

Optimize your Direct Mail with Interactive Informed Delivery[®]

The USPS marketing program that adds a digital component to direct mail.

Informed Delivery[®] (ID) is a United States Postal Service program that sends subscribers* an email with images of direct mail pieces they will be receiving within the next few days. Images are provided of the exterior, address-side of letter-sized pieces that, with the standard USPS plan, are processed and scanned through automated sorting equipment. The images can be viewed via email, USPS online portal or mobile app.

But this is only the basics. J&Q can help you take ID to a higher level with an interactive campaign featuring custom color images and a target URL that connects the user directly to your on-line offer.

Informed Delivery[®] delivers your mail via email, online portal or mobile app.



* The service is available in most areas of the country, but not for every address.

In addition to the Standard Informed Delivery program, the USPS offers two interactive options: Basic and Dual Campaigns.

The clickable “ride-along” ad included in both the Basic and Dual Campaigns enhances your campaign’s effectiveness by providing an interactive response path for customers and prospects. The Dual Campaign adds a color “representative” image for even greater impact.

Standard Program

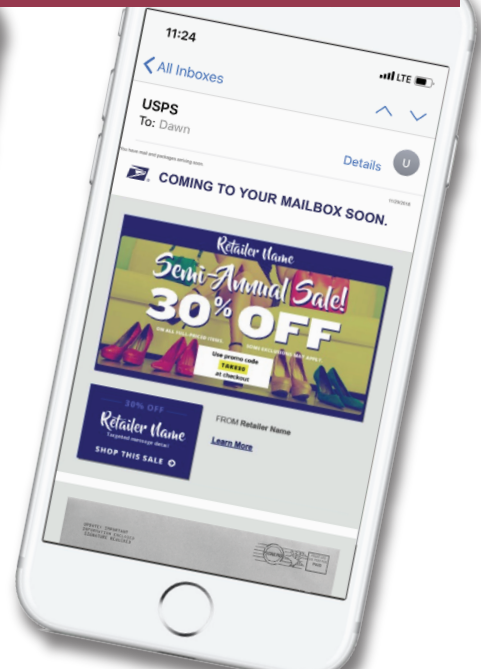


The USPS **STANDARD PROGRAM** provides only a B&W scan of the mailing piece. No image control.

Interactive Informed Delivery® Campaign Options



The USPS **BASIC CAMPAIGN** option adds an additional color “ride-along” ad.



The USPS **DUAL CAMPAIGN** includes a representative color image of your direct mail piece.

How J&Q can help you build an ID Interactive Campaign.

- Sets-up and coordinates your campaign through the USPS *Informed Delivery* system.
- Submits your ride-along image with a direct link to your landing page to the USPS and if utilizing a Dual Campaign, J&Q also submits a “representative” color image of your direct mail piece.
- Sends you a sample of the campaign for approval.
- Submits to the USPS once approved.
- Provides summary and detailed reporting on the results of your campaign including the number of subscribed ID email participants, email opens and click-throughs.
- Provides downloadable reports that match back to your mailing lists.

Advantages of using interactive Informed Delivery®

- Improved response to your mail. ID provides another view of your offer just as the mail arrives.
- You'll get additional impressions that will improve response rates. And the Postal Service is adding millions of subscribers every year.
- The cost is low. There are no Postal Service fees for participating, and J&Q just charges simple set-up fees. No cost per thousand.
- ID is easy. An image or two and a URL are all you need.
- Your prospects get another response path. If they are intrigued by your offer, they can just click a link on your “ride-along” ad.
- The benefit of additional touches with a mailing is well documented. It increases brand awareness while providing another means of responding.
- Informed Delivery emails have a high open rate – twice that of industry averages.
- Direct Marketers can reach consumers digitally with just a physical mailing address.
- Gets your mail piece to the top of ID emails. Mail pieces with an Informed Delivery campaign will appear near the top of your prospect's regular Informed Delivery email.
- Post-campaign reports include a summary, as well as a detailed report providing the number of Informed Delivery emails sent, opened and click-throughs.

OVER
45Mil
subscribers
Jan 2022

An interactive Informed Delivery® campaign can include a color image and a “ride along” ad. This clickable ad enhances your direct mail campaign's effectiveness by providing an additional response path for customers and prospects.



USPS *Informed Delivery*® promotion begins August 1, 2022.

REGISTER
June 15 - Dec 31
and receive a
4%
postage discount.

Informed Delivery is one of the USPS Promotions in 2022, earning mailers a **4% discount on postage**. Registration runs from June 15 through December 31, 2022. The promotion period for the mailings is August 1 through December 31, 2022. Eligible mail includes -

- First-Class presort and automation letters, cards and flats
- Marketing Mail letters and flats (all except carrier route saturation levels)
- Nonprofit Marketing Mail letters and flats

Currently the USPS does not charge for *Informed Delivery* interactive campaigns.

The costs to create the color images, develop a webpage for responses, and set up by an MSP are typically low. Combined with a 4% postage discount, now is the time to plan a test of *Informed Delivery*.

LEARN MORE
about the
program at
www.usps.com

We're here to help.

If you have questions, need more information on an *Informed Delivery* interactive campaign, or want to get rolling right away, contact us at:

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