

INFORMED DELIVERY

PROGRAM OVERVIEW

The United States Postal Service (USPS) continues to invest in digital technology to improve their ability to provide enhanced services to both senders and receivers of mail. One of their latest fruits of that investment is a new service they have rolled out, called USPS *Informed Delivery*.

91%

of pilot users surveyed reported that they were satisfied or very satisfied.

9 out of 10

say they would recommend Informed Delivery to a friend.

88%

of users check their Informed Delivery notification every day or almost every day.

Source: USPS

Compu-Mail is partnering with the USPS to find a mailer that would like to work on a trial for Informed Delivery with dynamic banners to increase response.

Call me at 716-775-8001 or email me at marketing@compu-mail.com if you would like to learn more.

By 8AM, *Informed Delivery* subscribers already know what will be in their mailbox later that day.

The USPS introduced *Informed Delivery* to allow mail recipients to see grayscale images of their mail, made available through a daily email feed or an online dashboard. The USPS is also giving marketers the opportunity (at no additional cost) to supplement or even replace the gray scale image with a more compelling full color image.

This image doesn't have to be from the physical mail piece, and looks much like a banner ad. In addition, marketers can include URLs that redirect to any website, landing page or social media site so recipients can take action right there, streamlining the user experience.

Grayscale scan of mailpiece

Informed Delivery Daily Digest
Today at 7:57 AM



Full color image and URL

Informed Delivery Daily Digest
Today at 7:34 AM



Start previewing your own mail:

<https://informeddelivery.usps.com/box/pages/intro/start.action>

#MailedIt


Compu-Mail