



USPS® Delivers the Customer Journey

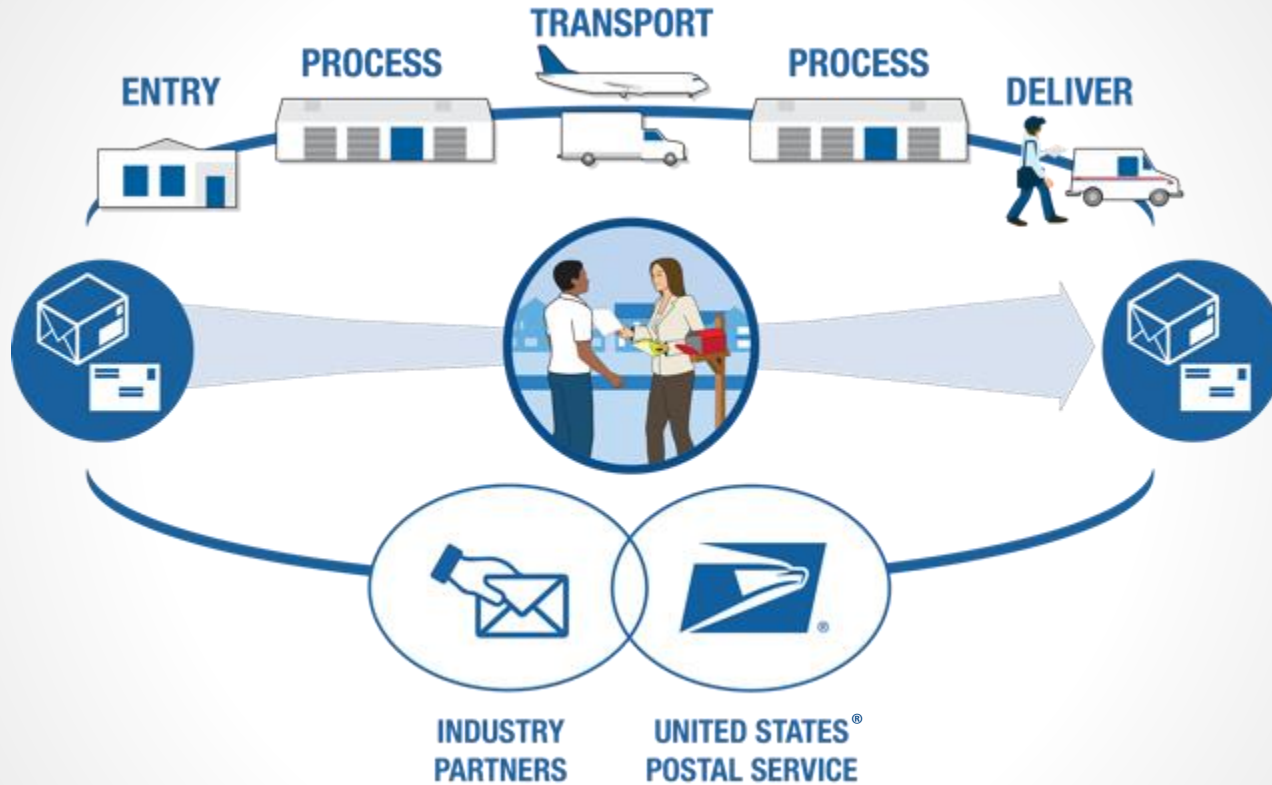
National PCC Week | September 23-27, 2019



Thank you for
your **Partnership**
& **Your Business**



INDUSTRY SUPPLY CHAIN



BINDING THE NATION

Physical Infrastructure

USPS® Footprint



Note: All figures as of September 2018

BINDING THE NATION

Digital Infrastructure

USPS Footprint

6M



Daily visits to
USPS.com®

260K



Mobile delivery
devices

4B



One-second
breadcrumbs captured
each day

\$983K



Daily online sales

19.0M+



Informed Delivery®
total users

28K



Virtual and physical
servers

90 PB



Petabytes of data

12M



Corporate emails
daily

COMPETING FOR BUSINESS EVERYDAY

First-Class
Mail®



Marketing Mail/
Periodicals



COMPETITION IN
EVERY PRODUCT &
EVERY MILE
(FIRST, MIDDLE,
& LAST)

Delivery
Service



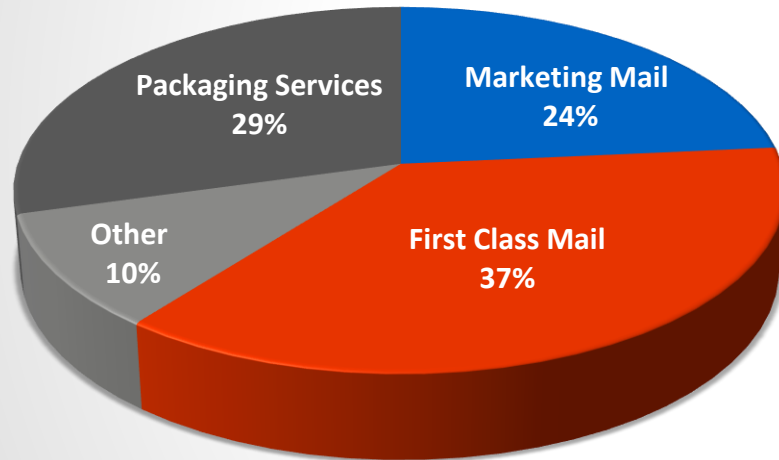
Shipping/
Packages



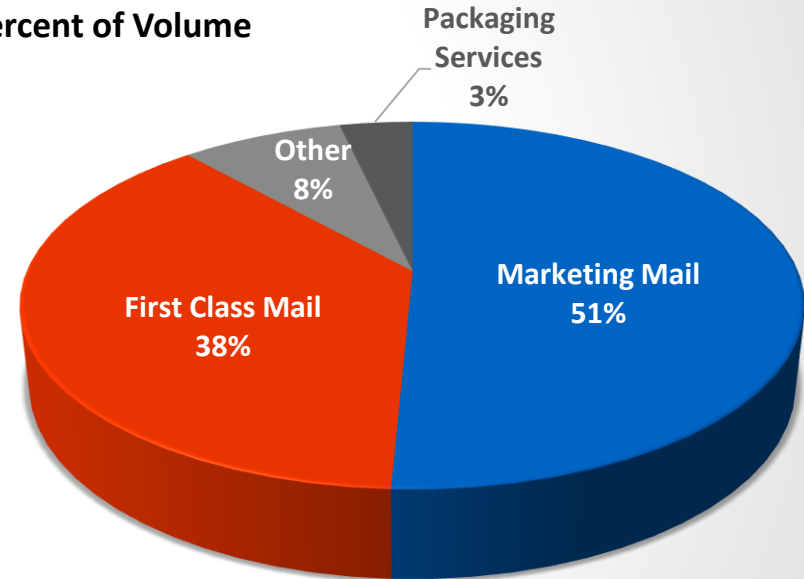
MAIL

First-Class Mail® and USPS® Marketing Mail together account for 61% of total USPS revenue and 89% of total volume

Percent of Revenue



Percent of Volume



VALUE OF MAIL



78% of households still prefer receiving at least one of their bills by mail

- **Trust**
- **Reminder**
- **Record-Keeping**

VALUE OF MAIL

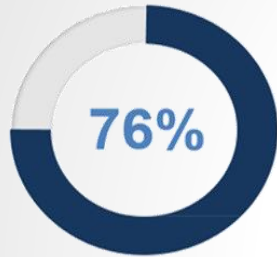


**77% of consumers
check their mail at
least 5 days a week***

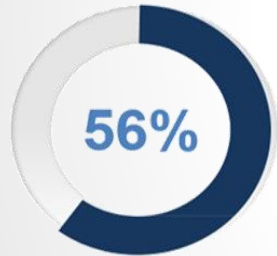
**Source: Market Research & Insights – Mail Moments Spring 2019*

VALUE OF MAIL

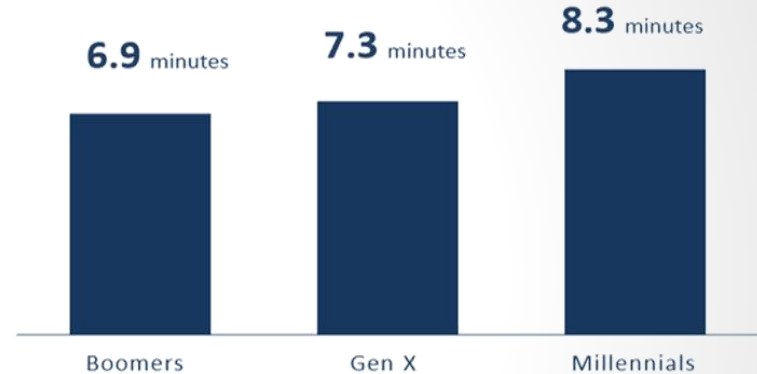
Physical mail **stands out** in today's omni-channel world.



of consumers **trust mail** when they want to make a purchase¹



of consumers stated receiving mail is a **real pleasure**²



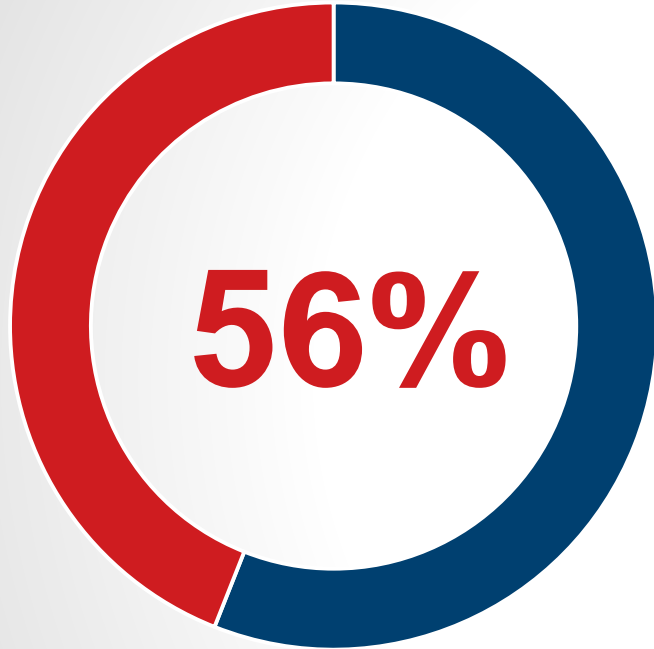
Average time consumers spend **opening and / or reading mail**³

¹ "Which advertising channels consumers trust most and least when making purchases" Marketing Sherpa, 2017.

² "Digital Direct Mail Printing in North America: Market Analysis & Forecast (2013-2018)

³ "USPS Mail Moments: Fall 2018 Review" conducted by Summit Research

VALUE OF MAIL



**56% tried a
new business
after receiving
Marketing Mail***

**Source: Market Research & Insights – Mail Moments Spring 2019*

VALUE OF MAIL



Voters are interacting with mail more than ever.

Nearly **80%** of surveyed voters received political mail at least once a week.

Today's political campaigns look more like marketing campaigns.

Source: "Survey Offers Key Insights on Political Mail in Florida, Ohio Midterm Elections," The United States Postal Service, February 2019.

VALUE OF MAIL

People interact with mail from the moment they see it.

Nearly half of the voters surveyed (47%) agreed that

“ the most memorable form of political advertising I received during the midterm elections was mail. ”

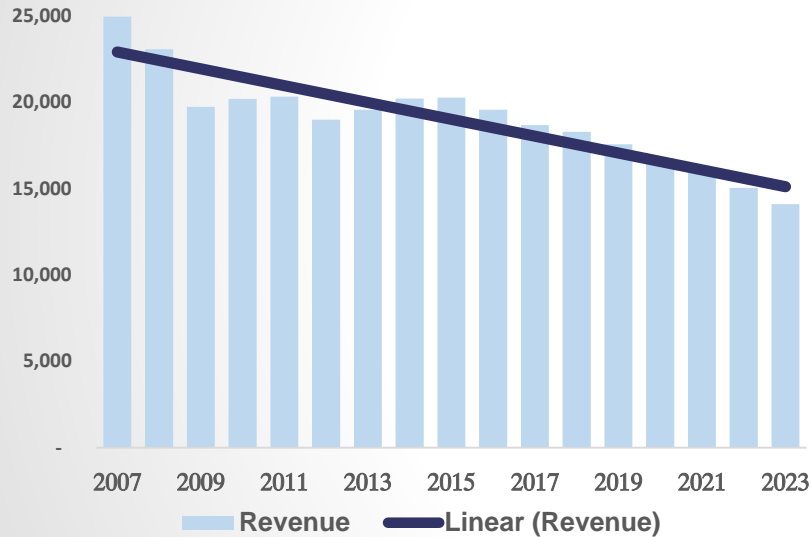
Source: “Survey Offers Key Insights on Political Mail in Florida, Ohio Midterm Elections,” The United States Postal Service, February 2019.

MAIL REPOSITIONING

Marketing dollars are going elsewhere

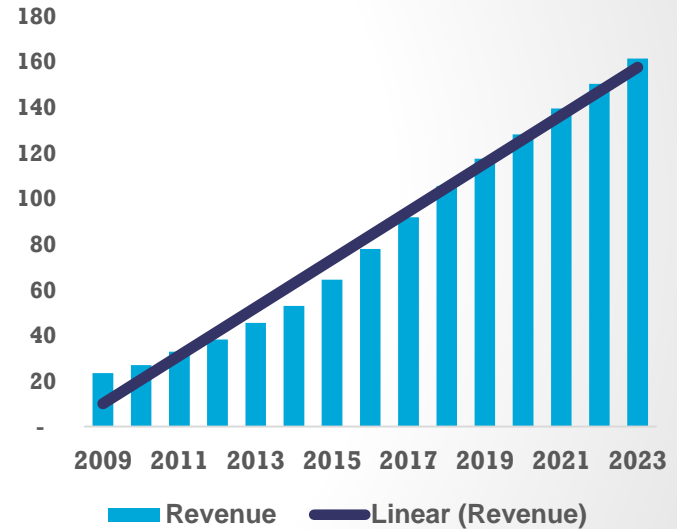
Direct Mail

(\$ Revenue in millions, excluding Political Mail)



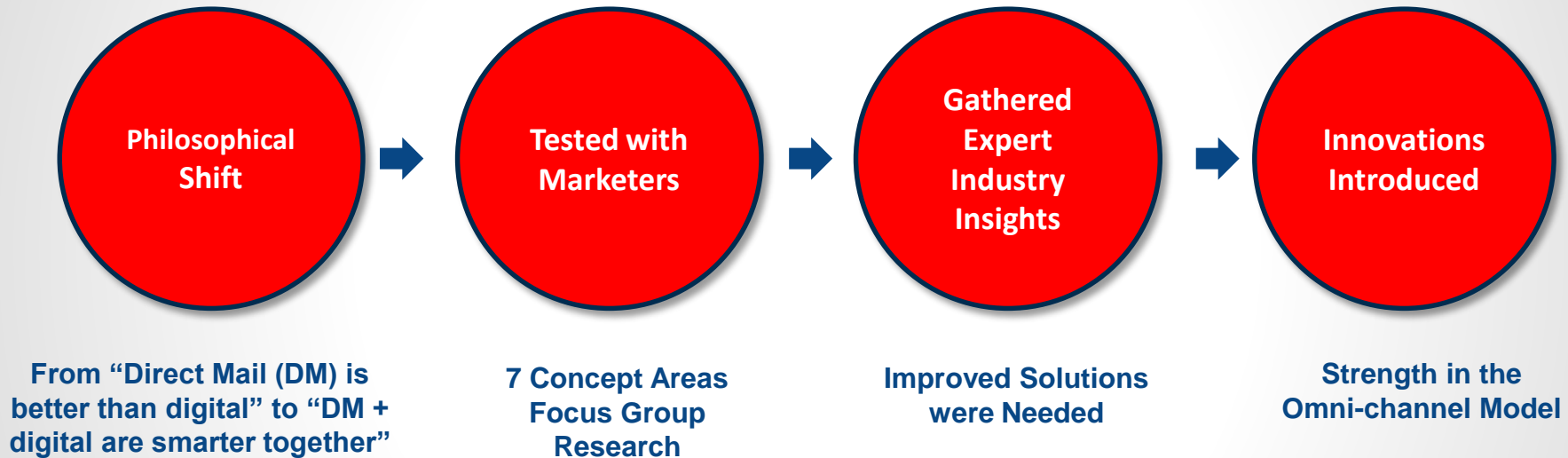
Digital Advertising

(\$ Revenue in Billions)



MAIL REPOSITIONING

Integrating with Digital



MAIL'S ROLE ACROSS THE CUSTOMER JOURNEY



Consideration

Turn interest into active evaluation.



Leads

Turn prospects into valuable leads.



Sales

Turn leads into paying customers.



Repeat Sales

Turn a single sale into a repeat customer.

AWARENESS AND DESIRE



IGNITE THE SPARK

MAIL'S NEW JOURNEY TOOLS

Now is the time for Mail's New Journey ... and it takes evolving the conversation around mail.



NEXT STEP:

Take the "Mail's New Dynamic Journey" course at
uspsmailjourney.com

MAIL REPOSITIONING

Innovations have Transformed Mail



**INFORMED
DELIVERY®**



**RETARGETED
DIRECT MAIL**
(Automated Direct Mail)



**INFORMED
VISIBILITY®**



**DIGITALLY
ENHANCED MAIL**
(Formerly Irresistible Mail)

INFORMED DELIVERY® – BY THE NUMBERS



19.0M+
Registered
Users

13.9M
Email-enabled
Users

208K+
Weekly User
Registrations

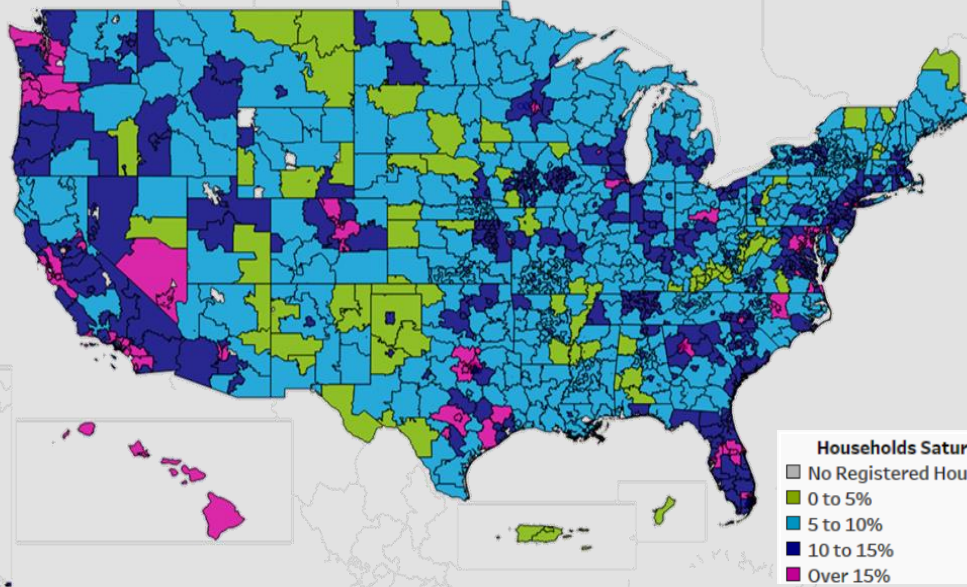


19,200
Campaigns
Completed

2,756
Brands
Represented

62.3%
Average Email
Open Rate

INFORMED DELIVERY



12.0%
National
Saturation of
Eligible Deliveries

62.3%
Average Email
Open Rate

INFORMED DELIVERY[®]

Informed Delivery provides organizations with aggregate pre- and post-campaign data, which offer insights into campaign reach and results.



Density and Email Statistics

The number of users and the percentage of users who elect to receive Informed Delivery emails



Email Open Rates

The number and the percentage of emails opened during an Informed Delivery campaign



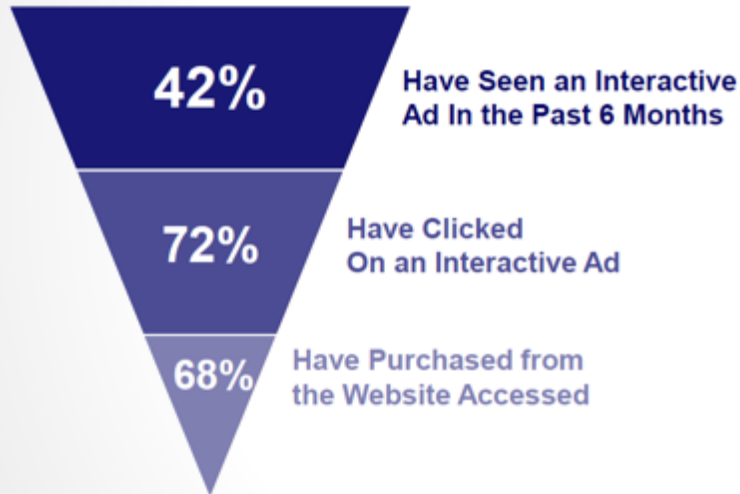
Click-through Rates

The number and percentage of click-throughs – when a user interacts with digital content

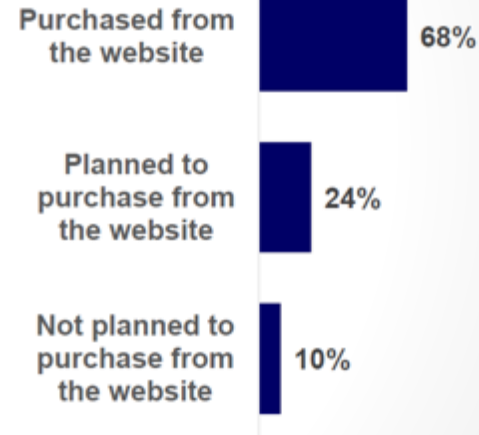
INFORMED DELIVERY®

The conversion rate of interactive advertisements on Informed Delivery is high, frequently resulting in a purchase or planned purchase

Interactive Ad Awareness & Interaction



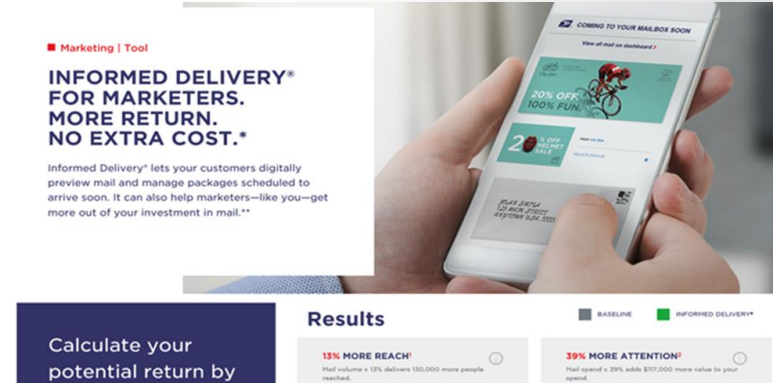
Behavior After Clicking Interactive Ad



INFORMED DELIVERY® CALCULATOR



Informed Delivery
[Informedelivery.usps.com](https://informedelivery.usps.com)



Informed Delivery Calculator
www.usps.com/idcalculator

Next Up

- Informed Delivery Promotion
- Reporting through Informed Delivery
- Package Campaigns
- Informed Delivery Reengineering
- Sign-up Enhancements

INFORMED DELIVERY®

Promotional Materials

■ Informed Delivery Collateral

- Automotive
- Telecommunications
- Finance
- Retail

**Digital Change
Calls For a Plan**



- 1 Digital influence in the telecom industry
- 2 How USPS® Informed Delivery® service can maximize your ROI from mail
- 3 How it works and getting started

**Digital Changes
You Can Bank On**



Today's consumers interact with your brand across a multitude of channels. All these channels must work together to form a seamless, integrated customer experience.

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UNITED STATES
POSTAL SERVICE®

**Swipe, Insert, Click,
or Tap. Shopping in
the Digital Era.**

Today's consumers interact with your brand across a multitude of channels. All these channels must work together to form a seamless, integrated customer experience.

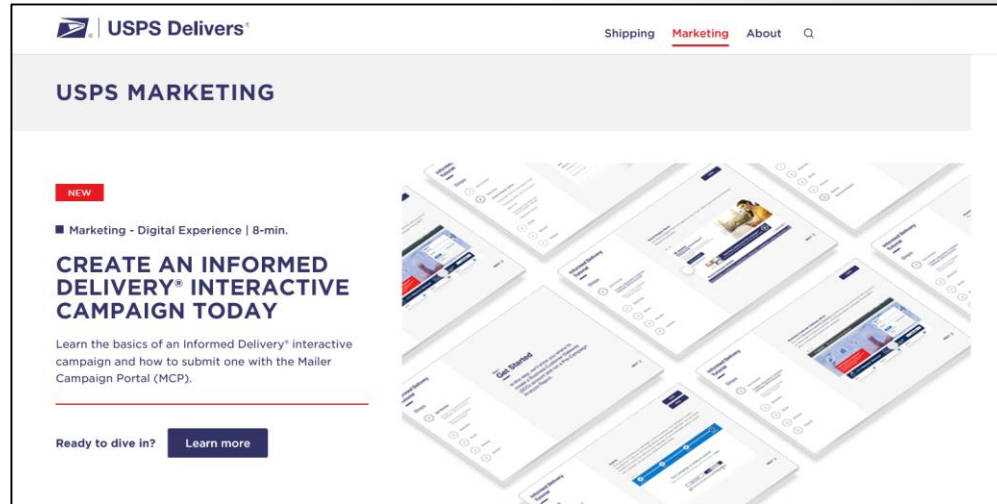


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UNITED STATES
POSTAL SERVICE®

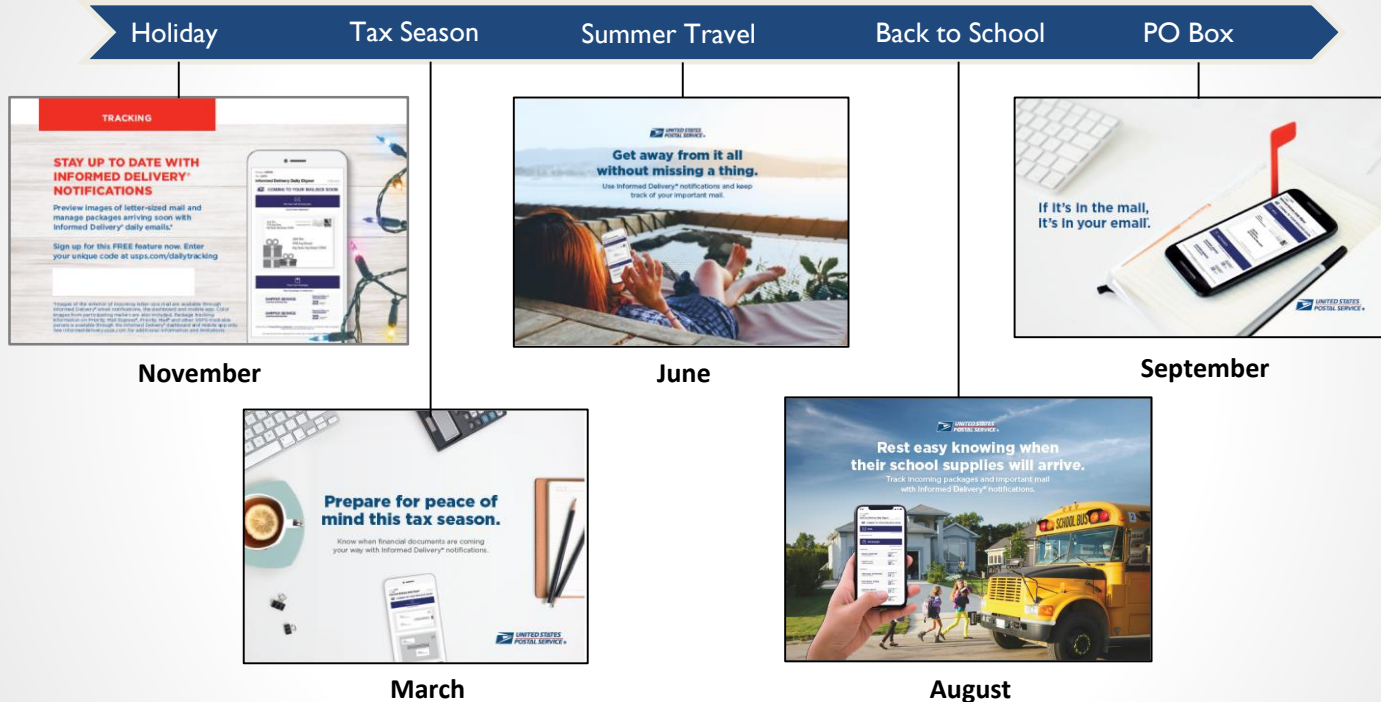
Mail Repositioning Content USPSdelivers.com

- ID Campaign Tutorial (Live Sept)
 - Business Customer Gateway
 - Postal Pro
 - ID for Business Mailers site



INFORMED DELIVERY®

Growing the Consumer Base

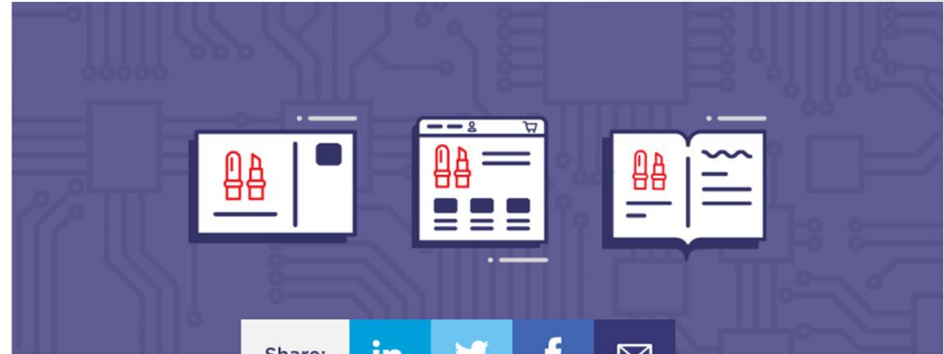


RETARGETED DIRECT MAIL

AN INTERACTIVE GUIDE TO RETARGETED DIRECT MAIL

Explore the basics of a retargeted direct mail campaign, then try your hand at a fictional one. Select a digital trigger, format and element to test then see the results.

Get Experience



USPSDelivers.com

Supporting articles

- Best Practices for Automated Direct Mail
- Understanding Multi-touch Attribution
- Combine Power of DM with Email

INFORMED VISIBILITY®

Real-Time Insights

Next-Generation
Digital Analytics



Your Data - What You
Want
When You Want It



Mobile API
Toolkit



INFORMED VISIBILITY®

End-to-End Visibility

Acceptance

Depart BMEU

Arrive at Processing

Processing

Depart Processing

Transportation

Arrive at Destination

Depart Destination

Arrive at Unit

Out for Delivery

Delivered



INFORMED VISIBILITY®



**Easy to Share &
Receive Data**



**Flexible Data Provisioning
& Delegation**



End-to-End Visibility



**Omni-Channel Marketing
Opportunities**

INFORMED VISIBILITY®

INFORMED VISIBILITY® Delivering the right data at the right time

USPS delivers 47% of the world's mail! Every piece that we deliver carries vast amounts of mailing data. The Informed Visibility® feature makes that data accessible, insightful, and actionable to help you deliver higher ROI and prove it. The tool is self-administered and the Informed Visibility database is free.

INCREASED VISIBILITY INTO YOUR MARKETING EFFORTS

Using near real-time data helps you map out the next best steps in your customer's purchase journey and avoid additional services.

DATA-DRIVEN EFFICIENCY

Knowing where your mailings are projected to be and when they're expected to be delivered helps you coordinate direct mail campaign timing.

MEANINGFUL/PERSONALIZED CUSTOMER EXPERIENCES

Aligning other channel communications with direct mail delivery is a powerful way to help customers feel more connected with your brand.

How it works >

Let's say an online retailer knows when their direct mail piece will hit a specific region in Georgia. Knowing this allows them to send a follow-up email and social post to new and existing customers in the same area, with customized offers that tie back to the direct mail campaign—helping increase engagement and motivating the customer to take action.

A lack of orchestration is common for marketers: 47% of organizations report a fragmented approach with nonintegrated integrations between technologies.*

TRACK YOUR DIRECT MAIL WITH INFORMED VISIBILITY™

For years, direct mail has been an effective communications tool for marketers. But as online campaigns have grown in effectiveness and trackability, marketers have searched for something that could connect the physical and digital, increasing the impact of each medium.

That's why the United States Postal Service® (USPS) created the Informed Visibility™ service, which brings near real-time tracking data to deliveries of mail pieces like flats and letters. Keep reading to learn how this tool works, and what it can do to improve your direct mail marketing campaigns.

What is Informed Visibility?

This tool lets marketers know when mail has been delivered, allowing for quick and coordinated activation of complementary marketing campaigns.

How It Works

- 1 Once sent, a direct mail piece is scanned by the Post Office™ facility and entered into a tracking system. Senders can then track pieces using the Informed Visibility tool, which shows when a mail piece has entered different stages in the delivery cycle.
- 2 When mail reaches its destination, a final scan from the postal carrier alerts the sender that their piece is being delivered to a customer.
- 3 With this near real-time delivery information, the sender can launch complementary campaigns like emails or social media ads that target the same customers, maximizing the impact of each piece.

Marketing Strategy

- Informed Visibility

Uspsdelivers.com content

Fact Sheets

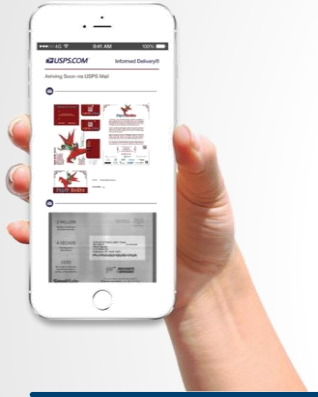
- IV for Business Mailers
- IV for Political (Jan 2020)

IV included in promotional campaigns

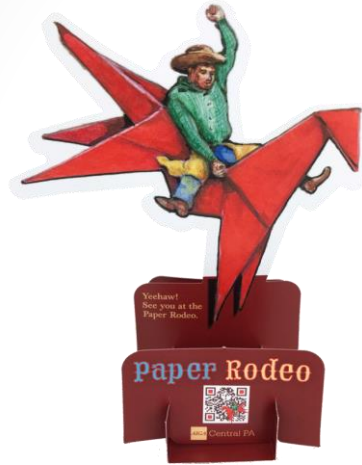
**USPSDelivers.com
Content**



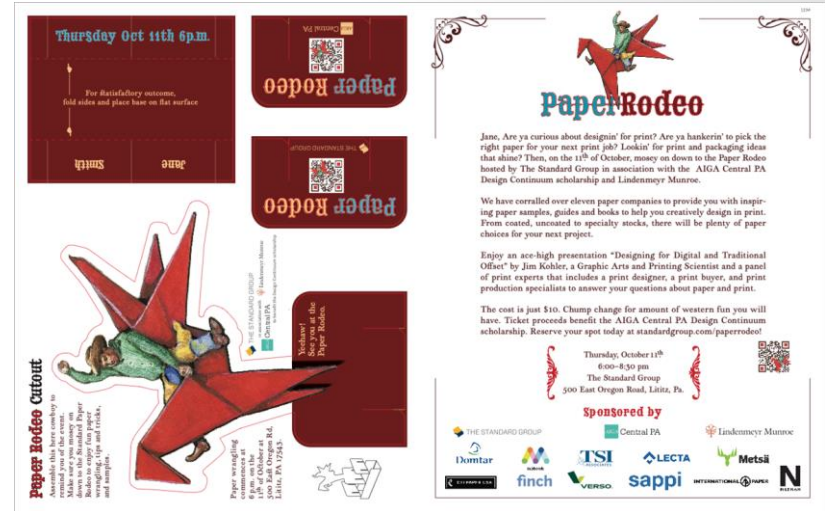
DIGITALLY ENHANCED MAIL



Informed Delivery®



Tactile Assembly



Personalized Invitation

2018 NEXT GENERATION AWARD FINALIST

Hayneedle was a finalist for the 2018 USPS® Next Generation Award for their beautifully designed mailpiece coupled with an enticing Informed Delivery® interactive campaign.



2019 MAILING PROMOTIONS CALENDAR

JAN – FEB – MARCH

APRIL – MAY – JUNE

JULY – AUG – SEPT

OCT – NOV – DEC

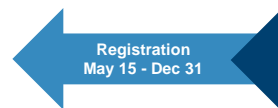
FIRST-CLASS MAIL®



*registration closes Mar 31, 2019

Earned Value

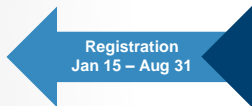
Promotion Period (3 months)
April 1 – June 30



Personalized Color Transpromo

Promotion Period (6 months)
July 1 – December 31

MARKETING MAIL AND FIRST-CLASS MAIL



Emerging & Advanced Technology

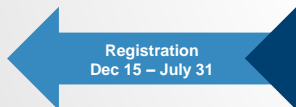
Promotion Period (6 months)
March 1 – August 31



Informed Delivery®

Promotion Period (3 months)
September 1 – November 30

MARKETING MAIL



Tactile, Sensory & Interactive Engagement

Promotion Period (6 months)
February 1 – July 31




































Mobile Shopping

Promotion Period (5 months)
August 1 – December 31

ACADEMIC OUTREACH: PROGRAM STATUS

- 60+ schools using curriculum!
- Nationwide representation
- New schools signing on every week

Logos as of July 2019, for normative use only.

This content is intended for USPS® internal and PCC use only. Not for distribution.

ACADEMIC OUTREACH: PROFESSOR RAUDE NAGAISHI

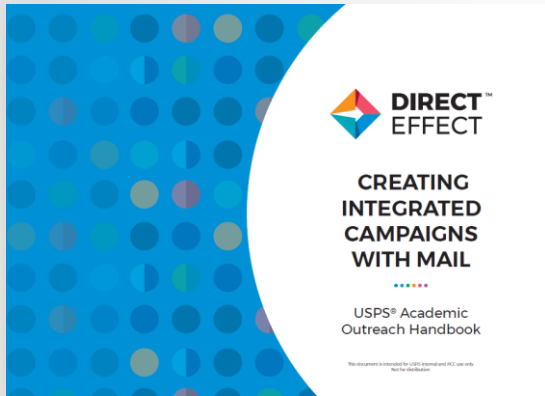
UNIVERSITY of HAWAII*
HONOLULU
COMMUNITY COLLEGE



Honolulu Community College

“The material is well-organized, thorough, and segmented in such a way that an instructor can easily choose which topics to cover and at what depth, depending on their student’s backgrounds...My appreciation for direct mail in my agency work has increased considerably.”

ACADEMIC OUTREACH: GET INVOLVED



- PCC Handbooks distributed to each PCC
- Webinar recording and resources available on PostalPro
- Great opportunities to engage with colleges/universities, professors and students, and help shape direct mail knowledge and use for future marketers, designers and all kinds of businesses
- Materials at: <https://postalpro.usps.com/directeffect>

Reach out to the HQ support team at:
DirectEffect@usps.gov

SHIPPING BUSINESS FACTORS

Competition for Last-Mile	New Players Shaking Up Delivery	Customers Expect More	Pinched Business Budgets
<i>Competitors and customers are investing and building out their infrastructures to get a bigger piece of last mile</i>	<i>Tech companies, brick-and-mortar, and e-tailers all see opportunities with the growth of e-commerce</i>	<i>Heightened consumer expectations mean businesses must offer faster, more flexible delivery and customer service</i>	<i>Rising transportation costs are making businesses more price sensitive</i>

SHIPPING – POWERFUL POINT OF ENGAGEMENT

2018
\$517B
SPENT ONLINE
w/ U.S. Merchants¹

RECEIVE
27
E-COMMERCE
DELIVERIES
PER YEAR²

Increase
15%
FROM 2017
☆☆☆

26%
AMERICANS RECEIVE
DELIVERIES
ONCE A WEEK²



¹ www.digitalcommerce360.com/article/us-ecommerce-sales

² Business Wire – Package Theft Report 2016.

CUSTOMER EXPERIENCE IS THE DIFFERENTIATOR

USPS® delivers the most e-commerce packages to homes in America... over 5 billion packages delivered in 2018



Priority Mail Express®



Priority Mail®



First Class Package Service®



Retail Ground



Parcel Select®



Parcel Return Service



Access
to our
ubiquitous
network

Reliable
Service

Bundled
Solutions

Flexible
Offerings

Value
Pricing

ACCESS POINTS

The United States Postal Service® is the most trusted government agency and is customer focused with more than 187,000 access points.

33K



Post Office™ Locations

3K



Self Service Kiosks

6K



Approved Shippers

3K



Contract Postal Units &
Village Post Offices

142K



Collection Boxes

RETURNS BUSINESS

Viewed as a Competitive Differentiator



Over 25%
return rate for
online purchases

VS.



3% return rate
for **in-store**
purchases

\$113 - \$132B OF E-COMMERCE PURCHASES WERE RETURNED IN FY 18

¹ Exploring the Next Generation of Consumer Returns (Slide 6)

RETURNS EXPERIENCE

40%

Of shopper will complete purchase if returns are easy¹



95%

Of customers will purchase again if satisfied w/ returns²



¹ Global Web Index - Social Commerce Trend Report, 2019.

² Narvar - Making Returns a Competitive Advantage Consumer Report, 2018.

RETURNS SOLUTIONS BUILT ON USPS® ACCESS POINTS

END TO END

- Automated Returns
- API enables printing label through call center or online

QR CODE ON RETURN LABEL FOR PACKAGE PICKUP

- Scan to Schedule Pickup

OVER 33,000 RETAIL LOCATIONS!



RETAIL LABEL BROKER™

- Print labels via QR code on phone

PACKAGE-LESS RETURNS (TEST)

- Testing partnership in 53 USPS retail locations in Dallas

INFORMED DELIVERY® FOR PACKAGES COMING SOON

USPS® – INDUSTRY COLLABORATION

OPPORTUNITIES:

NPF 2020 – Orlando, FL April 26-29

<http://www.npf.org>

MTAC – Meet Quarterly

<https://postalpro.usps.gov>

Areas Inspiring Mail Focus Groups – Calendar by Area

<http://postalpro.usps.com/industry-forum/area-mailing-industry-focus-group/calendar>

❑ Exchange Ideas & Preempt Issues

- Areas Inspiring Mail Groups
- Mailers' Technical Advisory Committee
- Postal Customer Council Meetings
- National Postal Forum

❑ Drive Innovation and Adopt Technology

❑ Committed to Collaboration/Communication

GROW YOUR BUSINESS

- Identify the value that mail brings to the customer journey in order to grow your business.
- Maximize the value of your mail with Informed Delivery® campaigns.
- Use Postal Service™ shipping products and services to your competitive advantage.
- Get further involved in your PCC to bring these elements into your business.
- Participate in your local Academic Outreach efforts.

USPS® BRAND



INVESTMENTS IN...

OUR NETWORK

TECHNOLOGY

NEW PRODUCTS & SERVICES

Proud To Deliver For You



Thank You

