



## Delivering Intelligence

*USPS Data as the backbone of AI Marketing Agents.*

DELIVERING INTELLIGENCE

# USPS Data As the Backbone of AI Marketing Agents

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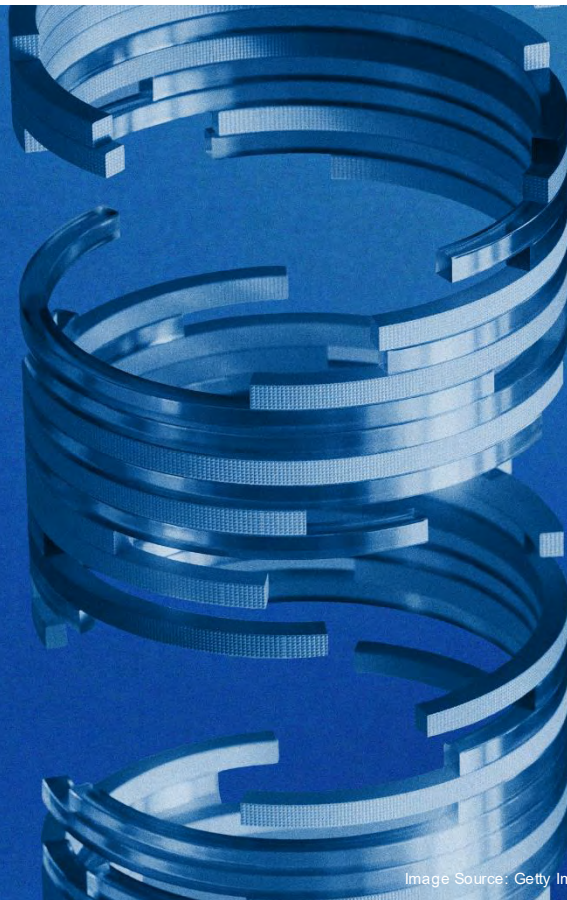


Image Source: Getty Images

# What's on the Agenda

During our discussion, you'll discover how USPS Geospatial Data enables AI agents to:

**1**

## Pinpoint High-Opportunity Regions

using real-time occupancy and mobility signals.

**2**

## Adapt Campaigns Dynamically

based on population shift and infrastructure access.

**3**

## Personalize Outreach

with hyper-local precision using ZIP Code™ - level segmentation.

**4**

## Automate Decision-making

across targeting, budgeting, and content delivery.

# The AI Marketing Landscape: What Is It telling Us?

That AI is transforming how marketing works—from informing decisions to optimizing efficiency to shaping customer experiences. And we're just getting started.

## 73%

of marketers surveyed identified AI-powered personalization as being the most impactful trend to the industry and/or their clients in 2025.<sup>1</sup>

## 79%

of marketers say AI agents are already being adopted in their companies. And of those adopting AI agents, 66% say that they're delivering measurable value through increased productivity.<sup>2</sup>

## 60%

of marketers say that AI boosts ROI and efficiency, and 55% reported improved customer experience and innovation.<sup>3</sup>

1. "Most important industry trends in 2025 according to marketing agencies in the United States and Canada," Statista, J.G. Navarro, November 28, 2025. <https://www.statista.com/statistics/1553807/leading-trends-marketing-agencies-us-canada/>
2. "PwC's AI Agent Survey," PwC, April 2025. <https://www.pwc.com/us/en/tech-effect/ai-analytics/ai-agent-survey.html>
3. "PwC's 2025 Responsible AI survey: From policy to practice," PwC, October 2025. <https://www.pwc.com/us/en/tech-effect/ai-analytics/responsible-ai-survey.html>

# The Current Reality Facing Marketers Today

We understand that change does not come without challenges.

Here are some of the more prominent issues we're seeing around data and AI:

## DATA CHALLENGES

### Decline in Signal:

Ad & Martech platform owner's response to increased privacy regulation has reduced marketers' access to granular data.

### Attribution confidence:

Flexibly testing new platform solutions comes at the price of attribution as audience "versions" fragment across ID spaces.

### Forced to measure in the aggregate:

Industry has returned to econometric models (Meridian, Robyn) but this cannot easily account for the role of audience.

## AI CHALLENGES

### AI impact on search:

LLM "surfaces" are eroding traditional search. While SEO still has a place, optimizing for AI interactions is about conversational inclusion, not "rank."

### Shift from rules-based to AI-led optimization:

Frontier protocols such as AdCP are providing evidence that AI-based optimization can outperform historical methods.

### Trusted, authoritative data:

AI's recommendations and decisions are only as good as the data it can base those things on—marketers need to assemble trusted knowledge bases to get the most of AI assistance.

# The USPS Geospatial Data Advantage

What makes USPS data a cut above the rest in terms of quality and value for AI agents?

## The fact that it:

- ✓ Is national
- ✓ Has high accuracy and recency
- ✓ Complements digital signals
- ✓ Is privacy safe
- ✓ Is AI-ready
- ✓ Relays behavioral and movement signals
- ✓ Is deterministic

# How Can We Use This Data to Optimize Our Success?

Working together, USPS Geospatial Data and AI agents can help elevate marketing outcomes on many levels. Here's how:

Use Case	Agent Persona	Deliverable
Predictive Modeling	Propensity Scoring Agent	AI can incorporate location-based signals to improve predictions about consumer behavior, demand, and the best next action for marketers to take.
Audience Clustering	Audience Science Agent	Trained in “K” and other models, AI can be used to more accurately group customers, stores, or regions to better support hyper-local targeting, etc.
Market Allocations	Geospatial Analytics Agent	Using accurate geospatial data, AI can help to detect spatial patterns that can otherwise be missed—and inform location-based decisions with speed and confidence.
Budget Flighting	Demand Forecasting Agent	Combining time series models with geospatial data can help you better capture localized seasonality and improve demand forecasting.

# Why USPS Geospatial Data Is Smart Marketing

## Capabilities & Use Cases

- USPS Occupancy Trends Data
- USPS Population Mobility Trends Data
- USPS PO and Collection Trends Data



Image Source: Getty Images




# USPS Occupancy Trends Data: INCREASED VISIBILITY



## WHAT IT IS

The USPS Occupancy Trends product uses vacancy data collected by USPS carrier operations to provide an aggregate count of vacant addresses by ZIP Code™, USPS carrier route, county, and congressional district.

## HOW IT CAN HELP MARKETERS

-  Refines targeting by identifying high occupancy areas.
-  Identifies areas of low occupancy where houses may be viable to purchase or flip.
-  Flags areas that may have a low rate of delivery to prevent undeliverable mail.

# Use Cases:

## USPS Occupancy Trend Data in Action



### Store expansion

Identify emerging or growing neighborhoods as prime locations for store development.



### Services demand

Monitor address additions and occupancy maturation to determine when development has created marketable households.



### Spend optimization

Use agentic AI to automatically adjust local marketing spend based on occupancy rates.

# USPS Population Mobility Trends Data: PRECISE TARGETING

## WHAT IT IS

A tabular dataset built upon aggregated USPS® change of address data (COA) and 2020 Census demographics (income, age, household size).

## HOW IT CAN HELP MARKETERS



Enables predictive marketing by anticipating consumer relocation trends.



Optimizes marketing campaigns by tailoring content to identified demographics.



Identifies potential areas of expected growth with target markets for construction.

# Use Cases:

## Population Mobility Trend Data in Action



### Predictive churn modeling for subscription services:

Enhance churn models by measuring and predicting customer relocation trends.



### New mover campaigns:

Target new move-ins with locally relevant marketing, automatically triggered by occupancy changes.



### Relocation-based offers (insurance, utilities, telecom):

Take advantage of cross-sell, upsell, and brand switching opportunities by capitalizing on customer relocation trends.

# USPS Post Office™ and Collection Box Data: INCREASED COORDINATION

## WHAT IT IS

Datasets containing the specific coordinates of United States Postal Service Post Offices and blue collection boxes not available on the **usps.com** website.

Gives you PO Box density and distribution data, as well as detailed information about specific services offered and hours of operation or collection times.

## HOW IT CAN HELP MARKETERS



Helps coordinate mailing rollouts across numerous Post Office locations offering specific services to optimize national ad campaigns.



Leverage usage patterns for campaigns such as residential, business, and transient populations.



Provides stability and identity signals.

# Use Cases:

## USPS Post Office and Collection Box Data in Action

**Post Office and collection box data allows you to identify and target an entire subsegment of potential customers (small businesses, frequent movers or travelers, and privacy-conscious consumers) that many marketers overlook to provide a more personalized experience.**



### B2B marketing

Identify high-potential B2B markets based on PO Box density with a reliable channel for delivering your marketing.



### Underserved customers

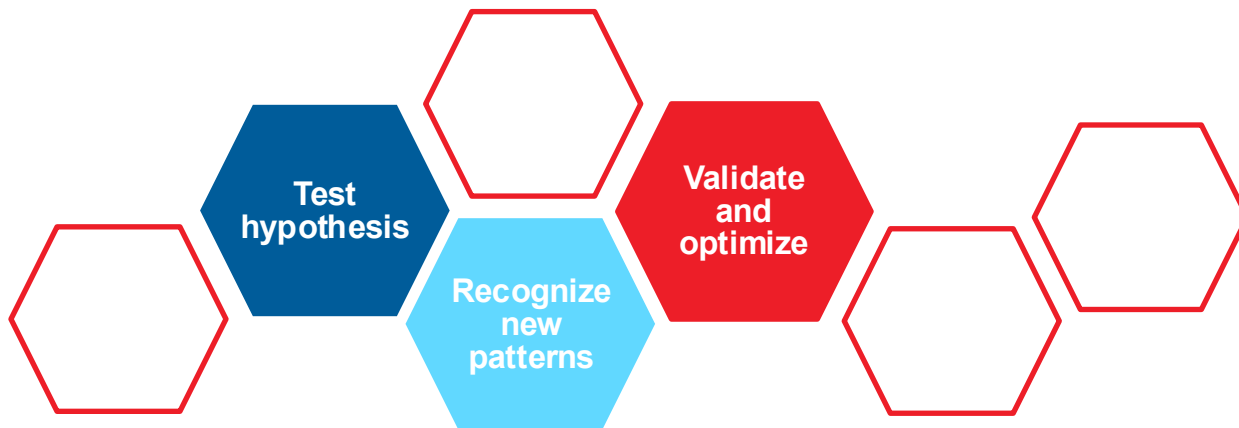
More effectively reach customers who are privacy-conscious, live in hard-to-deliver areas, or who frequently travel.



### Reduce risk

PO Box data can help prevent fraudulent customer activity and identify high-risk activities.

# Making a Data Connection: How AI Agents Use These Signals



## Test hypothesis

AI can be an incredibly useful partner for testing marketing hypotheses (i.e. "I believe X — use the data to prove or refute this.") It will also tell you when your hypothesis exceeds your data.

## Recognize new patterns

AI can identify patterns and correlations quickly across large datasets and help value new opportunities in those patterns.

## Validate and optimize

AI can learn what worked and what didn't to help you optimize future decisions accordingly (with a human in the loop).

# What Does This All Mean for Your Business?

Together, these products give AI a view of movement, place condition, and access.

Dataset	What it tells AI	Best role
Population Mobility Trends	Where people are moving	Growth targeting, personalization, expansion
Occupancy Trends	Where places are filling, emptying, or being added	Efficiency, market sensing, launch timing
Post Office & Collection Box	Where postal infrastructure exists and what it can do	Operational planning, access awareness

PUTTING IT ALL TOGETHER

# Real-World Applications for Real-World Results



Image Source: Getty Images

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# Geospatial Data for Retail

Let's say you're a brick-and-mortar retailer.

Here are some of the ways geospatial data can be applied:



Identify new store opportunities by analyzing occupancy and population mobility trends to find growing neighborhoods or look-alike neighborhoods and determine successful locations.



Plan local marketing or promotions based on seasonal trends, such as population surges around specific holidays, seasons, or events.



Create new and personalized campaigns triggered by occupancy changes, such as move-in promotions to welcome new movers to the neighborhood.

# Geospatial Data for Health Care

Let's say you're a regional health care network.

Here are some of the ways you can apply geospatial data:



Identify infrastructure gaps based on changing occupancy or mobility trends and get ahead of access issues.



Create new and personalized campaigns triggered by occupancy changes, such as areas with high inbound migration that would likely need primary care provider onboarding.



Compare address data against actual occupancy data to minimize waste and help prevent fraud.

# Geospatial Data for Subscription Services

Let's say you're a subscription service.

Here are some of the ways you can apply geospatial data:



Use occupancy and mobility data to identify areas with high risk of customer churn and to identify areas with high potential for customer growth that you can target with “new mover” campaigns.



Adapt your messaging and your fulfillment strategy to match delivery usage and maximize delivery reliability for home mailboxes or PO Boxes.



Adjust your marketing spend to target high growth areas and look-alike neighborhood segments.

# Implementation Roadmap: What's Next?

## Test with speed. Scale with care.

- ✓ Align on use cases with relevant stakeholders. Identify relevant datasets for integration with USPS geospatial data products.
- ✓ Test & train AI models for relevant use cases (e.g., predictive modeling, audience clustering, market allocations, budget flighting).
- ✓ Pilot use cases one at a time to understand the multiplier effect of geospatial data for informing AI decision-making and marketing optimization.
- ✓ Prove the benefit with real results, with the potential for repeatability in other BUs Scale capabilities through cross-BU use case adoption.

# Ethics and Privacy: Things to Keep in Mind

5 data ethics AI guardrails to consider when using first-party and USPS data:

1

Stay aggregated. Use USPS data for area-level decisions. Do not pursue person-level inference.

2

Pause for sensitive-category optimization. Apply caution to any application that encompasses housing, credit, insurance, employment, or health-related factors.

3

Require explainability. AI recommendations should be traceable to human understandable inputs and signals.

4

Add fairness checks. Review whether certain communities are being disproportionately excluded, downweighted, over-targeted, etc.

5

Limit combinations. Consider the business case when joining USPS data with household-level or brokered data.

And... always keep a human in the loop for governance purposes.

# Q&A

To discover more about how USPS Geospatial products can elevate your marketing processes, visit:



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