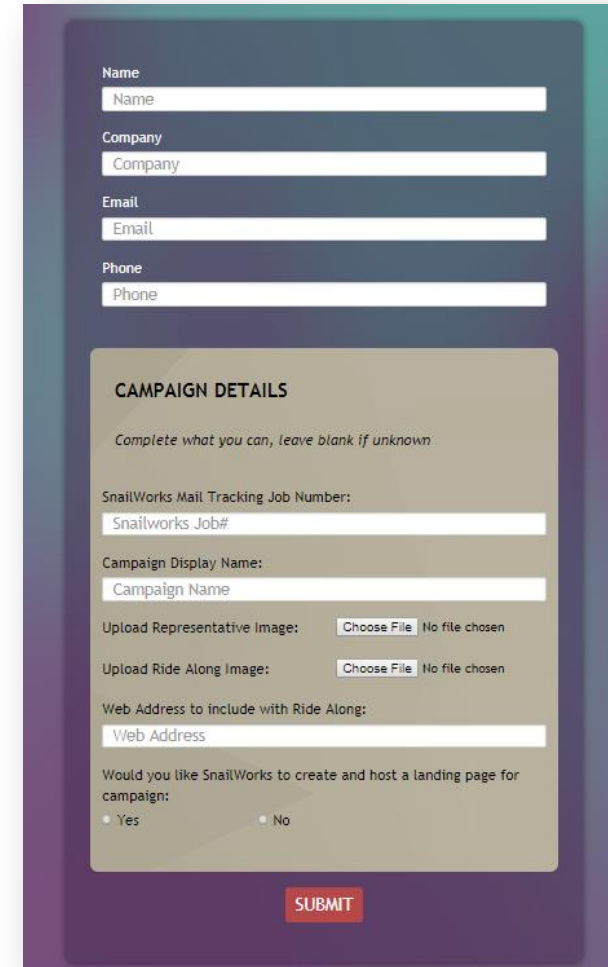   - Great for invoices, notices, "daily" mail

*The Direct**2**Digital **ID Process***

- Gather your resources
  - A web site URL to direct your prospects to
  - Two images:
    - A representative image (optional)
    - A ride-along ad

123 Canal Street
Punta Gorda, FL 33955
Waterfront Living - $519,900

The Direct2Digital ID Process

Complete an order form:

Name

Name

Company

Company

Email

Email

Phone

Phone

CAMPAIGN DETAILS

Complete what you can, leave blank if unknown

SnailWorks Mail Tracking Job Number:

Snailworks Job#

Campaign Display Name:

Campaign Name

Upload Representative Image: Choose File | No file chosen

Upload Ride Along Image: Choose File | No file chosen
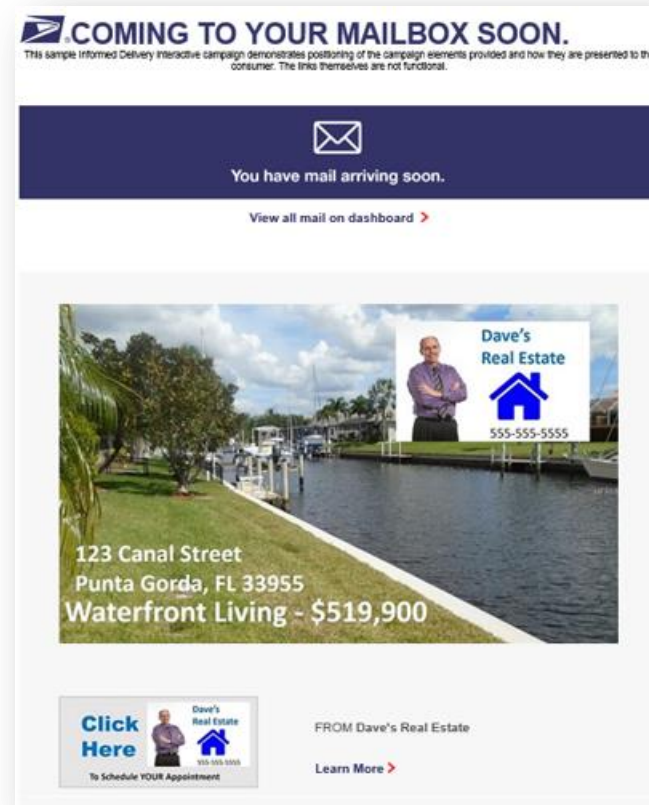
Web Address to include with Ride Along:

Web Address

Would you like SnailWorks to create and host a landing page for campaign:
○ Yes   ○ No

SUBMIT

*The Direct**2**Digital **ID Process***

Approve the ad proof:

The Direct2Digital ID Process

…and mail it!

Ads will deliver as your mail delivers.

The Direct2Digital ID Process

After campaign completes, view and evaluate reports
Summary:

Campaign(s) for Job June 2020 C3 Low/Mid Appeal											
			Subscribers		Emails Sent		Emails Opened		Emails Clicked		
Campaign Code	Campaign Title	Mailed Quantity	Quantity	%	Quantity	%	Quantity	%	Quantity	%	
· June 2020 C3 Low/Mid Appeal P2	- 275692	102,610	19,424	18.93%	15,945	15.54%	6,840	42.90%	39	0.20%	
· June 2020 C3 Low/Mid Appeal P1	- 275692	173,066	34,355	19.85%	28,459	16.44%	12,679	44.55%	68	0.20%	
Totals:		275,676	53,779	19.51%	44,404	16.11%	19,519	43.96%	107	0.20%	

Campaign Details

Detail Reporting

Informed Delivery Campaign Detail

Campaign Details for Job FWA June Renewal 6								
First Name	Middle Name	Last Name	Full Name	Company	Zip	Campaign Title	Brand Name	Delivery Date
C								30-6-2020
M								30-6-2020
A								30-6-2020
M								30-6-2020
E								30-6-2020
J								29-6-2020
J								29-6-2020
J								30-6-2020
S								29-6-2020
M								29-6-2020
D								30-6-2020
L								30-6-2020
C								30-6-2020
H								30-6-2020
A								30-6-2020
C								01-7-2020
J								01-7-2020
F								01-7-2020
C								02-7-2020
J								01-7-2020
M								01-7-2020
V								01-7-2020
E								01-7-2020
J								01-7-2020
N								01-7-2020

Delivery Date	Emails	Opens	Non- Emails	Clicks	> 10
30-6-2020	0	0	0	0	0
30-6-2020	1	1	0	0	0
30-6-2020	1	0	0	0	0
30-6-2020	1	0	0	0	0
30-6-2020	0	0	0	0	0
29-6-2020	1	1	0	0	0
29-6-2020	1	1	0	0	0
30-6-2020	0	0	0	0	0
29-6-2020	1	1	0	0	0
29-6-2020	0	0	0	0	0
30-6-2020	1	0	0	0	0
30-6-2020	0	0	0	0	0
30-6-2020	1	0	0	0	0
30-6-2020	0	0	0	0	0
30-6-2020	0	0	0	0	0
01-7-2020	2	0	0	0	0
01-7-2020	1	1	0	0	0
01-7-2020	1	1	0	0	0
02-7-2020	1	0	0	0	0
01-7-2020	1	1	0	0	0
01-7-2020	1	1	0	0	0
01-7-2020	0	0	0	0	0
01-7-2020	0	0	0	0	0
01-7-2020	1	1	0	0	0
01-7-2020	0	0	0	0	0

USPS Informed Delivery Promotion

- Registration opened July 15, 2020
- Promotion runs September 1, 2020 – November 30, 2020
  - All dates must be after September 1 and no later than November 30
  - Mail submission, drop ship induction – all dates!
- Discount – 2% off postage for mailed amount
- Discount taken at time of mailing
- Eligible mail:
  - First Class automation letters, postcards, and flats
  - USPS Marketing Mail automation letters and flats
  - Nonprofit USPS Marketing Mail automation letters and flats

USPS Informed Delivery Promotion

- What is NOT eligible:
  - Non-automation mail
  - Carrier Route <u>saturation</u> rate mail (flats)
  - Carrier-Route 5-Digit Pallets flats
  - DDU (Destination Delivery Unit) flats
  - EDDM
  - DAL (detached address label)/ Detached Marketing Label Flats
  - Business-to-Business or Business-to-institution/Campus mailings
  - Parcels / Priority Mail

USPS Informed Delivery Promotion

The promotion process – 5 Steps

- Register for promotion in Business Customer Gateway (BCG) – mail shops register
- Go through approval process
- Create ID campaign in Mailer Campaign Portal (MCP)
- Create appropriate eDocs with mailing
- Provide sample mail piece with mailing (and hold a copy for yourself for one year)

Registering in the BCG

- Access through Gateway
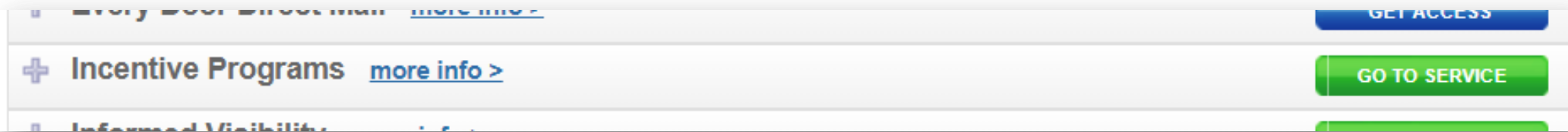
- Register with appropriate MID's, CRID's
- Registration can be done through Mail Service Provider

In the BCG

Create an ID Campaign Through Portal

- SnailWorks *Direct2Digital ID* is the easy way to do this
- Otherwise, access ID Mailer Campaign Portal through BCG
- MUST be finalized by noon the day before the Mailing Date

The Approval Process

- Ride-Along Image is required for all campaigns. A JPEG or PDF of the Ride-Along must submitted for approval;

- Representative Image is required for flats mailings, and optional for letter-size. IF a Representative Image is used, a JPEG or PDF of the Representative Image AND and JPEG or PDF of both sides of the mail piece must be submitted for approval;

- Approval is required before mailing. A response is "typically" provided within four (4) business days;

- Allow Big Hunks of time for approvals!

It's Never Too Early for Approval!

- If you have an ad designed, and a campaign title, you can get it approved way ahead of time;

- Details of the campaign need to be in by noon the day before mailing

- You can continue to manipulate other aspects – list, creative – up until then

Getting Your Ad Approved

- Approvals sent to
  Promotion-InformedDelivery@usps.gov
- Start early
- Get the elements right

The Representative Image

- It must "closely resemble" an outside panel of the mail piece

- Back panel is OK

- Can have some variation, but must be "branded and directly related to the mail piece and its contents."

- Size to at least one maximum dimension: 780px width or 500px height

- Orient the same way as mail piece

The Representative Image

OK

More OK

The Representative Image

NOT OK
unless back
of mail
piece!

Mail Piece Image

- You will need to send an image of both sides of the mail piece if you include a representative image
- Not required for ride-along only campaigns

Ride-Along Ads

- Must include a prominent Call-to-Action (CTA)
- CTA must occupy 20% of Ride-Along area
- CTA must have clear contrast
- CTA cannot encourage "paperless" options
- Size to at least one maximum dimension: 300px width or 200px height
- Must be "clickable" – have a URL

Ride-Along Ads

These are all OK

Ride-Along Ads

Probably NOT OK

Acceptable Calls-To-Action

- Manage account
- View account
- Click here to donate
- Get 25% off
- Claim your free gift
- Download the app here
- Earn 1.5% cash back

Unacceptable Calls-To-Action

- Go paperless
- Go Green
- Pay Online
- Donate Online
- Last Minute Offer
- Additional Deals

Landing Page/Link

- USPS will test link as part of approval process
- Landing page must be secure: HTTPS
- Landing page cannot require an email to move on
- Pop up asking for email cannot appear
- Any pop up must have a clear "X" to close it
- This really can't be an email gathering campaign

Create Appropriate eDocs With Mailing

- Mailings must be submitted electronically

- In mail.dat, the Component Characteristics Record must be populated with "PI" for 2020 Informed Delivery Promotion

- Need to claim promotion in "Incentive Claimed" section on electronic postage statement

- Campaign must be open at least 4 days after First-Class mailing, and 9 days after USPS Marketing Mail mailing

Provide Mail Piece Sample with Mailing

- Submit with mailing at BMEU
- Seamless mailings can mail in samples

USPS Checklist

Appendix A: Informed Delivery Promotion Check List

Complete each step below to claim the 2020 Informed Delivery Promotion discount:

☐ Review resources on the Informed Delivery for Business Mailers website
(usps.com/informeddeliverycampaigns).

☐ Complete the 2020 Informed Delivery Promotion registration on the BCG.

☐ Submit a JPEG or PDF of the following information to the Promotion Office email
(Promotion-InformedDelivery@usps.gov) and reference the **campaign brand display name(s)** in the email
subject line:

    ☐ Campaign Ride-along Image with a clear Call-to-Action

    If using a Representative Image, in addition to the Ride-along image, you must also provide:

        ☐ Image of the Informed Delivery mailpiece outside panels (address and non-address side) clearly
identified.

        ☐ The Representative Image, which must include a close representation of the outer envelope or
exposed panel portion of the physical mailpiece.

    ☐ Receive approval from the Promotion office prior to mailing

☐ Verify that the Mail date is within the Informed Delivery Interactive Campaign Start/End date and the
campaign is in a Submitted status at the time of the mailing/ "Ready to Pay" submission (review Section 5 for
detailed instructions)

☐ Create the Postage Statement which includes the following information for the Informed Delivery mailpieces:
    a. Informed Delivery Promotion Component Characteristics Record (CCR) file "PI"
       (Mail.dat/Mail.XML)
    b. MIDs and IMb Serial Number Ranges

☐ Provide hard copy mailpiece(s) to BMEU personnel at the time of the mailing

NOTE: The discount must be claimed at the time of the mailing during the Promotion period and cannot be
rebated after the Promotion closes.

Some General Advice

- Don't wait until promotion period to start using Informed Delivery – get some experience

- You are safer creating campaigns through the portal

- Make sure your mail service provider is clear on the process before submitting campaign

- Commingled mail will qualify, but your commingler has to participate. Be prepared to share discount.

- Use offer-specific URLs

- Don't just do it for the discount. Make sure to test and leverage all the benefits of Informed Delivery

What's New This Year?

- Basic rules are the same as 2019
- More stringent enforcement of "no diversion from the mail" rules
- The Postal Service has made it clear that they can go back after the fact and take back discounts for campaigns that did not meet requirements

SNAILWORKS
COORDINATED DIRECT MARKETING PLATFORM

Direct2 ID
Digital™

Resources

www.D2DID.com

Postalpro.USPS.com/2020_Informed_Delivery_requirements

Thank You!!

Questions??

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