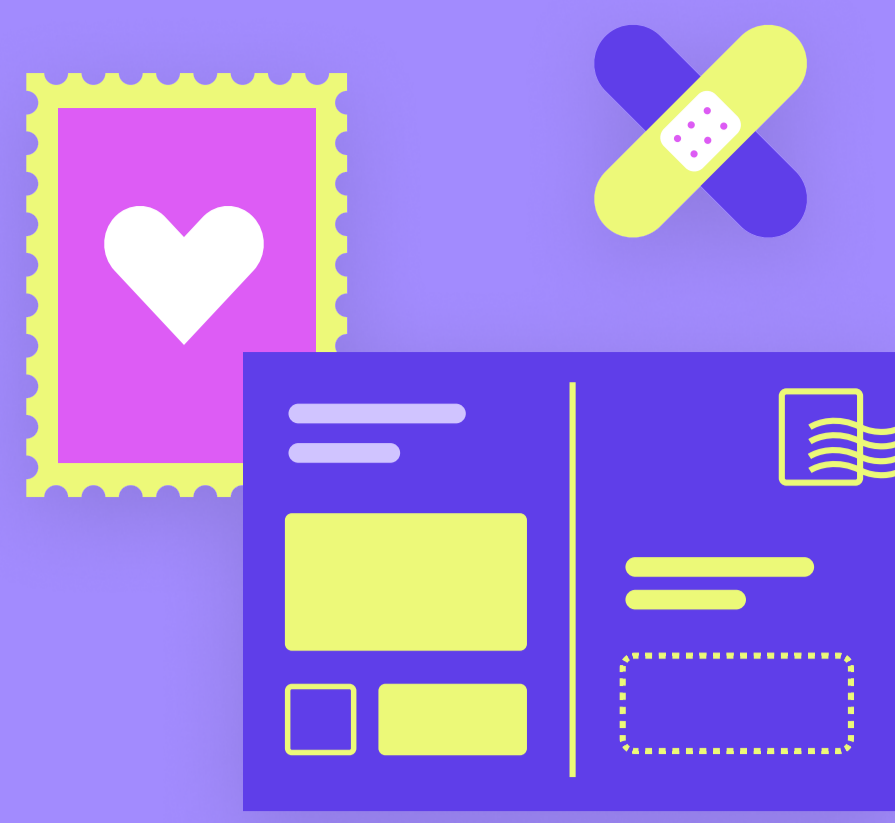


How USPS works:

What happens to your mail after you send it

Smarter postage and routing decisions have a tangible impact on direct mail ROI – and it all starts with understanding how USPS works behind the scenes.



The U.S. Postal Service processes and delivers 44% of the world's mail.

No other operation in the world connects as many households and businesses.

USPS moves an average of 157.5 million pieces of marketing mail every single day.*

That's 1,823 mailpieces each second.

What happens after you drop mail into USPS?

Whether you're sending one piece of mail or one million, here's how it gets delivered:



How to plan your *in-home delivery window*

You can make your mail performance more predictable by planning backwards.

Here's how:

- ✔ Optimize entry points by entering mail closer to the final destination – the right partner can support you on this step.
- ✔ Add in buffer days to preserve in-home delivery windows.
- ✔ Send campaigns in batches so you can monitor mail and make adjustments.
- ✔ Automate mail workflows to improve speed, quality, and visibility.
- ✔ Track and analyze results to tighten future scheduling accuracy.

Move mail at digital speeds

Behind every piece of mail is a highly synchronized network of technology, logistics, and people working together from creation to delivery.

Understanding the USPS mail journey lets you send faster and smarter. Lob's *Postal IQ* routing intelligence turns mail complexity into a competitive advantage, bringing unmatched precision to direct mail.

Optimize your direct mail timing.

Get started

