



PARTICIPATING IN THE 2021 INFORMED DELIVERY PROMOTION

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SNAILWORKS SERVICES



MAIL TRACKING *SERVICES*

INFORMED DELIVERY *ADVERTISING*

DIGITAL MARKETING *SUPPORT*

POLITICAL MAIL *TRACKING*

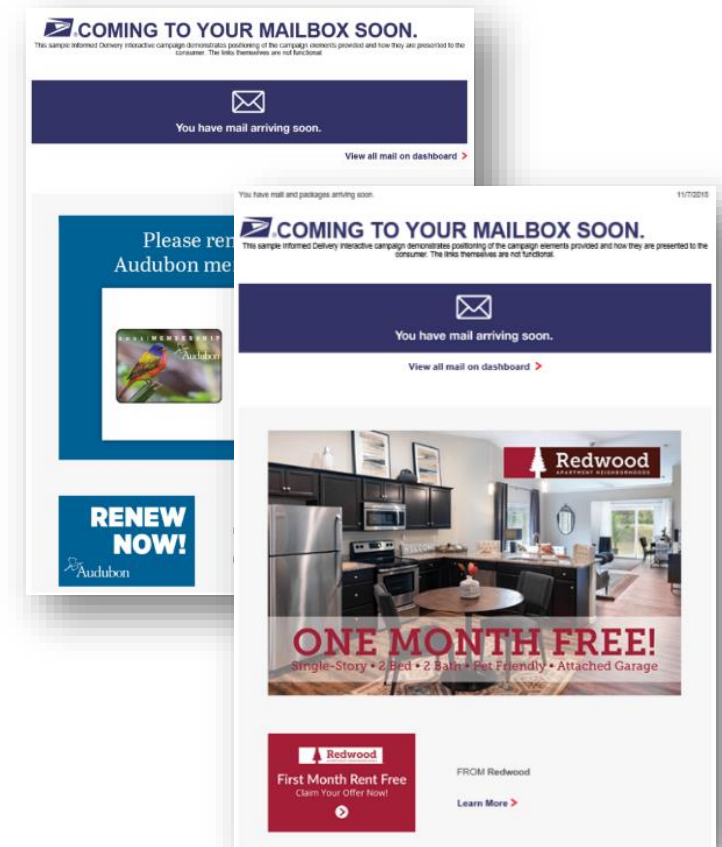
WHAT IS INFORMED DELIVERY?

- A consumer facing USPS service
- USPS sends black and white images of the day's mail to consumers before the mail is delivered
- These images are captured from barcode sorting equipment at the Postal Service
- Flat-Size mail is a different process – mailer must provide image
- **Mailers can add and replace images**



INFORMED DELIVERY IS POPULAR

- More than 40 million subscribers
- More than 33 million email subscribers
- More than 1 in 5 households subscribe
- More than 2,169 mailers enrolled
- More than 5,649 active campaigns at any time



THE WHY OF AN INFORMED DELIVERY CAMPAIGN

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

WHO IS USING INFORMED DELIVERY?

Retail Advertisers
Nonprofits
Insurance/Financial
Education
Everyone!

2020
NOVEMBER 16 through DECEMBER 24
save 20% on gift cards when you purchase, \$250 or more
cooperspa.com/Holiday | 972.392.7729
50 COOPER AEROBICS CELEBRATES 50 YEARS IN 2020. Visit us online for weekly specials.

FROM Cooper Spa
Learn More

BET THE BIG GAME @ MONMOUTH PARK
SUNDAY, FEB. 3

CAN'T MAKE IT TO THE SPORTS BOOK?
DOWNLOAD THE APP
Use Promo Code: MONMOUTHMP to BET

DOWNLOAD THE APP
Use Promo Code: MONMOUTHMP to BET \$50

GET EXCEPTIONAL OFFERS ON SELECT LAND ROVER VEHICLES

OWN THE ADVENTURE SALES EVENT

SEE OFFERS

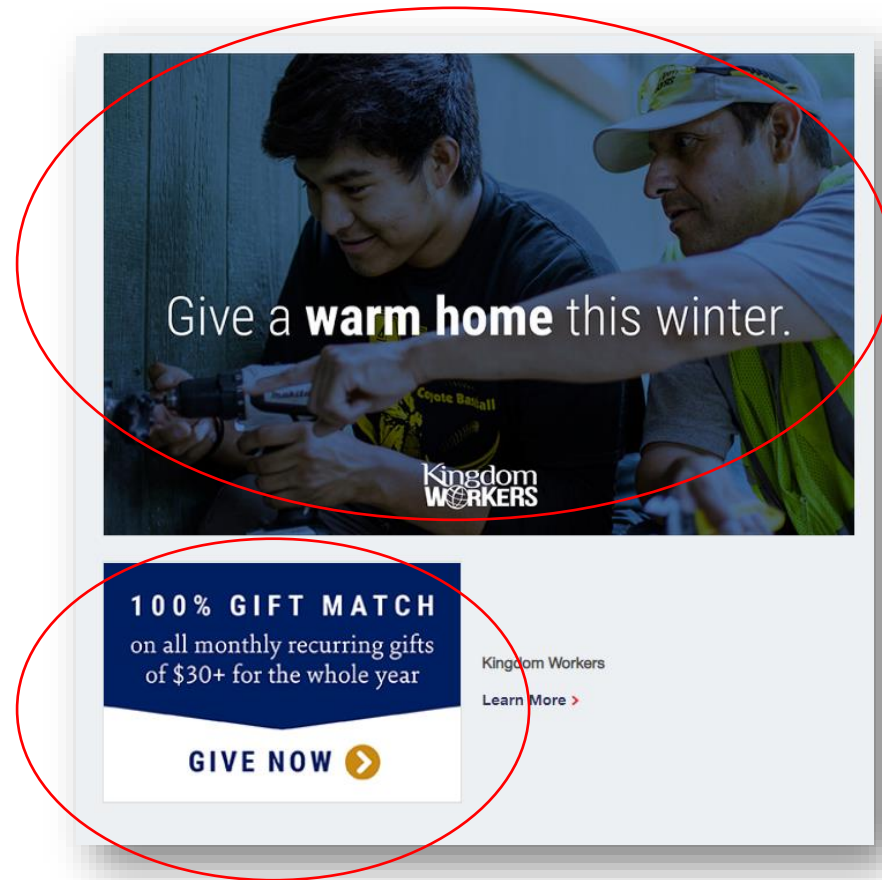
A photograph of two business professionals in an office setting. On the left, a man with a beard and glasses, wearing a light grey suit, is looking towards the right. In the center, a woman with dark, wavy hair, wearing a dark blue blazer over a white shirt, is holding a light blue tablet and pointing at it with a black pen. To her right, another person's hand is visible, pointing at a laptop screen. The background is a bright, out-of-focus office environment.

The Elements of an Informed Delivery Campaign

THREE PRIMARY ELEMENTS

1)

Representative
Image
(Optional)



3) Target URL (For Ride-
Along)
(Required):

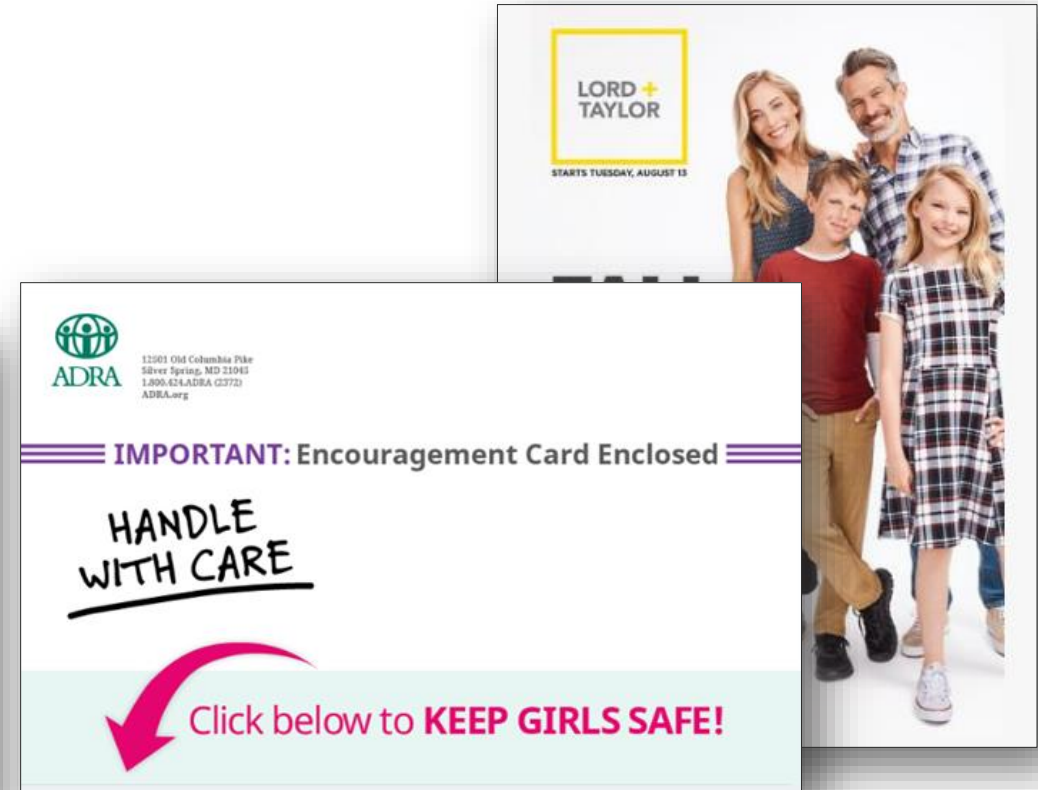
<https://kingdomworkers.com/give-now/>

2) Ride-Along
Ad
(Required)

THE REPRESENTATIVE IMAGE

- It must essentially be an outside panel of the mail piece
- Back panel is OK
- The address block can be replaced with a message or image
- Images can be added that enhance the ride-along
- Light images must have a black border
- Orient the same way as mail piece

ACCEPTABLE REPRESENTATIVE IMAGES



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
- Must include target URL

ACCEPTABLE RIDE-ALONGS



NOT ACCEPTABLE RIDE-ALONGS

CLICK HERE

FOR A LIMITED TIME ONLY GET

\$50 CASH WHEN YOU OPEN A CHECKING ACCOUNT WITH MCU!

Be eligible for \$50 cash when you...

- ✓ Open a Checking Account with Mastercard Debit
- ✓ Set up one recurring Direct Deposit or Auto Payment
- ✓ Sign up for eStatement

**MOUNTAIN**
CREDIT UNION

Offer valid through 12/31/18. \$50 cash bonus for new members opening a checking account within 60 days of opening and after all requirements are met. Offer requires activation for one year in Mountain Credit Union. \$50 cash bonus available for new members only. See website for details. Offer ends 12/31/18. ©2018 Mountain Credit Union. All rights reserved.

WALHAVEN
AT **KINGSTOWNE**

GET
EMPOWERED

WITH BROOKFIELD RESIDENTIAL

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
- Cannot require email address to access site

CREATING A CAMPAIGN

- Gather your resources

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

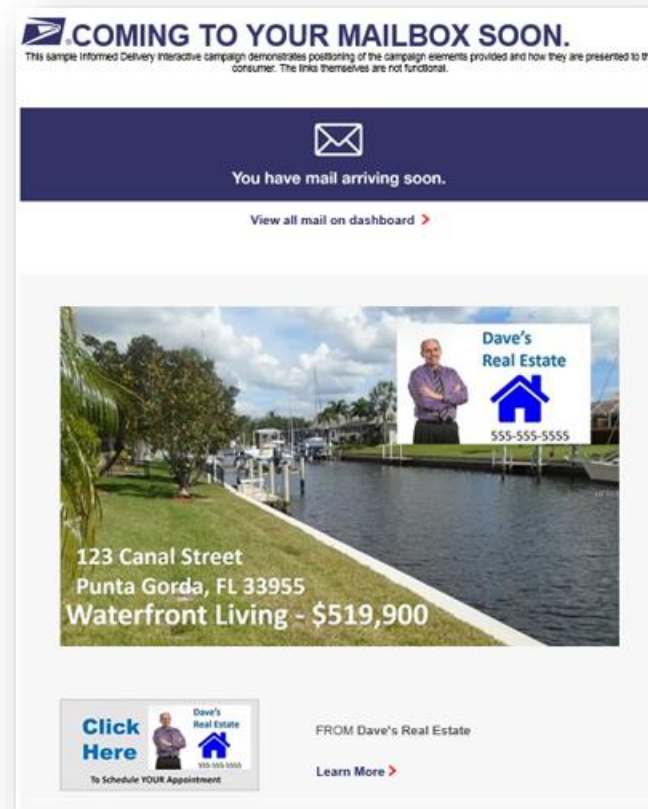


- Upload to SnailWorks or USPS



CREATING A CAMPAIGN

Approve the ad proof:



INFORMED DELIVERY REPORTING

After campaign completes, view and evaluate reports

| Campaign(s) for Job June 2020 C3 Low/Mid Appeal | | | | | | | | | |
|---|----------------|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|
| Campaign Code | Campaign Title | Mailed Quantity | Subscribers | | Emails Sent | | Emails Opened | | Emails Clicked |
| | | | 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% | 1 |
| June 2020 C3 Low/Mid Appeal P1 | - 275692 | 173,066 | 34,355 | 19.85% | 28,459 | 16.44% | 12,679 | 44.55% | 1 |
| Totals: | | 275,676 | 53,779 | 19.51% | 44,404 | 16.11% | 19,519 | 43.96% | 2 |

Campaign Details

| 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 |

KEEP IN MIND

- B2B mail does not yet work with ID
- It's OK to run a Ride-Along only. USPS ~~says~~ said it gets better clicks
- Lots of enhancements ahead – variable images, variable URL's, B2B, more subscribers

A young woman with dark hair, wearing glasses and a white button-down shirt, is smiling broadly. She is holding a black pen in her right hand. To her right is a large whiteboard. The background consists of vertical grey panels.

THE 2021 INFORMED DELIVERY PROMOTION

USPS INFORMED DELIVERY PROMOTION

- Registration opens July 15, 2021
- Promotion runs September 1, 2021 – November 30, 2021
 - 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 Mail automation letters, postcards, and flats
- USPS Marketing Mail automation letters and flats
- Nonprofit USPS Marketing Mail automation letters and flats
- OMAS and Official Government mail

USPS INFORMED DELIVERY PROMOTION

- What is **NOT** eligible:
 - Non-automation mail
 - Carrier Route saturation rate mail (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)

CREATE AN ID CAMPAIGN THROUGH THE MCP

- SnailWorks 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 be 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 a JPEG or PDF of both sides of the mail piece must be submitted for approval;
- You must also include a LIVE link to the web site linked to in the ride-along

THE APPROVAL PROCESS

- Approval is required before mailing. A response is “typically” provided within four (4) business days;
- Stringent enforcement
- Allow Big Hunks of time for approvals!

LANDING PAGE LINK

- USPS will test link as part of approval process
- 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

IT'S NEVER TOO EARLY FOR APPROVAL!

- If you have an ad designed, and a campaign title, you can submit art, URL, and Campaign Title and get it approved way ahead of time;
- Web page **MUST** be live
- Details of the campaign need to be in by noon the day before mailing
- You can continue to manipulate list up until then

CREATE APPROPRIATE EDOCS WITH MAILING

- Mailings must be submitted electronically
- In mail.dat, the Component Characteristics Record must be populated with “PI” for 2021 Informed Delivery Promotion
- Need to claim promotion in “Incentive Claimed” section on electronic postage statement
- Mail must deliver during campaign window

PROVIDE MAIL PIECE SAMPLE

- Unaddressed samples
- Submit with mailing at BMEU
- Seamless mailings can mail in samples
 - See page 5 - 2021 Promotion General Participation Guide

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 must 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?

- Time frame – must deliver during campaign window
- Stricter auditing
- Initial registration at least 2 hours before first submission
- Representative image must be outlined if light
- Be aware that during the audit process, which is conducted during and after the promotion period has ended, it is discovered that a campaign was not authorized to claim the promotion discount, a campaign was mailed prior to receiving authorization to claim the promotion discount or the approved campaign elements were changed, edited or altered, the USPS reserves the right to pull any discount claimed and **remove the mailer and/or MSP from participating in any USPS Mailing Promotions.**



Registering for Informed Delivery Postal Incentive Program

Registering in the BCG


BUSINESS CUSTOMER GATEWAY Home Hello Karen!

Mailing Services Shipping Services HCR Services Additional Services Alerts Pending Requests Manage Account USPS.com Help

Mailing Services

Mailing services help you deliver letters and flat mail pieces.

Mailing online services will help you manage day-to-day activities from design and preparation of your mail to tracking your mailings in the mail stream. The services currently available are listed below. You may access services directly from here that you have been approved for and request access to those you do not.



| | |
|--|-------------------------------|
| Automated Business Reply Mail more info > | Go to Service |
| Balance & Fees (PostalOne!) more info > | Go to Service |
| Customer Label Distribution System (CLDS) more info > | Go to Service |
| Customer/Supplier Agreements (CSAs) more info > | Get Access |
| Dashboard (PostalOne!) more info > | Go to Service |
| Electronic Data Exchange (PostalOne!) more info > | Go to Service |
| Every Door Direct Mail more info > | Go to Service |
| Incentive Programs more info > | Go to Service |

Registration starts July 15



Scroll to 2021 Informed Delivery

technologies like mixed reality and integration with voice assistants. This strategy provides substantial advantages and opportunities for the integration of innovation in the mail now and in future years.

2021 Informed Delivery Promotion

The Informed Delivery® Promotion offers a 2% discount on postage for business mailers who sign up for Informed Delivery and launch an Informed Delivery Interactive campaign associated with mailpieces entered through a BMEU.



2021 Informed Delivery Promotion This program is not available for enrollment [Back to Incentives Home](#)

- Program Summary
- Program Assistance

2021 Informed Delivery Promotion Overview

In an effort to increase the adoption rate of Informed Delivery the USPS is offering a 2% discount on postage for business mailers who leverage Informed Delivery to reach their target audience through the Informed Delivery digital channel.

2% of eligible postage. The discount is calculated in *PostalOne!*® and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.

Supporting Documents:
[2021 Informed Delivery Promotion Requirements.pdf](#)

► [Show Additional Information](#)

Registration starts July 15



Review and Update Your Contact Information

Program Summary Provide an alternate contact for promotion specific matters. The Program Office will contact the alternate event you are unavailable.

Additional Contact Information
Complete

Alternative Primary Contact Information (Required)

| | |
|-------------------|-----------------------|
| Country:* | UNITED STATES |
| Name:* | Dave Lewis |
| Address 1:* | 4510 Buckeystown Pike |
| Address 2: | Sutie M |
| City:* | Frederick |
| State:* | MARYLAND |
| ZIP/Postal Code:* | 21704 |
| Phone Number:* | (301)924-4545 |
| Ext: | |
| Email:* | dlewis@snailworks.com |
| Fax Number: | |

Locations
Complete

Payment Accounts
Incomplete

Program Assistance

Technical Contact Information (Optional)

| | |
|------------------|---------------------------|
| Country: | UNITED STATES |
| Name: | |
| Address 1: | |
| Address 2: | |
| City: | |
| State: | --Please Select a State-- |
| ZIP/Postal Code: | |
| Phone Number: | |
| Ext: | |

Registration Must Be complete At Least 2 Hours Prior to First Mailing



Review and Update Payment Accounts

Locations
Complete

Payment Accounts
Incomplete

Program Assistance

1. Log out by selecting the **LOG OUT** link on the top right corner of the page.
2. Close your browser completely (i.e., Close all windows and/or tabs).
3. Log back into the **Business Customer Gateway** and navigate to the Incentive Program service by selecting the Incentive Programs link.
4. Navigate to the Locations tab. Under the Enrollment Method column, verify the word "Online" displays for the newly added location.

For more information regarding the data in the columns, place your cursor over the column title.

Per Page: 20 ▼

Filter Available Locations ▼ by Address ▼ for

Filter

Clear Filter

Available Company Locations:

Showing 1 - 1 of 1

| Company | CRID ? | MSP Designation | Address | Enrollment Method | Enrollment Date | Change MSP Designation |
|------------|---------|-----------------|---|-------------------|-----------------|------------------------|
| SnailWorks | 6179657 | YES | 4510 BUCKEYSTOWN PIKE STE M FREDERICK MD | Online | 07/15/2019 | Edit |

Export options: CSV | Excel | XML | PDF

Registration Must Be complete At Least 2 Hours Prior to First Mailing



Review and Update CRID/MID Information

Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

1. Return to the BCG homepage.
2. Select the Manage Permits link (under Account Services).
3. Select which location you want to link the permit to (click the company name associated to the location).
4. Navigate to Payment/Permit Accounts Tab.
5. Enter the four pieces of information precisely: 1) Account Number, 2) Account Type, 3) Post Office ZIP Code where you opened your permit and, 4) One of ten of the most recent transactions.

After successful authentication, the permit account will be linked to the selected business location and will be visible on this tab.

Once your permit has been linked, go back to the Incentive Programs service from your homepage, navigate back to this tab and ensure that all your permits are listed below. Otherwise, wait up to 30 minutes before using that permit account in the electronic documentation.

Filter by for

Eligible Permits:

Showing 0 - 0 of 0

| CRID ? | Permit Account Number | Permit Type | Permit Number | Finance Number | Permit ZIP | PO Address |
|---------------------------|-----------------------|-------------|---------------|----------------|------------|------------|
| Nothing found to display. | | | | | | |

Click "I Agree" And
You Are
Registered!



RESOURCES

- Postal Pro – [Postalpro.usps.com](https://postalpro.usps.com)
- SnailWorks – www.SnailWorks.com

Questions??



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www.SnailWorks.com

kbartram@SnailWorks.com