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Do you have questions or topics you would like covered during this session?

Simply scan the QR Code to submit your questions or comments, and we'll aim to address them during the session.



Scan here!





FORGING BOLD HORIZONS

Delivering Results: Market Smarter with Informed Delivery®

Presented By:



imagine.™

NATIONAL POSTAL FORUM | MAY 3-6, 2026 | PHOENIX, AZ



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IN TODAY'S SESSION...

- 1 Informed Delivery Overview
- 2 New Features & Program Updates
- 3 What's Coming Next
- 4 Informed Delivery from an Industry Perspective
- 5 Q&A



Mail continues to be impactful with unbeatable response rates.

87% of marketers plan to maintain or grow their investment in direct mail in 2026¹.

Marketers agree that direct mail works best when **integrated with digital channels.**

¹Franklin Madison Direct. *Direct Mail Marketing Benchmark Report*. Franklin Madison, 2025, <https://franklinmadisondirect.com/e-books/direct-mail-report/>.

The Value: Visibility for Consumers and Additional Impressions for Marketers.

Consumers



Mail and package
preview & management
anytime, anywhere

Tracking &
delivery notifications

Excitement & awareness

Marketers

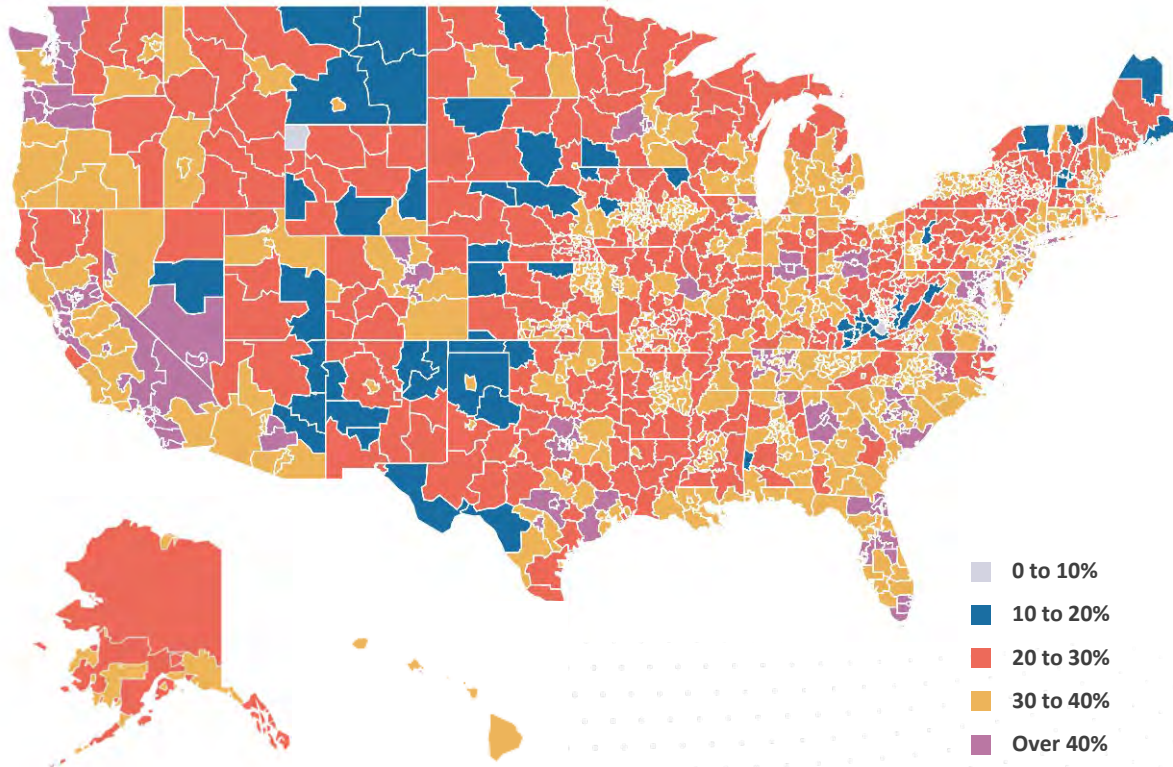


Digital interaction

Access to millions
of active users

Tools & analytics

78.7M Users & Growing



- 0 to 10%
- 10 to 20%
- 20 to 30%
- 30 to 40%
- Over 40%

Growth Since April 2025



+6.0M

Email Users
68.3M Total



+3.0M

Households
53.9M Total



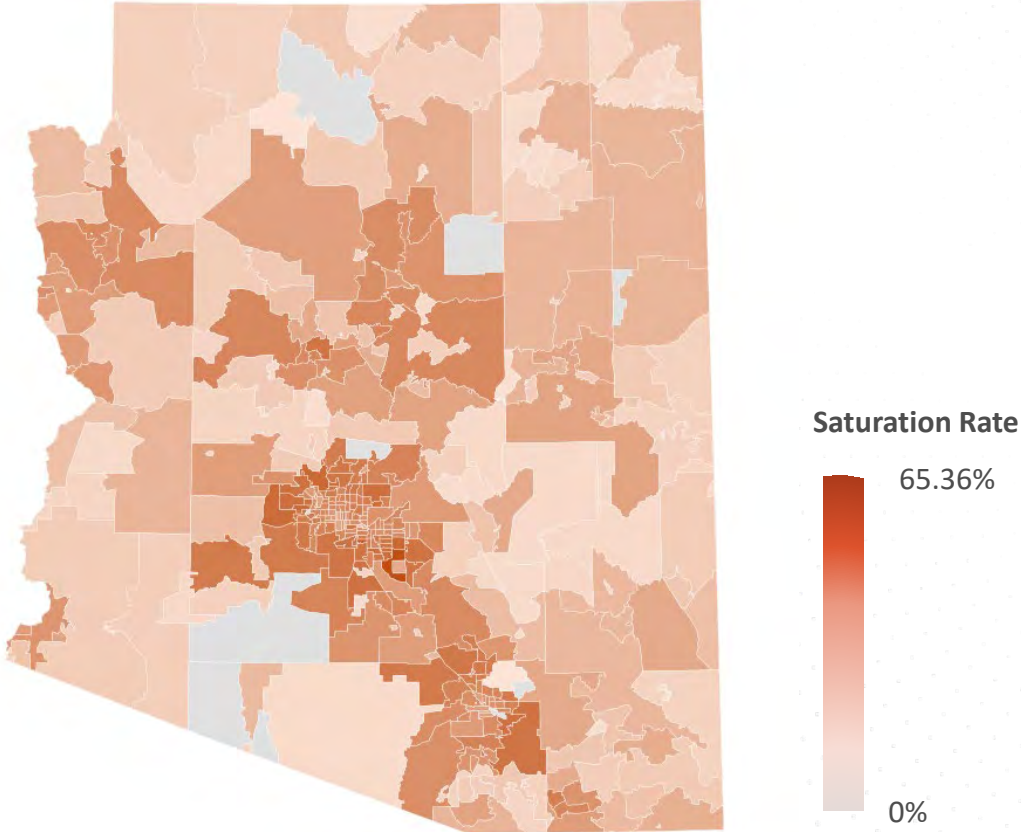
+1.2%

Nat'l Saturation
36.2% Total

USPS Internal Data as of March 31, 2026

Informed Delivery Household Saturation

The national household saturation has reached 36.2%. Multiple locations throughout Arizona have above average saturation.



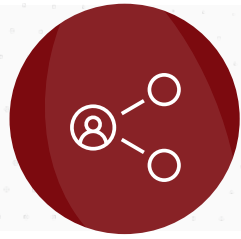
| Top 5-Digit ZIPs* | Saturation |
|-------------------|------------|
| 85142 | 65.4% |
| 85284 | 61.4% |
| 85212 | 54.5% |
| 85383 | 52.9% |
| 85045 | 52.9% |

Note: Top ZIPs represent the highest saturation in Arizona, not nationwide.

USPS Internal Data from April 1, 2025 – March 31, 2026

A Satisfied & Engaged User Base

Marketers can reach users that are happy and highly engaged with the feature.



67%

Would recommend¹



91%

Satisfaction rate¹



49.9M

Average Monthly
Active Users²

“ I use it to stay on top of **important mail** that arrives while I am away. ”

“ I enjoy **knowing** what I am going to have delivered each day. ”

“ I’m disabled, and it **tells me to go to the mailbox**. Very helpful. ”

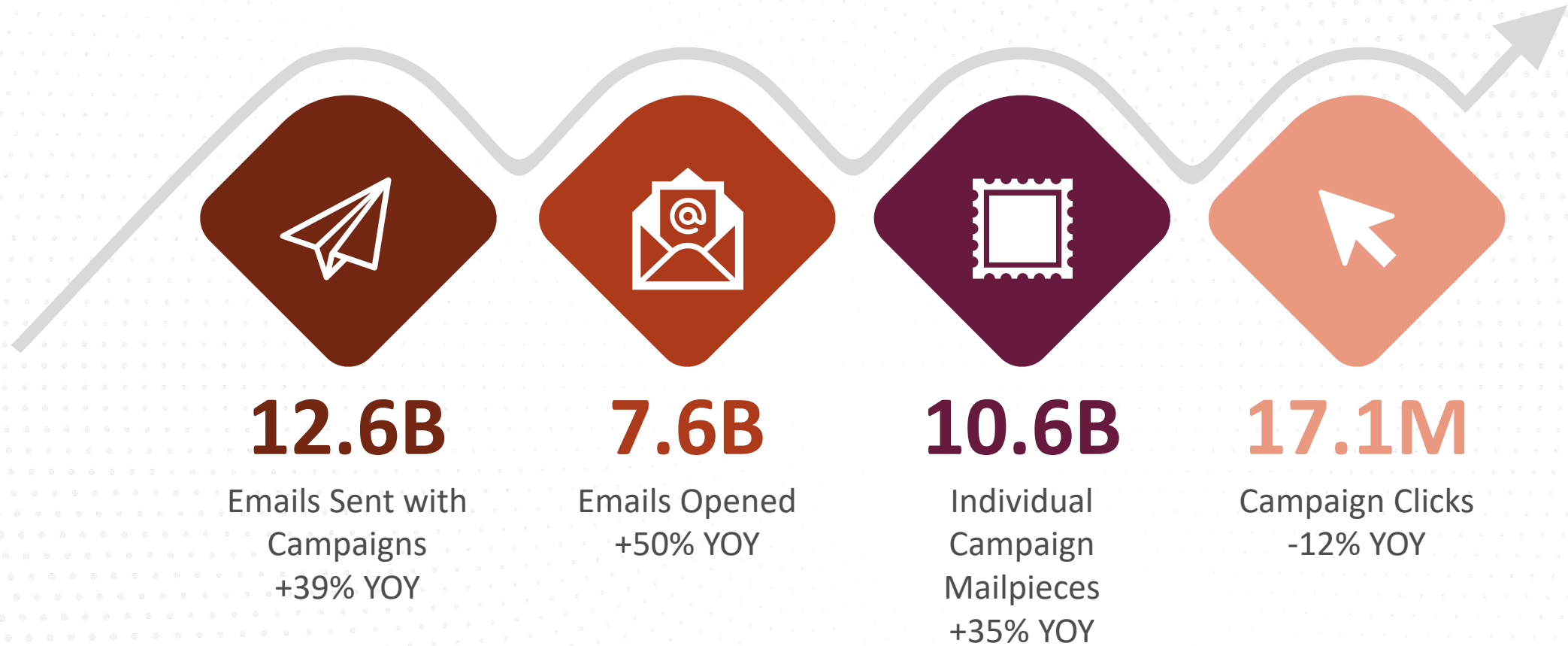
¹USPS FY26 Q2 User Survey

²USPS Internal Data from April 1, 2025 – March 31, 2026

Quotes from FY26 Q1 User Survey

Another Year of Increasing Opportunities

Informed Delivery accumulated billions of opportunities for marketers to generate excitement and engagement from consumers.



USPS Internal Data from April 1, 2025 – March 31, 2026

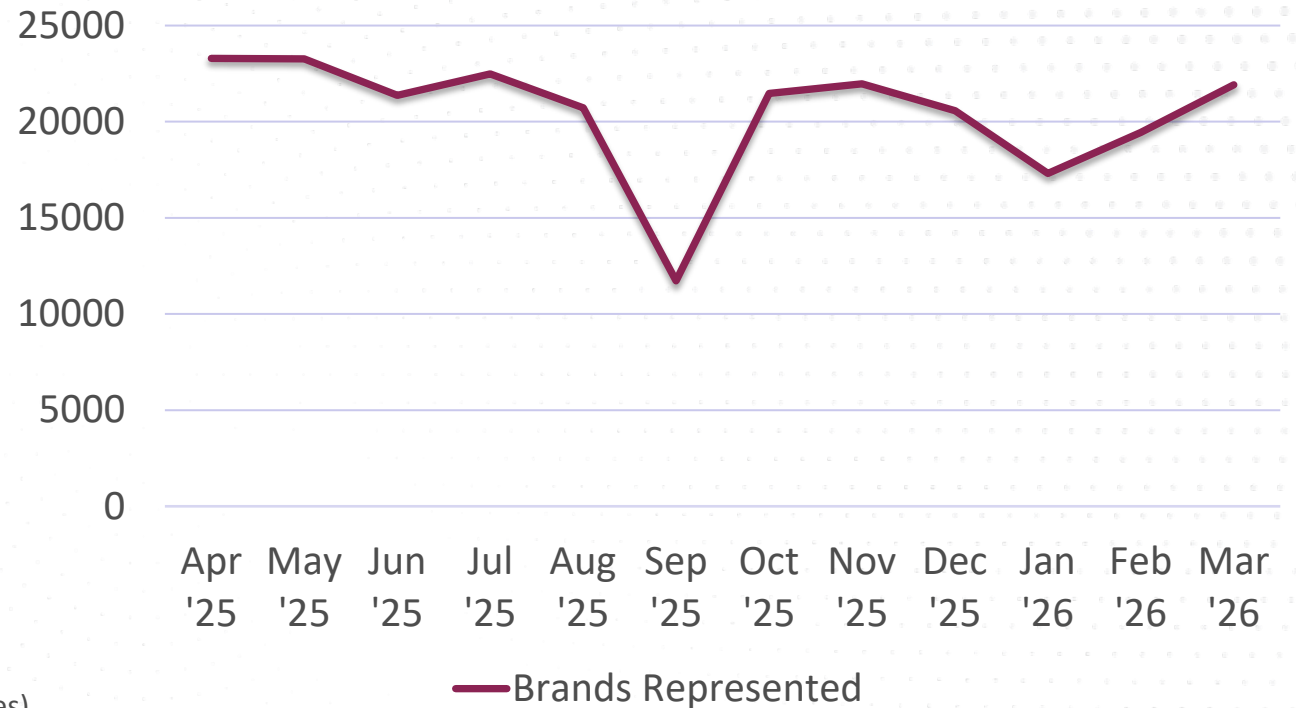
High Potential Across Industries

More businesses across industries are creating campaigns than ever before, with over 8.2K total mailers and 210.7K brands represented.¹

Industry category and click-to-open rates² for top-performing campaigns:

- Real Estate – **58.95%**
- Auto Repair – **11.09%**
- Entertainment – **9.90%**
- Home Repair – **8.83%**

Brands Represented



¹USPS Internal Data as of March 31, 2026 (total mailers represent unique mailer names)

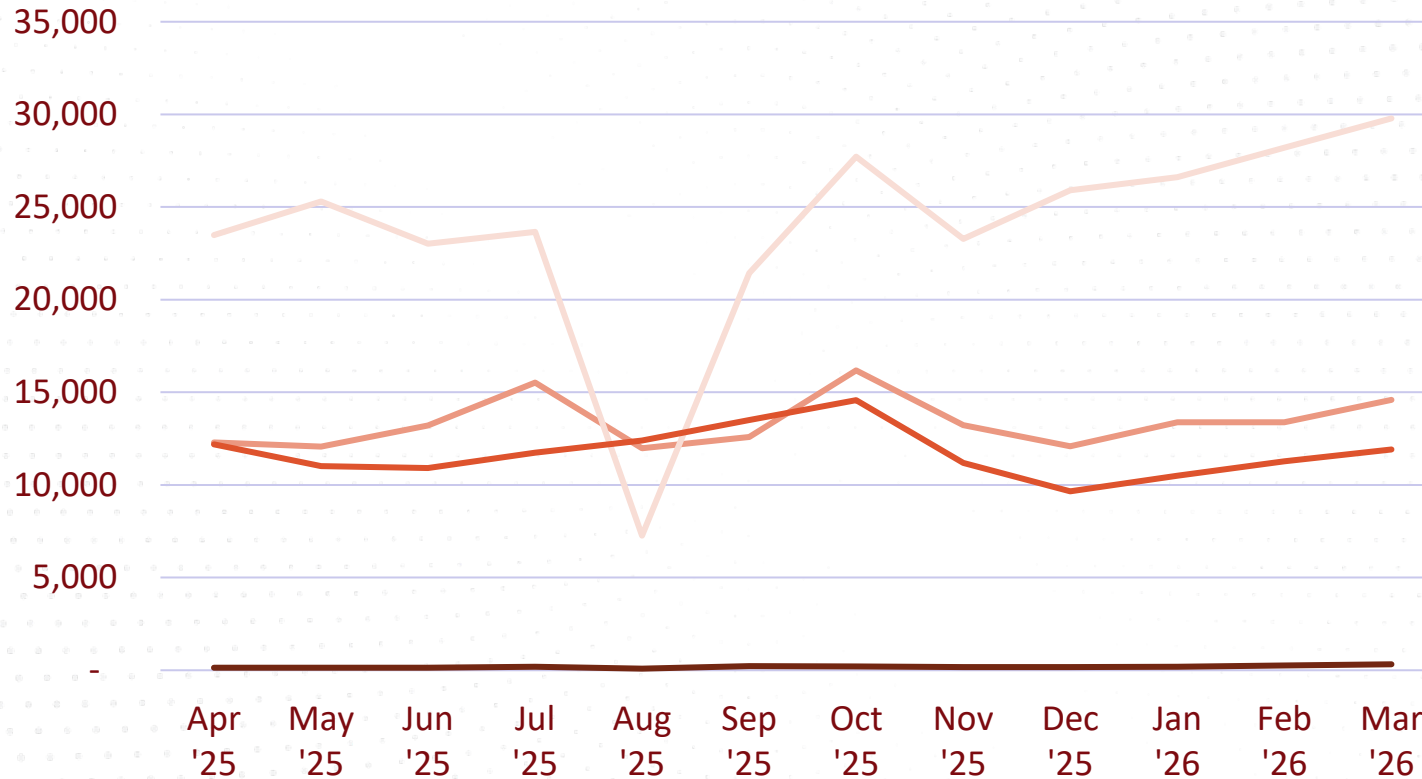
²Average campaign clicks out of the emails opened for each top-performing campaign from April 1, 2025 – March 31, 2026

Chart shows USPS Internal Data from April 1, 2025 – March 31, 2026

A Pivotal Shift in Campaign Management

Campaign growth continued in 2025, encouraged by a year-round Informed Delivery promotion.

Campaign Submission Method



56%
of campaigns were submitted via API since April 2025

93%
of campaigns since April 2025 have been sequential campaigns

653K
total campaigns completed since April 2025

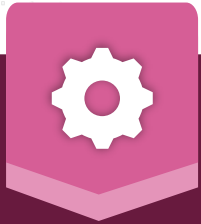
USPS Internal Data from April 1, 2025 – March 31, 2026

— My Products Portal (MPP) — eDoc — API — Mailer Campaign Portal (MCP)



A Robust Suite of Tools & Analytics

USPS tools are available to help marketers run campaigns more efficiently and improve campaign performance.



USPS API

for direct integration
and automation



Informed Visibility

for data queries
and feeds



URL Parameters

for analytics and
personalization



More than 80% of marketing professionals rely on data to guide their decisions.¹

¹William & Mary Raymond A. Mason School of Business. *Data Analytics in Digital Marketing*. William & Mary, 2025, <https://online.mason.wm.edu/blog/data-analytics-in-digital-marketing>.

Over the last year, Informed Delivery **launched new features** and **refined existing offerings** to improve consumer and business user experience...



Informed Delivery
Mobile App



Mail Delivery Notifications



Feature Refinements



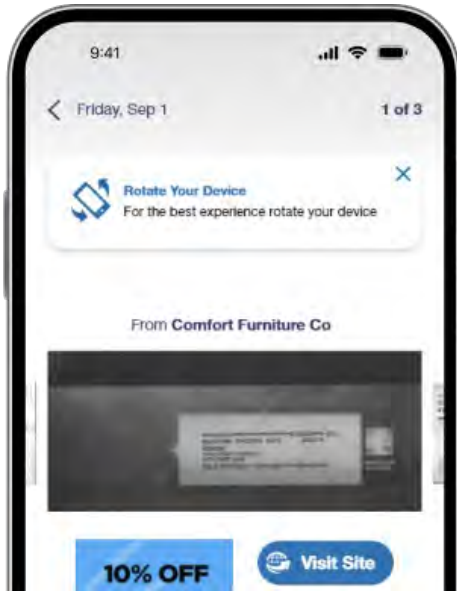
New APIs

We've Gone Mobile

The ID Mobile app launched nationally in September 2025, allowing users to manage their mail and packages on the go while appealing to younger, mobile-first audiences.

Mobile app users can preview incoming mail and packages, and...

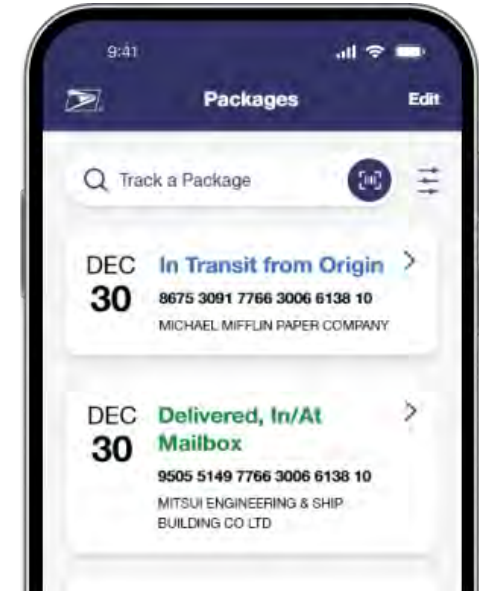
Manage incoming mail and interact with digital content



Get real-time updates with optional push notifications



Track packages and share package statuses with others



ID Mobile App Usage

Informed Delivery continues to see additional downloads and positive reviews of the mobile app.

705K Total App Users

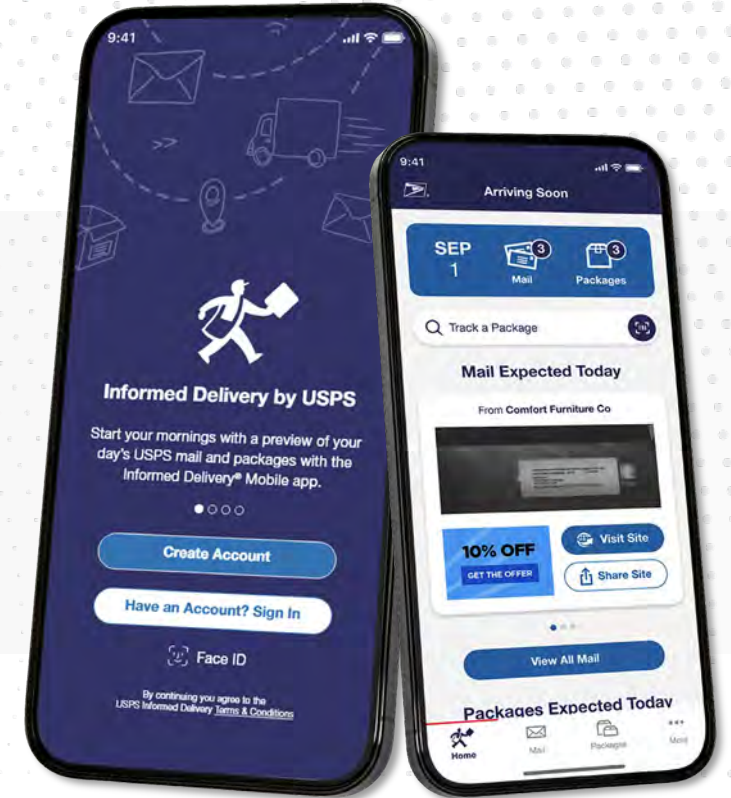
251K Active App Users¹

8M Mobile Logins

161K New ID Users from App

“ The USPS Informed Delivery Mobile app is *thoughtfully designed and user friendly*. It delivers on promised features.

Faster and easier to navigate. Information is clear and easy to get to. ”



Scan to go to the Apple App store

Download the Informed Delivery Mobile app today.



Scan to go to the Google Play store

Increased Mail Visibility

As of March 2025, all eligible ID users can now opt-in for Mail Delivery Notification (MDN) to receive email alerts when their letter and flat mail has been delivered.

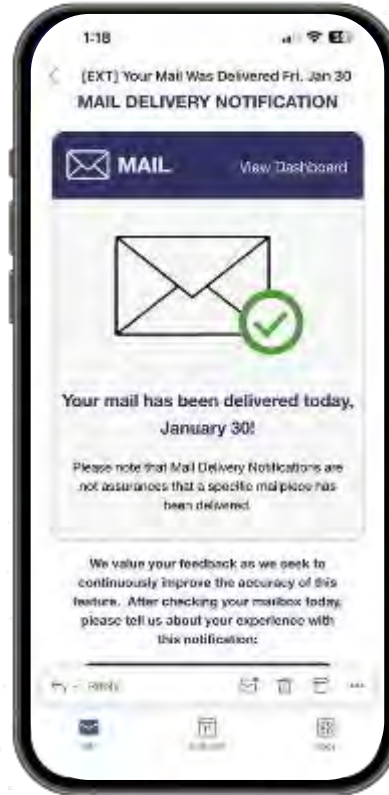
Benefits for Consumers



Satisfies long-time request for **enhanced delivery visibility** and **improved mail security**



Reinforces **positive engagement** between USPS and consumers through valuable email communication



Benefits for Marketers



Prompts consumers to retrieve physical direct mail pieces to **complement digital touchpoints**



Consumers pick up their mail and can **take action on it right after it is delivered**

Mail Delivery Notification Usage

Informed Delivery users continue to opt into MDN via their Informed Delivery settings.

1.6M

Users opted-in for MDN

86.3%

Say arrived on time

58.6%

MDN email-open rate

“ I really like the emails that let me know my mail has been delivered. ”

“ I like to know what’s being delivered and when so I can decide when to go to the mailbox. ”

“ It’s nice when you’re looking for something special and you know exactly when it is delivered. ”



USPS Internal Data as of March 31, 2026 (ineligible addresses include PO Box users)
Quotes from FY26 Q1 User Survey.

Mail Delivery Notification Enhancements

Since its launch, Informed Delivery has made refinements to the MDN email and opt-out experience.

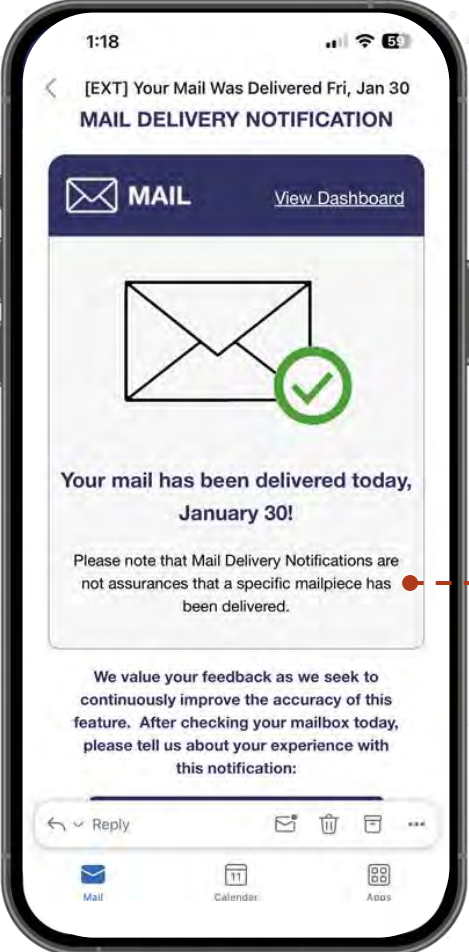
NEW! Mail Delivery Notification

Turn on my Mail Delivery Notification emails for:
 NO 12345 Street Name, City, State, ZIP

** User must select a reason to opt out of email. Please let us know the primary reason you're choosing to turn off Informed Delivery email notifications.*

- I was receiving too many notifications.
- I don't want to receive notifications via email.
- I don't find value in the feature.
- I have privacy/security concerns.
- I have moved or will be moving soon. (Please remember to update your address in your usps.com profile.)
- I have another reason. (Leave comment below. Please do not include any personal information.)
- I prefer not to answer.

**New
Optional
MDN
Opt-Out
Survey**



**Refreshed
MDN email
copy**

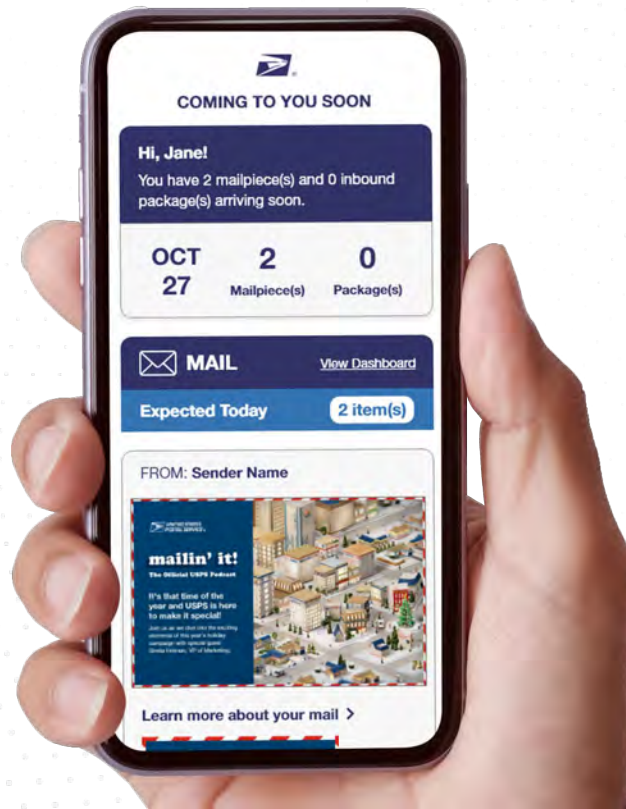


Redesigned Daily Digest

Over the years, Informed Delivery has made refinements to the Daily Digest email to improve the user experience and increase mailer campaign performance.



Previous Daily Digest



Refreshed Daily Digest

The Daily Digest now includes...

- ✓ **Greater personalization** to increase engagement and user satisfaction
- ✓ **Refreshed user interface** with simplified viewing experience and intuitive email navigation
- ✓ **Increased visibility and transparency** with additional package status and tracking information

Enhanced Package Tracking

To increase simplicity and reduce confusion, Informed Delivery updated the Package Notification Options within the ID Settings page.

New Package Notification Options

“Tracking packages is my favorite feature.”

Package Notification Options
Send me notification for:

Text Email

Delivery Date Updates ⓘ

Delivery Activity ⓘ

Key Delivery Updates * ⓘ

All Updates ⓘ

* All customers are automatically enrolled for Key Delivery Updates unless manually opted out.

Mobile Phone Number

* Email Address

Use my USPS.com account email for package notifications.

Read more about [Text Tracking](#) >

I have read and agree to the [Terms and Conditions](#) for SMS Notifications. Message and data rates may apply.

Privacy Act Statement
Your information will be used to provide you with USPS® package tracking notifications and with information about the status of mailings within the USPS network. Collection is authorized by 39 U.S.C. 401, 403, and 404. Supplying your information is voluntary, but if not provided, we may not be able to process your request to furnish package tracking status updates. We do not disclose your information to third parties without your consent, except to act on your behalf or request, or as legally required. This includes the following limited circumstances: Incident to legal proceedings involving the Postal Service; for law enforcement purposes; to a congressional office on your behalf; to agents or contractors when necessary to fulfill a business function; to a U.S. Postal Service auditor; to labor organizations as required by applicable law; to government agencies in connection with decisions as necessary; to agencies and entities for financial matters; and for customer service purposes. For more information regarding our privacy policies visit www.usps.com/privacypolicy.

“I like to know when my packages arrive when I’m not home.”

Pre-Populated USPS.com Email Address

Quotes from USPS Informed Delivery Quarterly User Survey FY26 Q1

New USPS APIs

The Informed Delivery legacy WebTools APIs were retired in January 2026. Informed Delivery APIs are now accessible on the Apigee Developers Portal.

Benefits of the New System

- ✓ Requests and responses have transitioned to JSON formatting, **retiring XML schemas**
- ✓ Requests and responses require OAuth tokens for **enhanced security**
- ✓ **Updated technical resources** are available on PostalPro

The screenshot shows the USPS.COM website with a prominent announcement: "Web Tools APIs Shut Down January 25, 2026". Below this, it states "Migrate NOW to USPS APIs" and provides instructions for users. A "Sign Up for USPS APIs" button is visible. The page also includes a section titled "How to Switch to USPS APIs" with sub-sections for "I'm a Web Tools API Developer" and "I use a third-party platform that uses Web Tools APIs".

On the right side of the screenshot, there is a document titled "1.0 USPS APIs Onboarding - Introduction". It includes a table with 8 steps for the onboarding process:

| Step | Description | Required | Exceptions |
|------|------------------------------------|----------|---|
| 1 | Login/Create USPS Business Account | ✓ | |
| 2 | ASF Payment Account | ✗ | Label API users |
| 3 | Create an App | ✓ | |
| 4 | Retrieve Credentials | ✓ | |
| 5 | Claims Process | ✓ | Note: It is recommended that all users complete this step if it has not automatically been completed. It is critical for the following: - Label API users/payment account holders - Users with Contract/NSA prices - Subscriptions API users |
| 6 | Test APIs | ✓ | |
| 7 | Request Additional Access | ✗ | - API Access outside of default APIs (i.e., "Public Access F" product) needed. - Quota threshold higher than default \$5 calls/hr needed. |
| 8 | Request API Support | ✗ | - Users experiencing onboarding or API issues. |

...and we're continuing to **optimize** the user experience and **support growth** going forward.



Additional ID Mobile App
Enhancements



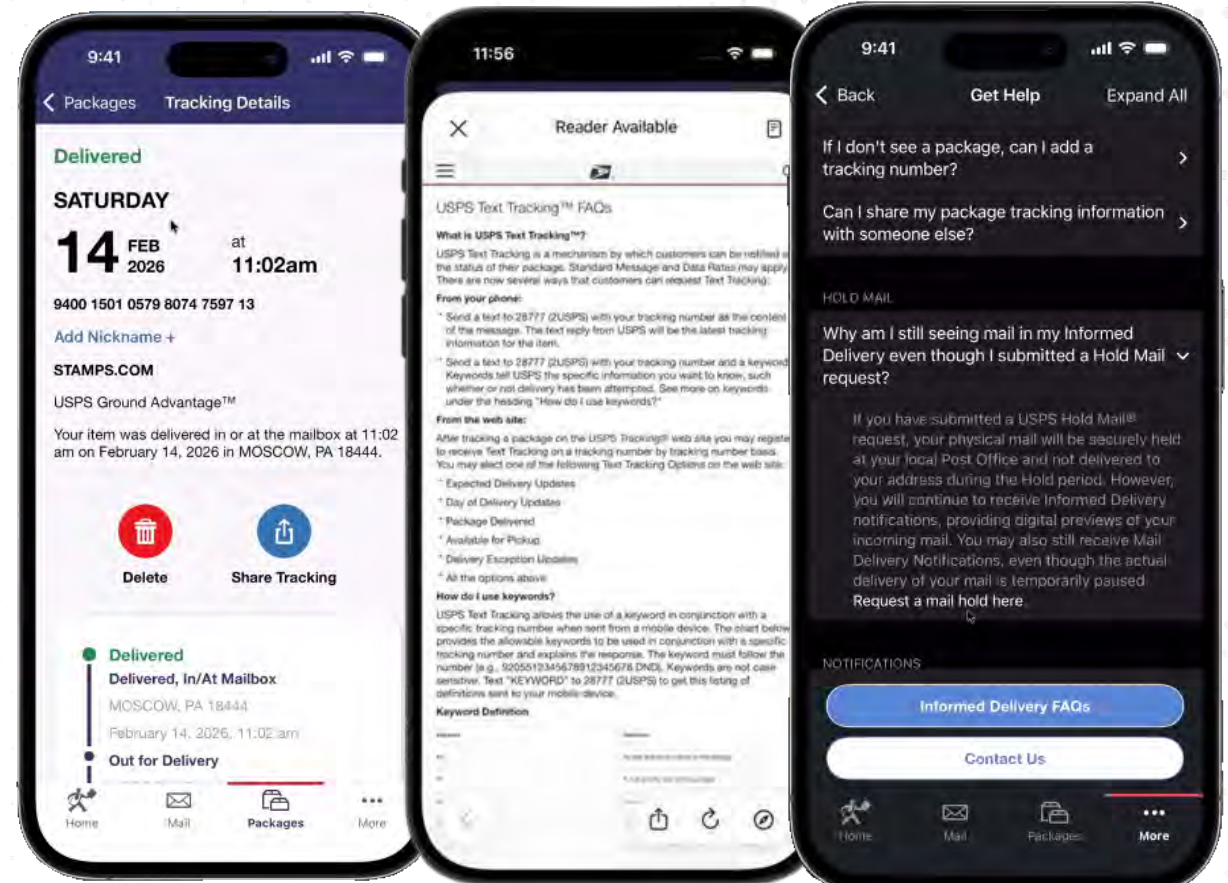
Mailer Campaign Portal Redesign &
Data Capture Expansion

Upcoming ID Mobile App Enhancements

Informed Delivery plans to add more mail features to the mobile app to make it even easier to interact with Informed Delivery campaigns.

Features to be Added

1. Package notifications via email/SMS
2. Delivery instructions and Electronic Signature Online (ESOL) on packages
3. Schedule a package redelivery
4. Link to ID settings
5. Adding saturation mail campaigns
6. Enhancements to UI including dark mode



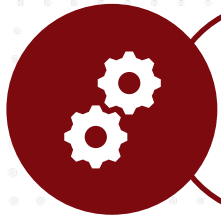
*Mock-up is for demonstration purposes only and may not reflect the final product.

Redesigned Mailer Campaign Portal (MCP)

With a modernized and updated user interface, this refresh will help businesses to better navigate through the MCP and assist in creating better performing campaigns.



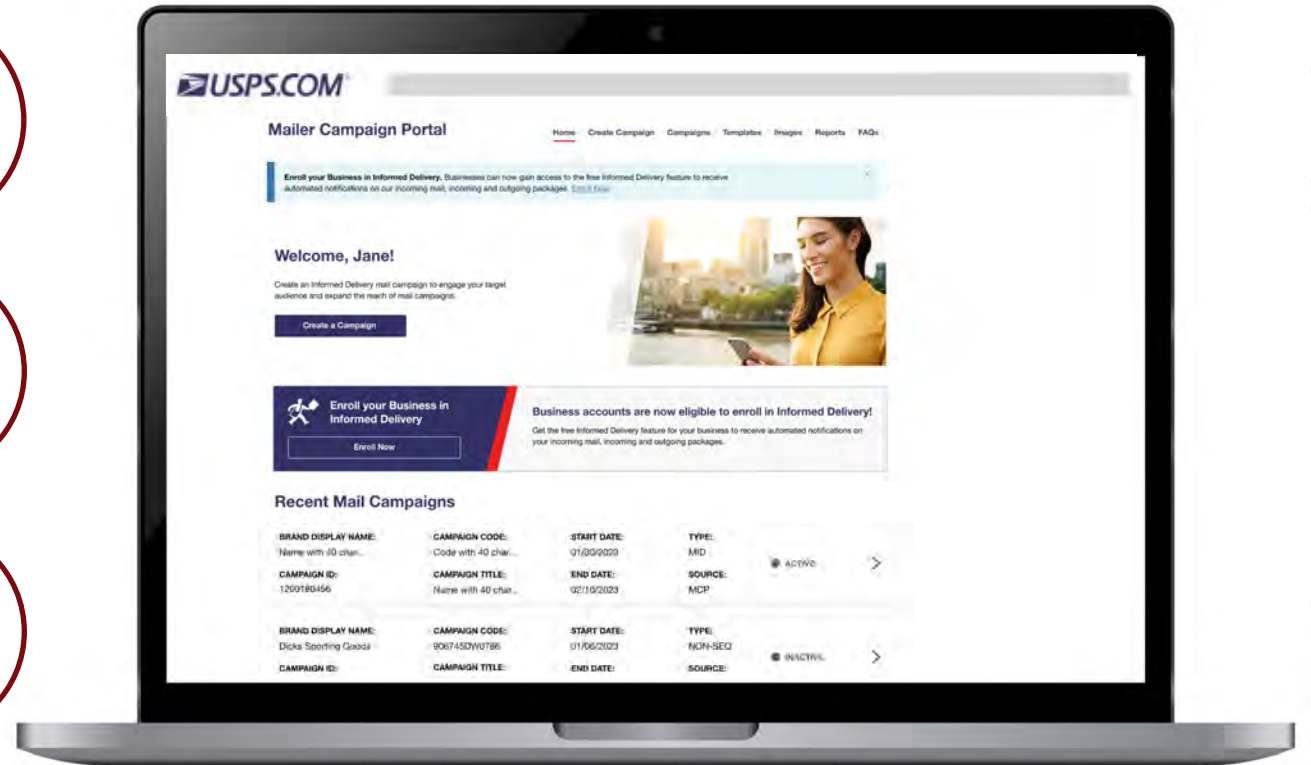
Improved interface providing easier navigation, access to available **tools and tips**.



New **campaign creation tools** and improvements for a **consistent experience** across channels.






Extended summary/detailed report expiration (60 days)

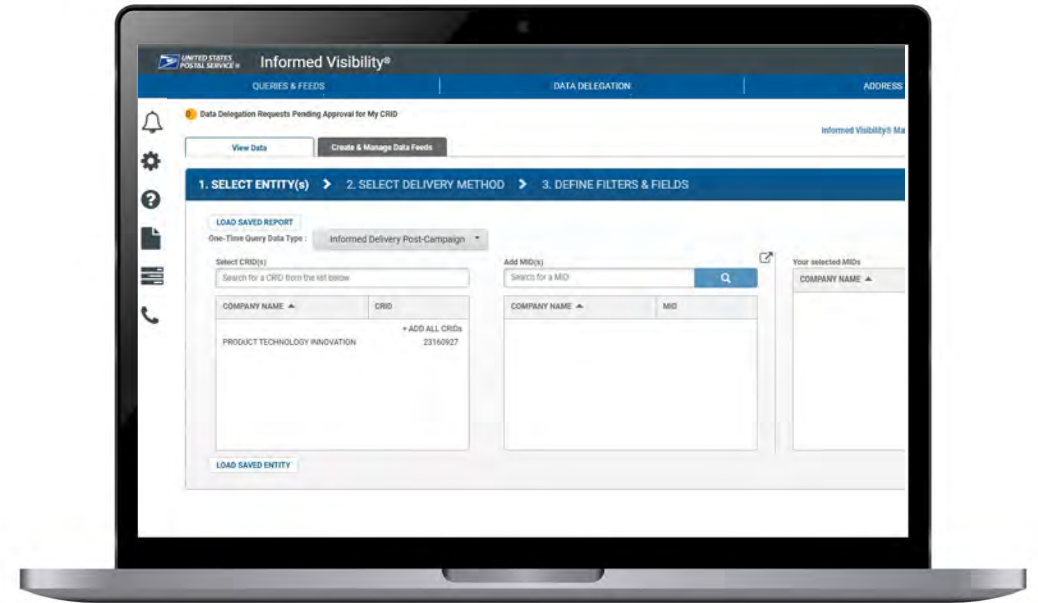



*Mock-up is for demonstration purposes only and may not reflect the final product.

Improved MCP Reporting

Later this year, the MCP will offer marketers improved data from completed and active campaigns.

-  **Data Sources:** mobile app, email, and dashboard channels.
-  **Report Access:** report retention increase from 30 to 60 days.
-  **Reporting User Guide:** Intuitive instructions on how to use MCP reporting features.



 New data fields will be available in MCP Summary Report, MCP Detailed Report, and Informed Visibility.

The Imagine Group

Informed Delivery from an **Industry Perspective**

What would yield more flowers?

If you had 100 seeds and 100 cups of water...would you spread them thin — or **focus where it matters?**

That's what Informed Delivery does — it adds **more touchpoints** to the same mail investment.



We talked about what Informed Delivery is – Now let's talk about what Informed Delivery actually does.



Turns one impression into two




Extends engagement before the mail arrives



Adds measurable digital interaction to mail

FROM: Brand Name



Brand Name

LOOK FOR THIS LETTER IN YOUR MAILBOX TODAY!

Learn more about your mail >

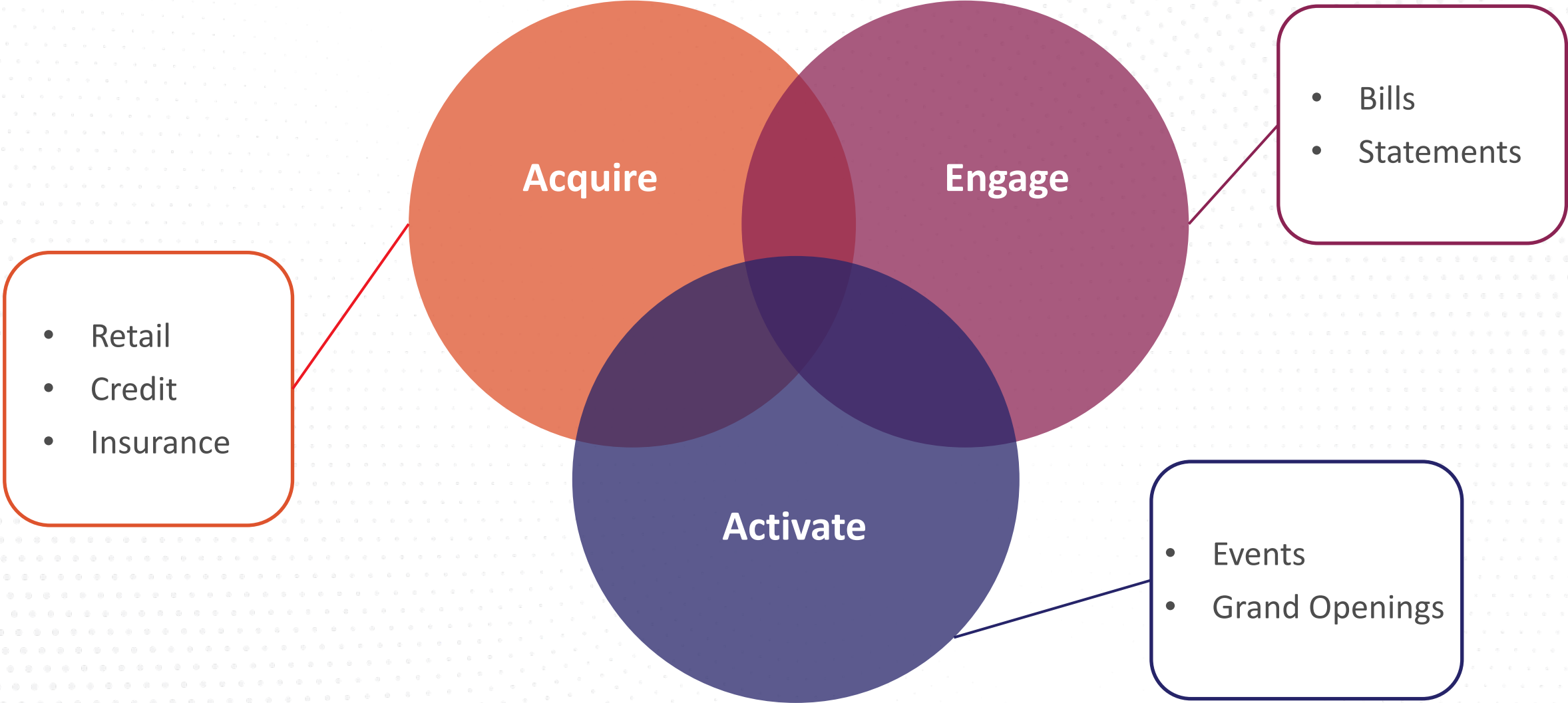
Call to Action

LEARN MORE

Share via:

Email Text Facebook X

Common Industry Use Cases



What Separates Good vs. Great Campaigns

Good Campaigns

Just upload an image

Link to homepage

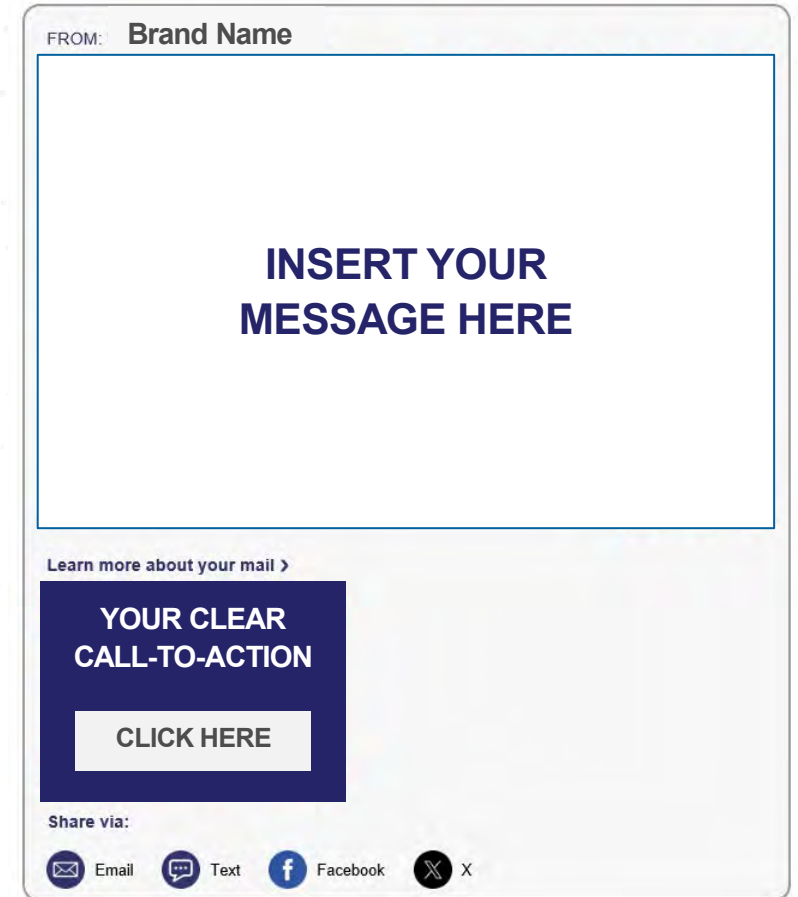
Desktop thinking

Great Campaigns

Design it like a digital ad

Use a dedicated landing page

Mobile-first design



Should You Charge?

What we are seeing across the industry...



Entry Strategy

- Included with campaign
- Helps differentiate your services



Growth Strategy – Add-On Service

- Small setup fee
- Plus creative

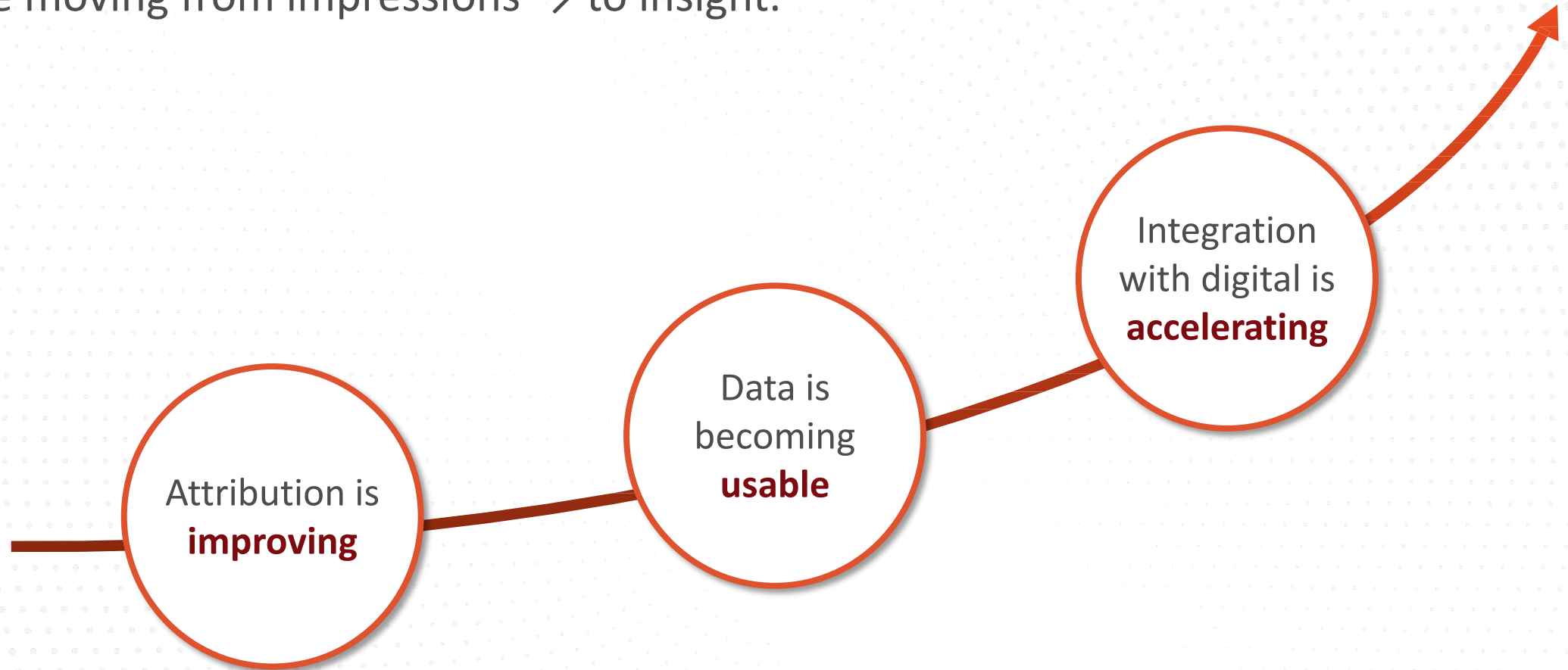


Advanced Strategy – Full Digital Service

- Landing page
 - Analytics
 - Reporting

Where This is Going...

“We’re moving from impressions → to insight.”



Summary

Same postage. Better performance.



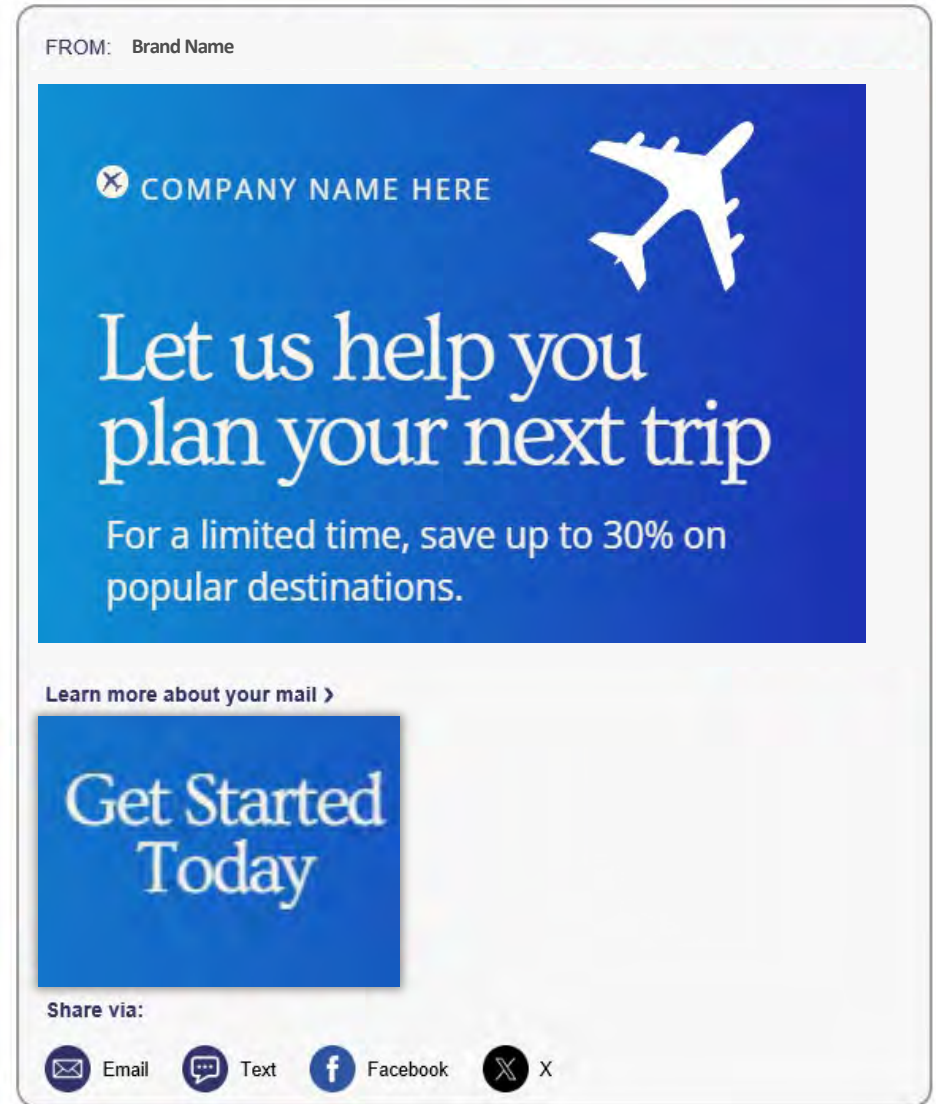
Start now – incentive helps, but results sustain it



Once clients try it, they keep using it



Every impression has value



Thank you!

Visit Us

Connect with us at the consultation table and demo area Monday and Tuesday or visit our peer-to-peer on Tuesday at 2:45 PM.



Informed Delivery for Business Mailers & Shippers Website

Find resources for creating and managing campaigns and access latest reports.



Join the Mailers Technical Advisory Committee (MTAC)

Learn more about MTAC and complete the Association Membership Form to join.

