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Political Mail
Informed Delivery. Digital integration.

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National Political Mail Strategist
November 2019

UNITED STATES
POSTAL SERVICE®

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Sylvia Allen-Hoover is currently serving as National Strategist for Postal Service's Political Mail Outreach efforts. In this role Sylvia works with a national team of specialists who consult with and support political campaigns, campaign strategists and political mailing partners. The USPS Political Strategy team helps identify winning media combinations to Deliver the Win™ for their campaigns.

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What is Informed Delivery?



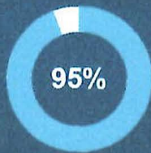
Informed Delivery users receive **scanned images of the exterior of incoming letter-sized mailpieces** (processed through automated equipment).
Images are available via **email notification, online dashboard, or mobile app.**



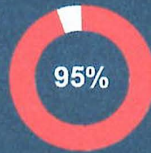
If a mailer participates in Informed Delivery, **supplemental content, referred to as "interactive campaigns,"** will be shown (for Letters or Flats).
Interactive campaigns include **custom images and a URL** that directs the user to a digital experience.

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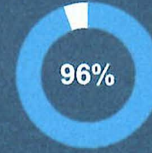
User Response



are **satisfied or very satisfied** with Informed Delivery



view Informed Delivery notifications **every day or almost every day**



would **recommend** Informed Delivery to friends, family, or colleagues

Device to View Notifications



59%
Mobile

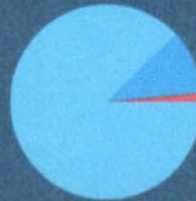


33%
Computer or Laptop



7%
Tablet

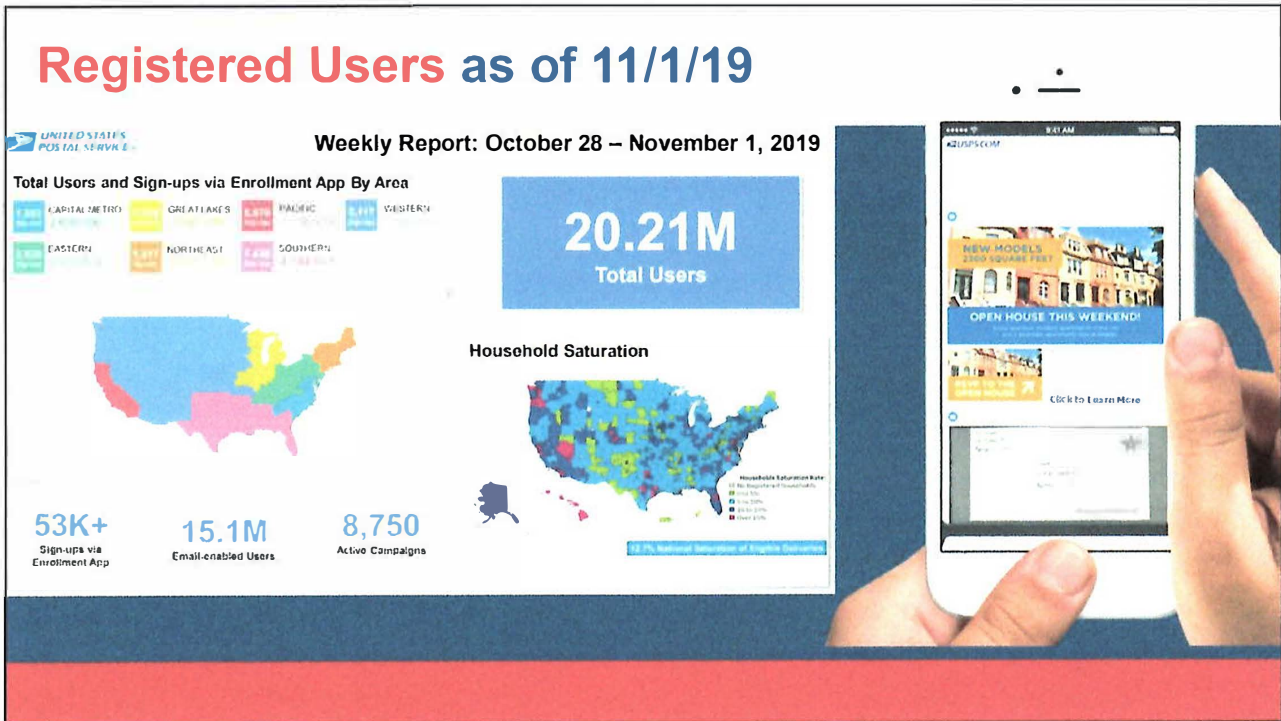
Time of Day to View



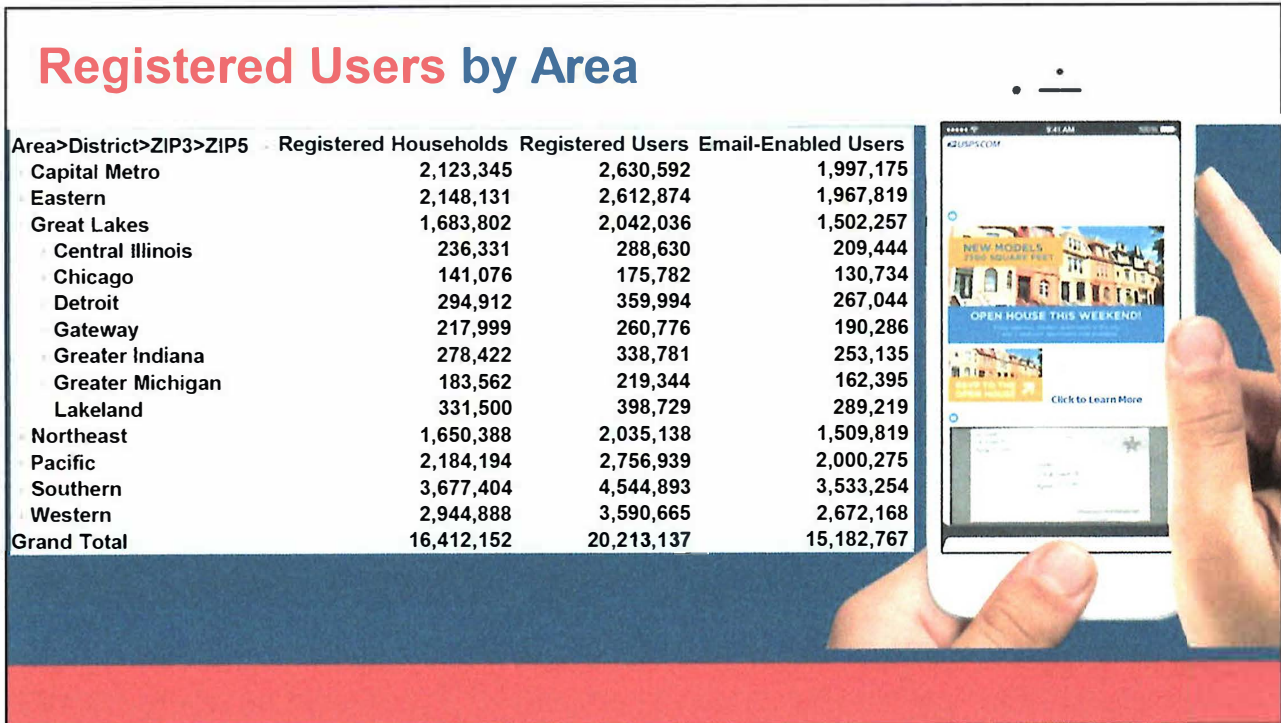
■ Morning **88%**
■ Afternoon **11%**
■ Evening **1%**

Source: July 2017 User Survey

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Informed Delivery ROI Calculator

Calculate your potential return by entering your numbers below:

MAIL VOLUME:

MAIL SPEND:

CLEAR ALL

Results

13% MORE REACH¹

1,000,000 (Baseline)

1,130,000 (Informed Delivery)

39% MORE ATTENTION²

\$ 400,000 (Baseline)

\$ 556,000 (Informed Delivery)

37% MORE RESPONSE³

51,000 (Baseline)

69,870 (Informed Delivery)

20% MORE CONVERSIONS⁴

43,000 (Baseline)

51,600 (Informed Delivery)

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What Reports are Available?

Pre-Campaign Report

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OPTIONAL Pre-Campaign Saturation Report

Pre-Campaign List Size	Eligible 11-digit Delivery Point ZIP Codes	Unique Eligible 11-digit Delivery Point ZIP Codes	# of Subscribers	Subscriber Saturation (%)	# of Email Enrolled Subscribers	Email Enrolled Saturation (%)
103,231	98,978	97,603	10,736	11.0	2,684	2.8

Post-Campaign Reports

📈

Post-Campaign Summary Report

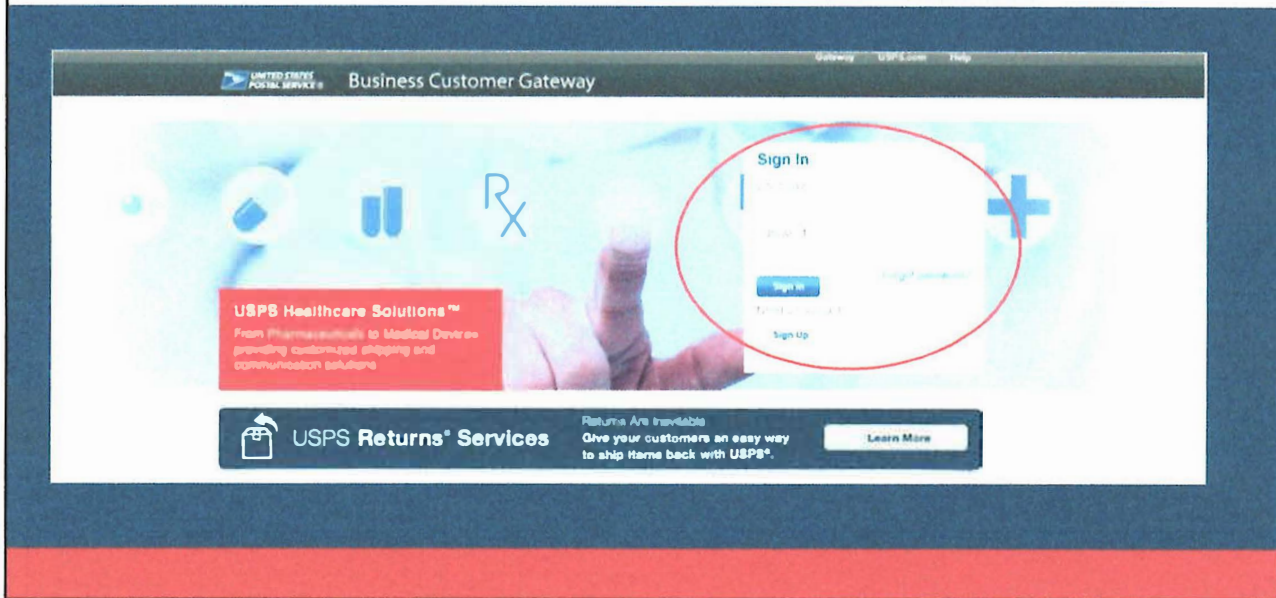
Brand Display Name Campaign Title Campaign Code	Num of Physical Pieces	Num of Emails	% of Physical Pieces Included in Email	Num of Email Opens	% of Emails Opened	Num of Click throughs	% of Click throughs
Spring 21 Mailin 2019	608,373	216,988	36%	153,136	71%	1,839	0.3%
AB104167_2	119,111	80,091	68%	31,677	40%	159	0.1%
AB104167_1	57,385	27,924	49%	15,002	26%	225	0.4%
AB104167_8	48,728	27,010	55%	8,676	18%	131	0.2%
Spring 21 Mailin 2019	382,867	168,311	44%	129,457	34%	1,356	0.4%
AB104167_7	183,195	68,176	37%	43,676	24%	488	0.3%
AB104167_5	296,967	200,073	68%	70,781	24%	598	0.3%
Grand Total	608,373	216,988	36%	153,136	71%	1,839	0.3%

⚙️

Post-Campaign Detailed Report (5-digit ZIP Code level)

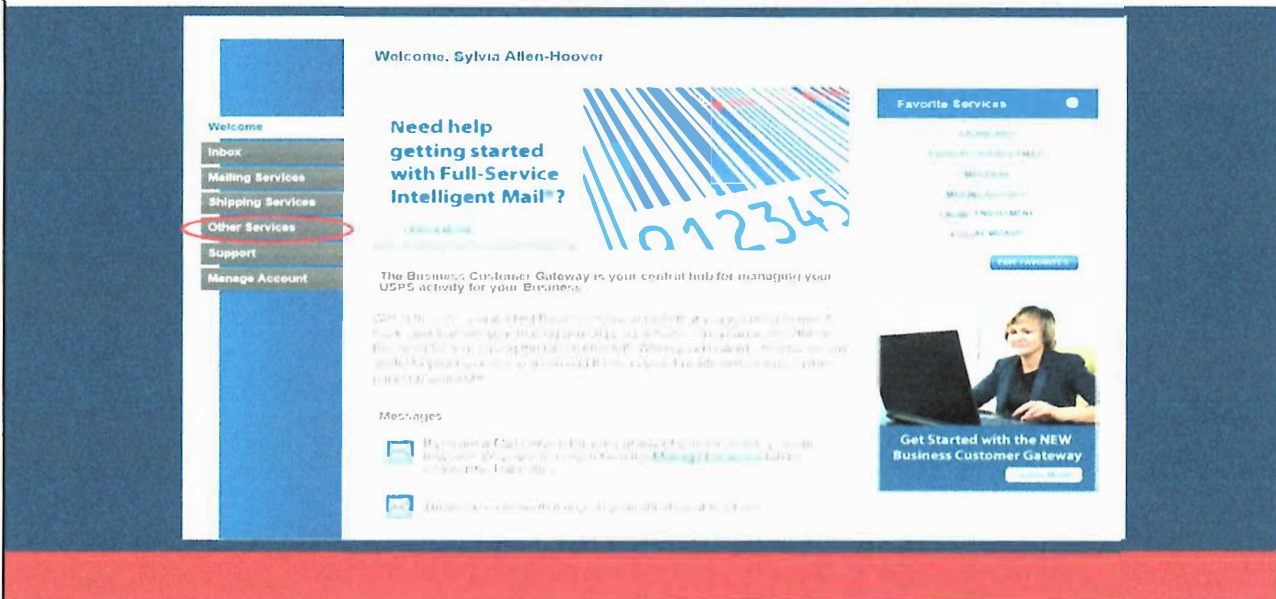
8

How To Create A Campaign



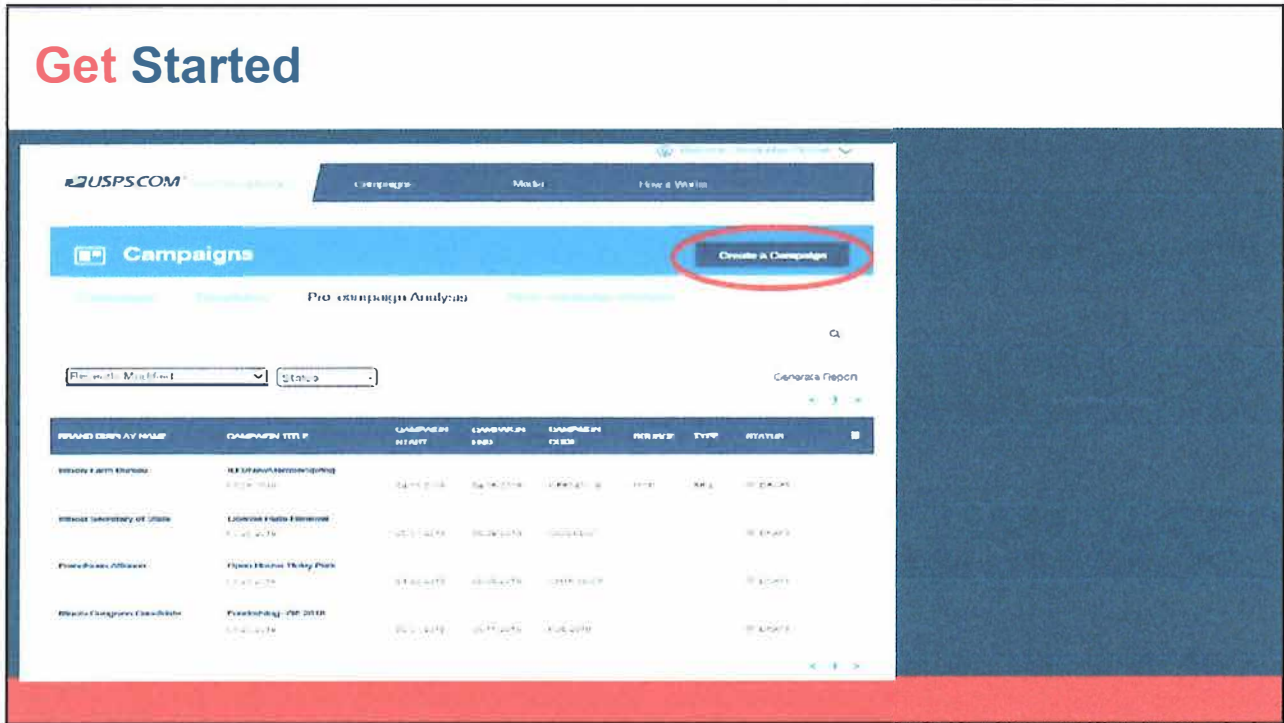
9

Other Services



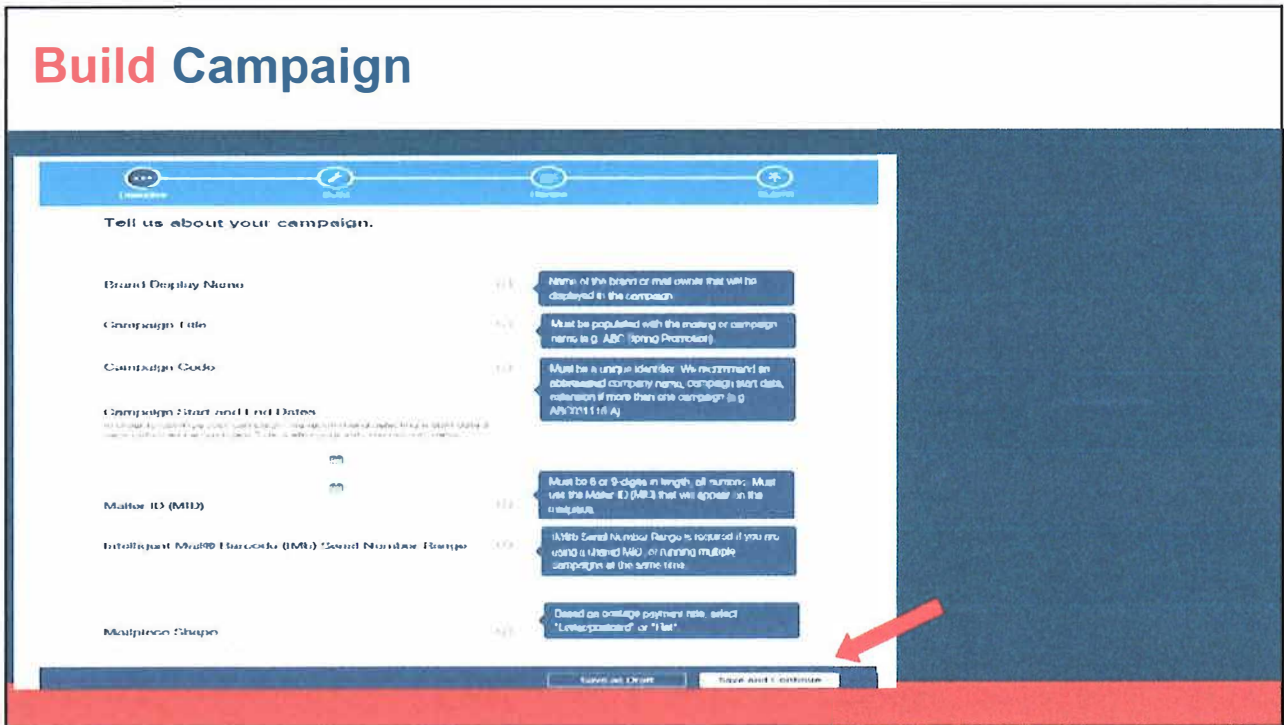
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Get Started



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Build Campaign



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Representative Image

The screenshot shows a dashboard with a blue header containing 'Cancel', 'Delete', 'Refresh', and 'Add' buttons. The main content area is titled 'View all mail on Dashboard'. It features a large red-bordered box for image upload with the text: 'Insert the representative image. The image will be used to represent your account in the system. Recommended sizing: 780px by 500px (Landscape orientation) 350px by 500px (Portrait orientation)'. Below this are 'Insert a new image' and 'Insert' buttons. A 'Cancel Preview' button is at the bottom left. At the bottom right, there are 'Go back to Draft' and 'Save and Continue' buttons.

Representative Image
 Provide a digital color image that correlates to your physical mailpiece.

Recommended sizing:
780px by 500px (Landscape orientation)
350px by 500px (Portrait orientation)

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Ride Along Image & URL

The screenshot shows a dashboard with a blue header containing 'Cancel', 'Delete', 'Refresh', and 'Add' buttons. The main content area is titled 'View all mail on Dashboard'. It features a large red-bordered box for image upload with the text: 'Insert the ride along image. The image will be used to represent your account in the system. Recommended sizing: 780px by 500px (Landscape orientation) 350px by 500px (Portrait orientation)'. Below this are 'Insert a new image' and 'Insert' buttons. A 'Cancel Preview' button is at the bottom left. At the bottom right, there are 'Go back to Draft' and 'Save and Continue' buttons.

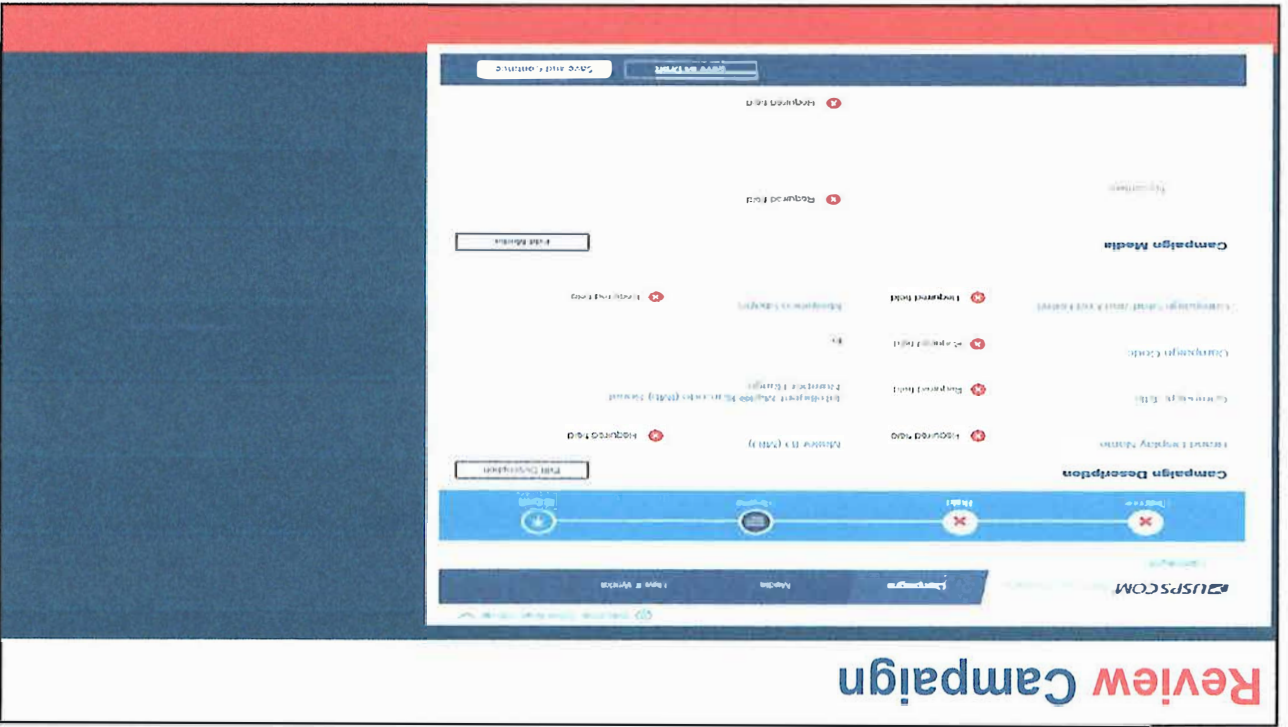
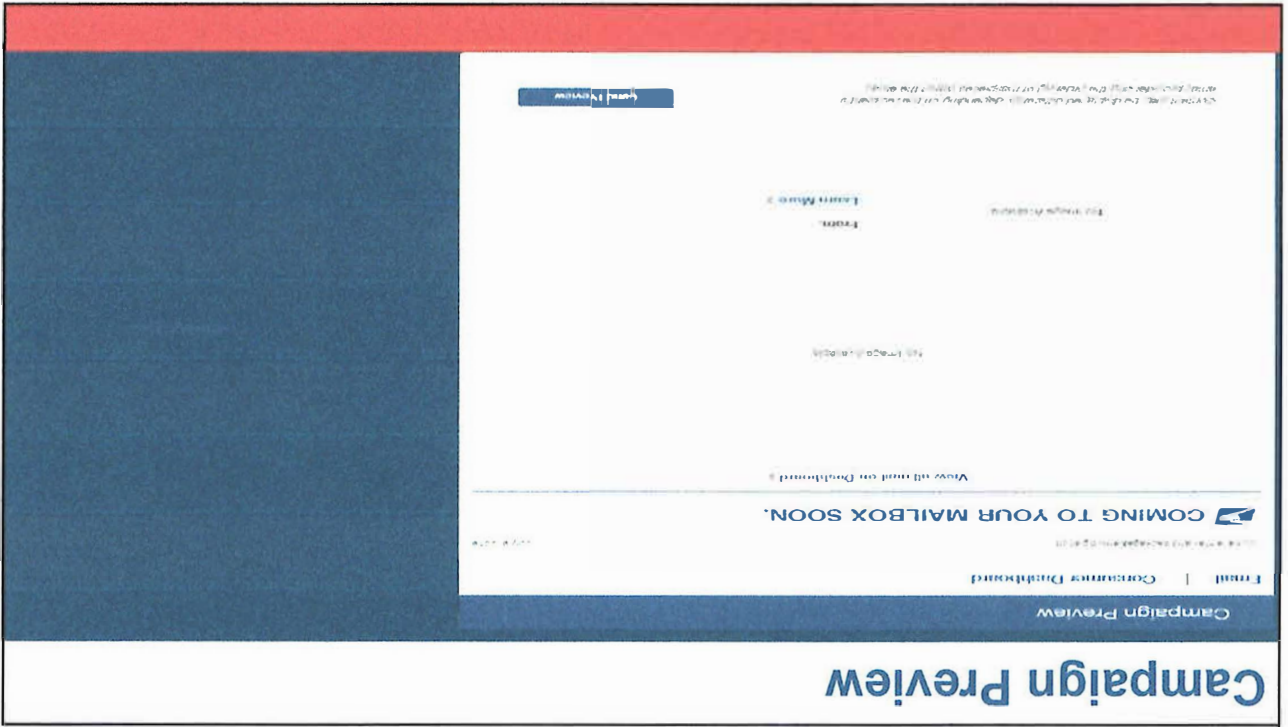
Upload Max size 200kb and JPEG format required

Upload an image to insert it into your campaign.

Link Image
 Link the image to a preferred website.

[Test Link](#)

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Sample Campaign



The image shows a sample email campaign layout. At the top is a dark blue header with a white envelope icon and the text "You have mail arriving soon." Below this is a main content area with a blue background. On the left, there is a red arrow pointing to a white box containing the text "GET INVOLVED TODAY KEEP ILLINOIS BLUE" and a form with fields for "First Name" and "Last Name". To the right of this box is a large image of the Illinois State Capitol building. Below the main content area is a white box with a red "DONATE" button and a red arrow pointing to it. To the right of the "DONATE" button is a blue link that says "Click here to LEARN MORE".

You have mail arriving soon.

GET INVOLVED TODAY
KEEP ILLINOIS BLUE

First Name
Last Name

Get Involved
Sign Up For Updates
Volunteer

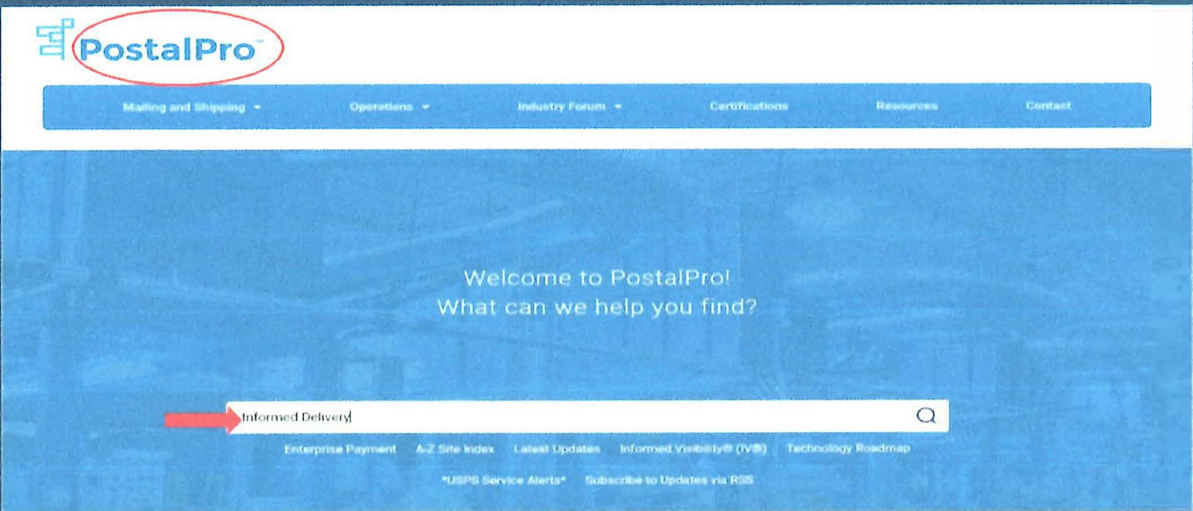
- Share On Social Media
- Get Involved
- Donations
- Join List
- Any department wishing to enhance the effectiveness of their mailed pieces

[Click here to LEARN MORE](#)

\$ DONATE

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Mailer Resource



The image shows a screenshot of the PostalPro website. The logo "PostalPro" is circled in red. Below the logo is a navigation bar with links for "Mailing and Shipping", "Operations", "Industry Forum", "Certifications", "Resources", and "Contact". The main content area has a blue background with the text "Welcome to PostalPro! What can we help you find?". Below this is a search bar with the text "Informed Delivery" and a magnifying glass icon. At the bottom, there are links for "Enterprise Payment", "A-Z Site Index", "Latest Updates", "Informed Visibility (IVB)", "Technology Roadmap", "*USPS Service Alerts*", and "Subscribe to Updates via RSS".

PostalPro

Mailing and Shipping - Operations - Industry Forum - Certifications Resources Contact

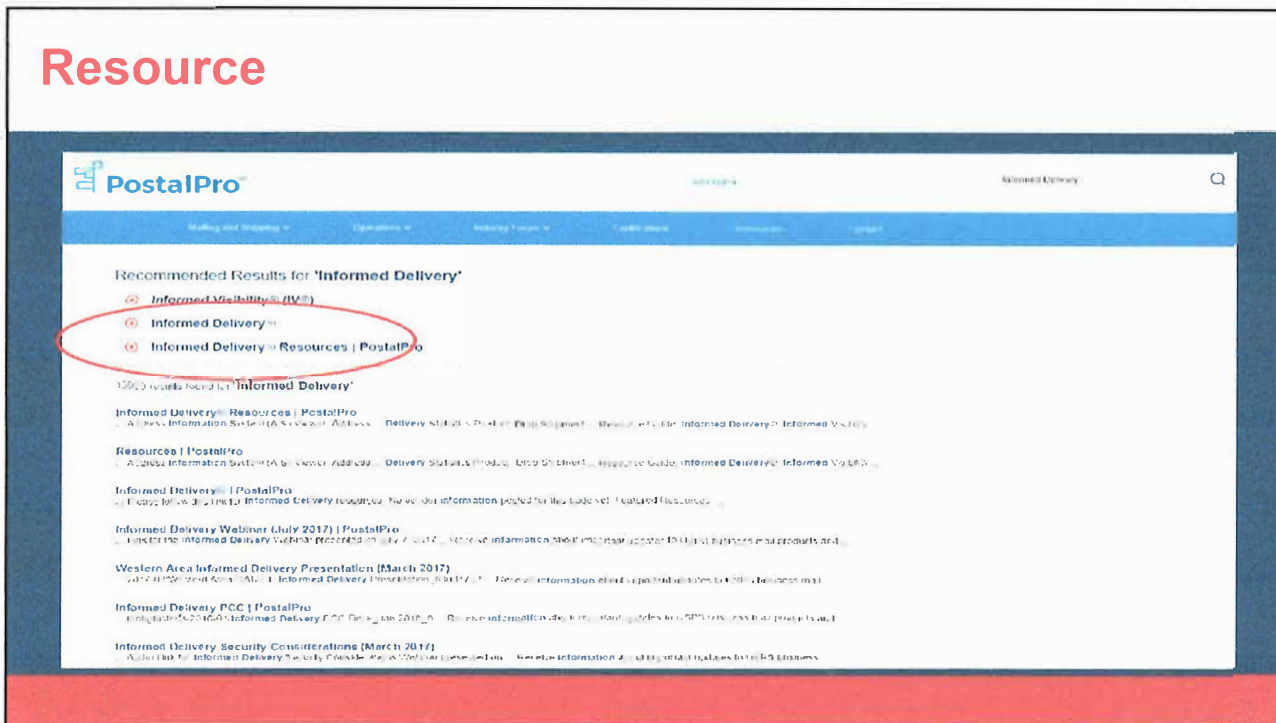
Welcome to PostalPro!
What can we help you find?

Informed Delivery

Enterprise Payment A-Z Site Index Latest Updates Informed Visibility (IVB) Technology Roadmap
USPS Service Alerts Subscribe to Updates via RSS

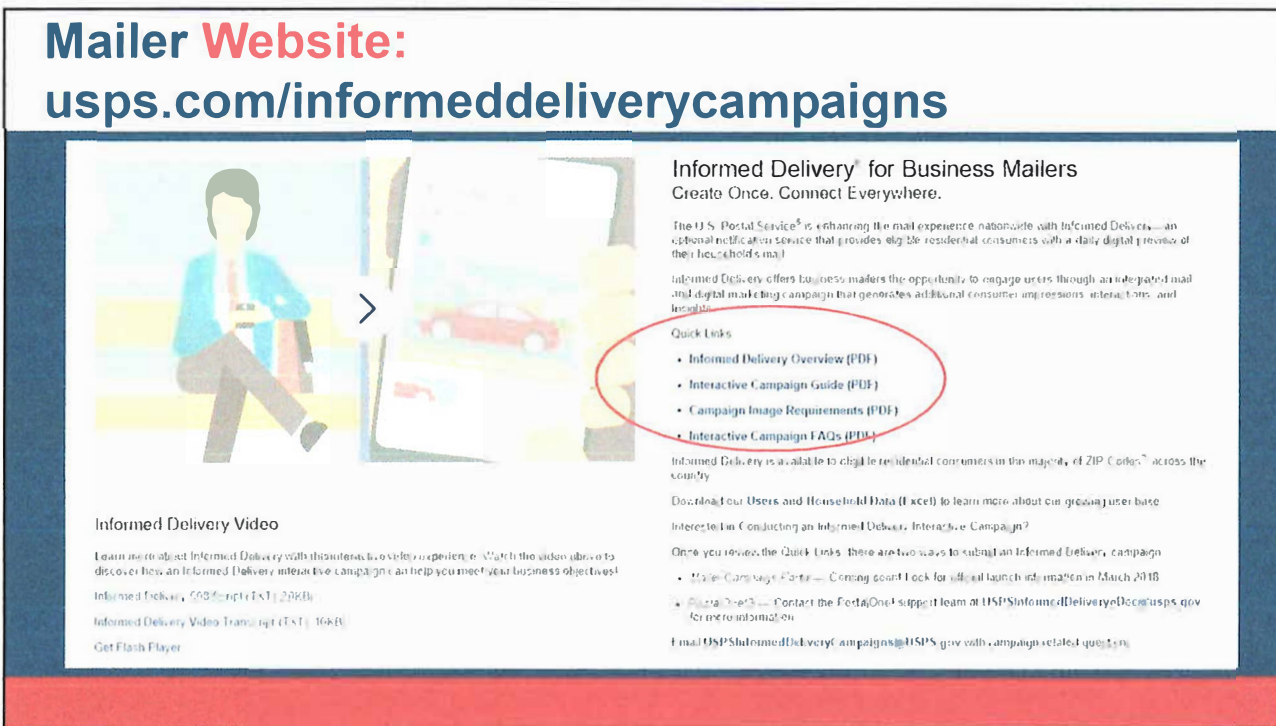
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Resource



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Mailer Website: usps.com/informeddeliverycampaigns



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Where Can You Learn More?

Visit our online resources to learn more about campaign processes.



Mailer Website: usps.com/informeddeliverycampaigns

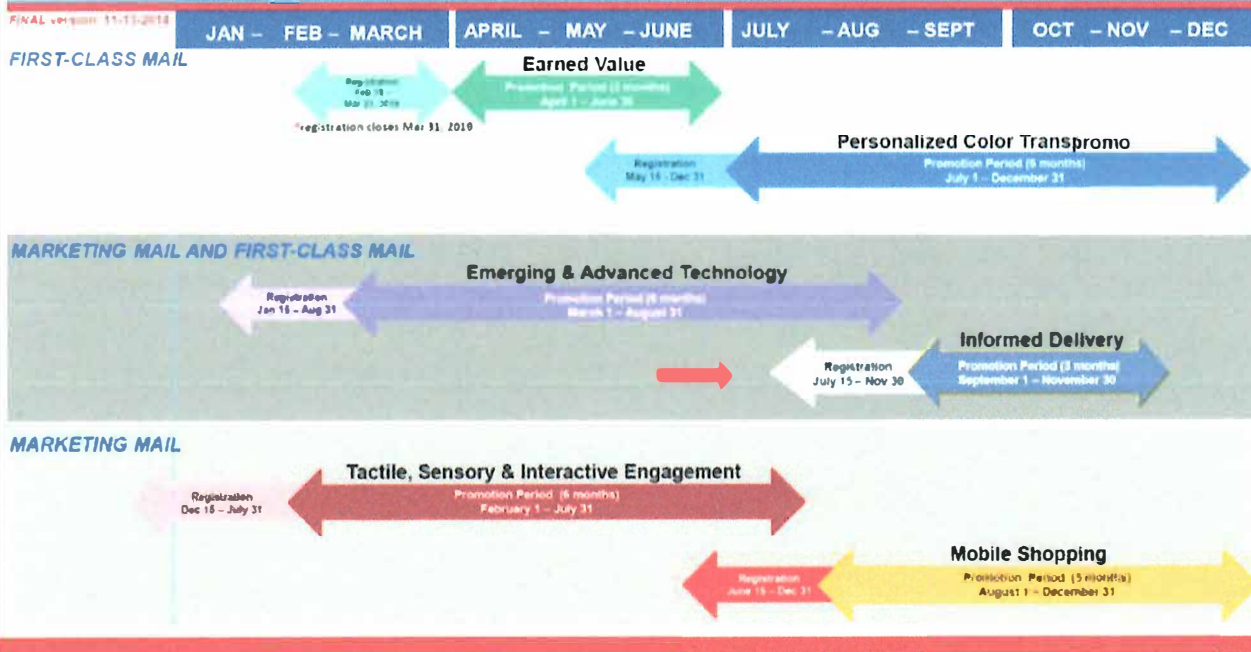
- Review the benefits of the feature, learn about campaign creation, and more
- Download the latest Users and Household Data file
- View an interactive video and Informed Delivery user testimonial videos

Contact Information:

- Should you have additional questions after reviewing the website you may contact the IDPO at USPSInformedDeliveryCampaigns@usps.gov

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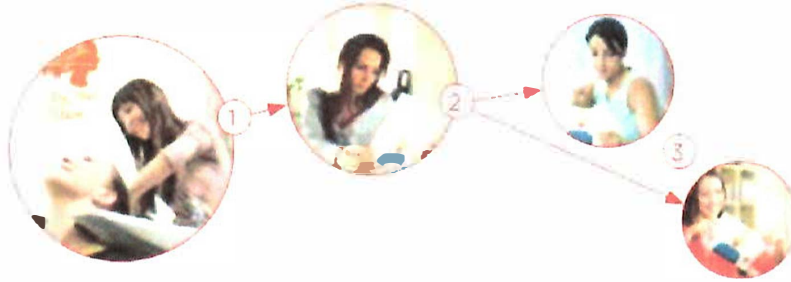
2019 Mailing Promotions



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Share Mail

How Share Mail can start a conversation among multiple people:



1. Mail carrier, business or agent with the mail piece can share the mail piece with anyone who is present at the time of delivery, or mail it to a business.
2. The Share Mailer can forward your mail piece to your message what you want to do.

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Mail Alert / Mail Inquiry

MAIL ALERT PROCESS

What is it?

A notification sent to the receiving Post Office and Delivery Units about your incoming mailings.

How does it work?

Customers can distribute an alert about their upcoming mailing by emailing the following information to

USPSPoAlert@USPS.gov

- 3602 or 3602-C Form
- PDF of the Mail Piece
- Entry Date
- FAST Number (if applicable)

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Thank you

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