

A graphic consisting of three vertical bars of increasing height from left to right, colored dark grey, yellow, and dark red. The bars are slightly slanted and have a white outline.

NPF 2026

FORGING

BOLD HORIZONS

National Postal Forum

Period 10

Tuesday, May 5, 2026

Leveraging USPS and Related Data for Marketing Insights

Presenters:

- Tom Glassman
- Everette Mills
- Pam Corbeille-Lepel
- Mark Rheame

Unlocking data to enhance marketing strategy decisions



What Data Sources Are Available?

USPS and Partner Data Types: Looking at Them Individually



Mail Tracking Data

Tracking data for pallets, trays, and mail pieces helps monitor mail movement and identify delivery delays effectively.

Postage and Payment Insights

Enterprise Payment System data reveals cost structures and payment trends to support better financial planning.

Informed Delivery Metrics

Email engagement data captures opens and click-throughs, linking digital interaction with physical mail campaigns.

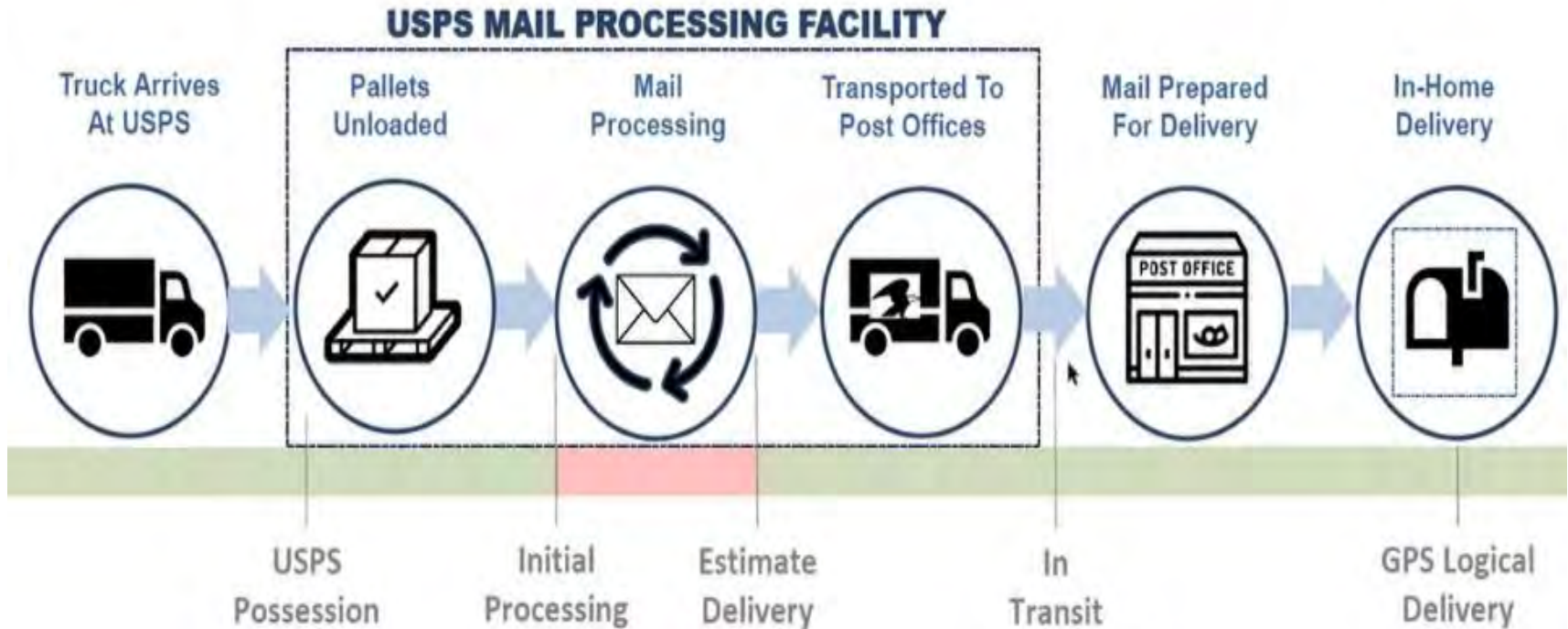
Address Quality Feedback

Address Change Service and Nixie data provide feedback on undeliverable mail, improving mailing list accuracy.

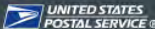
Data Appending and Profiling

Data profiling improves the way you use and organize your data. Running data profiling before a campaign can increase targeting accuracy, by Identifying customer patterns, and validating data accuracy.

Mail Tracking Data



Mail Tracking Data

 **Informed Visibility®**

[QUERIES & FEEDS](#) [DATA DELEGATION](#) [ADDRESS BOOK](#)

0 Data Delegation Requests Pending Approval for My CRID [Help Me Choose A Data Feed](#)

[Informed Visibility® Mail Tracking & Reporting \(IV®-MTR\) Release Notes](#)

[View Data](#)
[Create & Manage Data Feeds](#)

1. SELECT ENTITY(s) > 2. SELECT DELIVERY METHOD > 3. DEFINE FILTERS & FIELDS

[LOAD SAVED REPORT](#)

One-Time Query Data Type : Scan Data ▼

Include Origin Scans

Select CRID(s)

Search for a CRID from the list below

| COMPANY NAME ▲ | CRID |
|-------------------------------|-----------------|
| | + ADD ALL CRIDS |
| DATA MAIL | 5104091 |
| Epsilon | 3058271 |
| M&T BANK | 35228043 |
| PB PRESORT SERVICES LLC - OMA | 3466407 |
| WILEN VEGAS | 27952442 |

[LOAD SAVED ENTITY](#)

Add MID(s)

Search for a MID 🔍

| COMPANY NAME ▲ | MID |
|----------------|-----|
| | |

Your selected MIDs

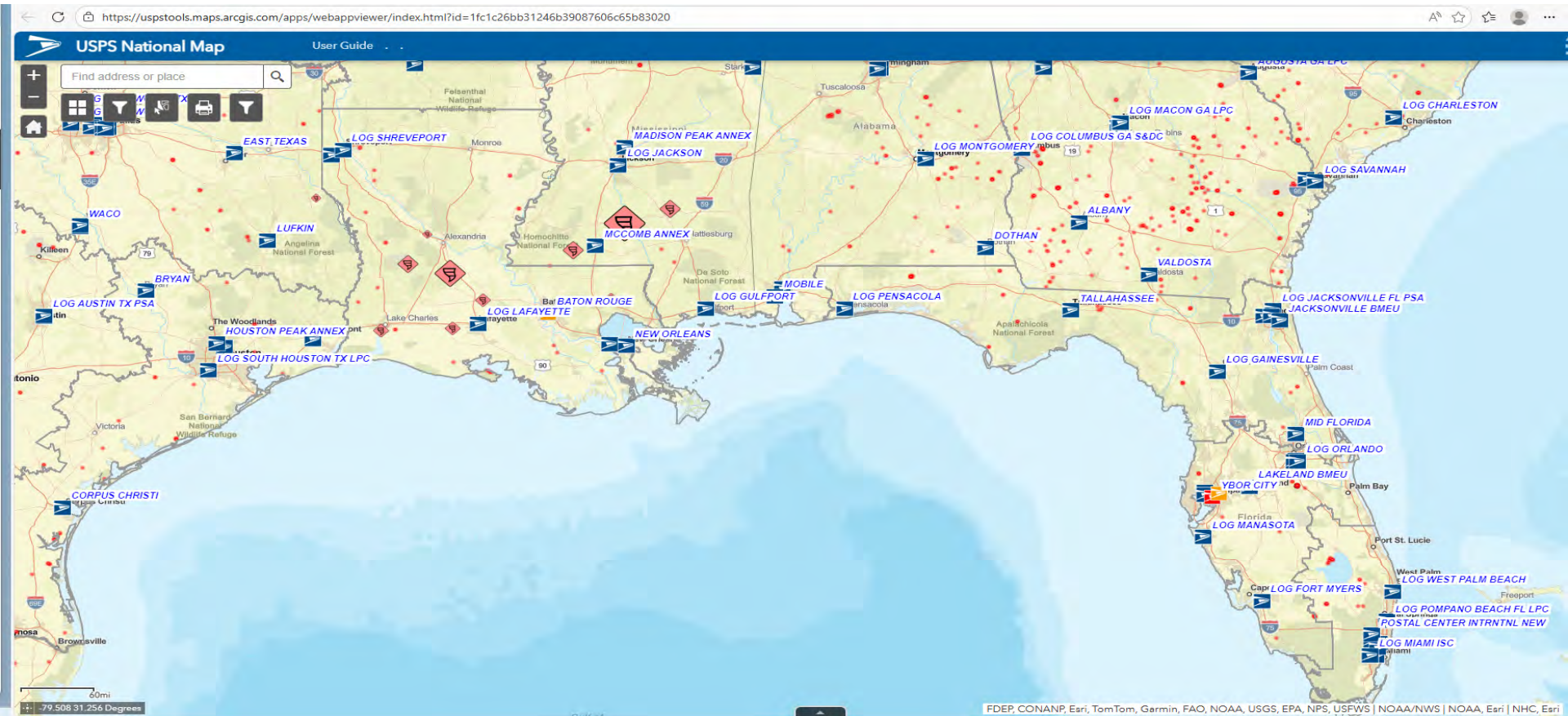
| COMPANY NAME ▲ | CRID/MID |
|----------------|----------|
| Wilen Florida | 5077862 |
| All MIDs Added | -REMOVE |

[SAVE ENTITY](#)

Mail Piece Tracking to Manage a Call Center or Other Campaign Media



External Monitoring of Weather and Delivery



Postage and Payment Insights

Part A: Automation Letters

| Line Number | Entry Discount | Title | Description | Price | Quantity | Subtotal Postage |
|-------------|----------------|---|--------------------------------------|-------|------------|------------------|
| A1 | NONE | 5-Digit | Letters 3.5 oz (0.2188 lbs) or less | 0.372 | 290182pcs. | \$ 107,947.7040 |
| A2 | NONE | AADC | Letters 3.5 oz (0.2188 lbs) or less | 0.407 | 18871pcs. | \$ 7,680.4970 |
| A3 | NONE | Mixed AADC | Letters 3.5 oz (0.2188 lbs) or less | 0.433 | 2237pcs. | \$ 968.6210 |
| A4 | DSCF | 5-Digit | Letters 3.5 oz (0.2188 lbs) or less | 0.355 | 569218pcs. | \$ 202,072.3900 |
| A5 | DSCF | AADC | Letters 3.5 oz (0.2188 lbs) or less | 0.390 | 30135pcs. | \$ 11,752.6500 |
| A6 | | | | | | |
| A7 | NONE | DISPLAY ONLY 5-Digit Automation Letters - Number of Pieces that Comply | SCF Pallet Discount | 0.003 | 569218pcs. | \$ 1,707.6540 |
| A8 | NONE | DISPLAY ONLY AADC Automation Letters - Number of Pieces that Comply | SCF Pallet Discount | 0.003 | 30135pcs. | \$ 90.4050 |
| A10 | NONE | DISPLAY ONLY Letters - Number of Pieces that Comply | Full Service Intelligent Mail Option | 0.005 | 910843pcs. | \$ 4,553.2150 |

Part C: Carrier Route Letters

| Line Number | Entry Discount | Title | Description | Price | Quantity | Subtotal Postage |
|-------------|----------------|--|--|-------|----------|------------------|
| C1 | NONE | Saturation | (Automation) Letters 3.5 oz. (0.2188 lbs.) or less | 0.244 | 133pcs. | \$ 32.4520 |
| C30 | | | | | | |
| C81 | NONE | DISPLAY ONLY Letters - Number of Pieces that Comply | Full Service Intelligent Mail Option | 0.005 | 133pcs. | \$ 0.6650 |

Informed Delivery Metrics – E-mail and URL Click Through

| Field Name | Field Description | Data Type | Def Length | Can Null | Sample Data | Print | Email | Open Data | Click Data | Non-Email | Campaign Status |
|-------------------------|---|--------------|------------|----------|--------------------------|-------|-------|-----------|------------|-----------|-----------------|
| Barcode Identifier | Barcode Identifier of the mailpiece IMB Code | String | 2 | Y | 01 | X | X | X | X | X | |
| Barcode Mailer ID | Barcode Mailer ID of the mailpiece IMB Code | String | 9 | Y | 123456 | X | X | X | X | X | |
| Barcode Serial Number | Serial Number of the mailpiece IMB Code | String | 9 | Y | 990019102 | X | X | X | X | X | |
| Brand Display Name | The name displayed in the "From" field of the campaign | Alphanumeric | 255 | N | ABC Company | X | X | X | X | X | X |
| Campaign Code | A mailer generated unique code for a campaign | Alphanumeric | 255 | N | ABC July 2020 | X | X | X | X | X | X |
| Campaign Title | A mailer generated title for a campaign | Alphanumeric | 255 | N | ABC071020 | X | X | X | X | X | X |
| Delivery Date | The date that a mailpiece was processed for delivery | Date | 10 | Y | 2020-01-01 | X | X | X | X | X | |
| eDoc Submitter CRID | USPS-generated numeric code of up to 15 digits that uniquely identifies a USPS EDOC Submitter (for POI campaigns only) | Alphanumeric | 15 | Y | 4614860 | X | X | X | X | X | X |
| eDoc Submitter Name | The name of the organization that submitted the electronic documentation to the postal service for mailing. | String | 50 | Y | ABC Company | X | X | X | X | X | X |
| Email ID | A unique identifier for each email. Automatically generated by USPS. | Alphanumeric | 18 | Y | 1587469 | | X | X | X | | |
| End Date | The end date of the campaign as specified by the mailer. The cut-off is at 12 AM of the end date. Mail processed on the campaign end date will not be included in any reports. | Date | 10 | N | 2020-08-30 | X | X | X | X | X | X |
| End Serial | If the campaign is based on IMb Serialized (not MID level) – indicates a six-digit or nine-digit ending Serial Number. | Number | 10 | Y | 987456124 | X | X | X | X | X | X |
| Image Position in Email | The position in which the image was displayed in an email (1 means it was the first image, 2 means it was the second image, etc.) | Number | 2 | Y | 3 | | X | X | X | | |
| Mail Owner CRID | USPS-generated numeric code of up to 15 digits that uniquely identifies a USPS Mail Owner (for POI campaigns only) | Alphanumeric | 15 | Y | 222342884 | X | X | X | X | X | X |
| Mail Owner Name | The name of the organization that owns the mail being sent. | String | 50 | Y | ABC Company | X | X | X | X | X | X |
| Mail Preparer CRID | USPS-generated numeric code of up to 15 digits that uniquely identifies a USPS Mail Preparer (for POI campaigns only) | Alphanumeric | 15 | Y | 222342889 | X | X | X | X | X | X |
| Mail Preparer Name | The name of the organization that prepared the mailing and/or delivered it to the postal service for mailing. | String | 50 | Y | ABC Company | X | X | X | X | X | X |
| Mailer ID | The six-digit or nine-digit numeric code that was submitted for the campaign (for all campaigns) | Alphanumeric | 9 | N | 987546321 | X | X | X | X | X | X |
| Mailer Name | The name of the owner of the MID that's on the mailpiece IMB | String | 50 | Y | ABC Company | X | X | X | X | X | X |
| Mailpiece ID | A unique identifier for each piece. Automatically generated by USPS. | Number | 28 | Y | 1254789122 | X | X | X | X | X | X |
| Service Type Code | Service Type Code of the mailpiece IMB Code | String | 3 | Y | 011 | X | X | X | X | | |
| Source | Where the click-through originated. Includes the following: RIDEALONG_WEBSITE - click-through originated from the Learn More link on the dashboard RIDEALONG_WEBSITE_IMAGE - click-through originated from the campaign image on the dashboard RIDEALONG_EMAIL - click-through originated from the Learn More link in the Daily Digest RIDEALONG_EMAIL_IMAGE - click-through originated from the campaign image in the Daily Digest | Alphanumeric | 255 | Y | RIDEALONG_WEBSITE | | | | X | | |
| Start Date | The start date of the campaign as specified by the mailer | Date | 10 | N | 2020-08-30 | X | X | X | X | X | X |
| Start Serial | If the campaign is based on IMb Serialized (not MID level) – indicates a six- or nine-digit starting Serial Number. | Number | 10 | Y | 987456120 | X | X | X | X | X | X |
| Status | Status of the campaign. Includes the following: ACTIVE, COMPLETE, CANCELLED. | Alphanumeric | 255 | Y | ACTIVE | X | X | X | X | X | X |
| Submitter CRID | USPS-generated numeric code of up to 15 digits that uniquely identifies a USPS Submitter (for all campaigns) | Alphanumeric | 15 | N | 123456 | X | X | X | X | X | X |
| When clicked through | The time stamp of when a link from a campaign was clicked using the local time | Timestamp | 24 | Y | 2020-05-14 01:32:36-0400 | | | | X | | |

Address Quality: Data From the USPS

Nixie records

- Mailer ID
- Serial Number
- Deliverability Code
- IMB
- Type of ACS
- Fulfillment Date
- Mail Action Code

COA Records

- Mailer ID
- Serial Number
- Deliverability Code
- Move Effective Date
- Move Type
- New Address Type
- New Address
- New Address 2
- New City
- New State
- New Zip
- New Zip4
- New Dlvpt
- IMb
- Type of ACS
- Fulfillment Date
- Mail Action Code

Single Piece Data Flying By! How Do **YOU** Get It Into a Report and Make It **Actionable**?



Building Intelligent Dashboards

Data Integration

Dashboards consolidate USPS and related datasets into unified, actionable intelligence for comprehensive analysis.

Visualizing Trends and Correlations

Dashboards visualize campaign trends and correlations, enabling informed decisions on timing and targeting.

Predictive Analytics and ROI

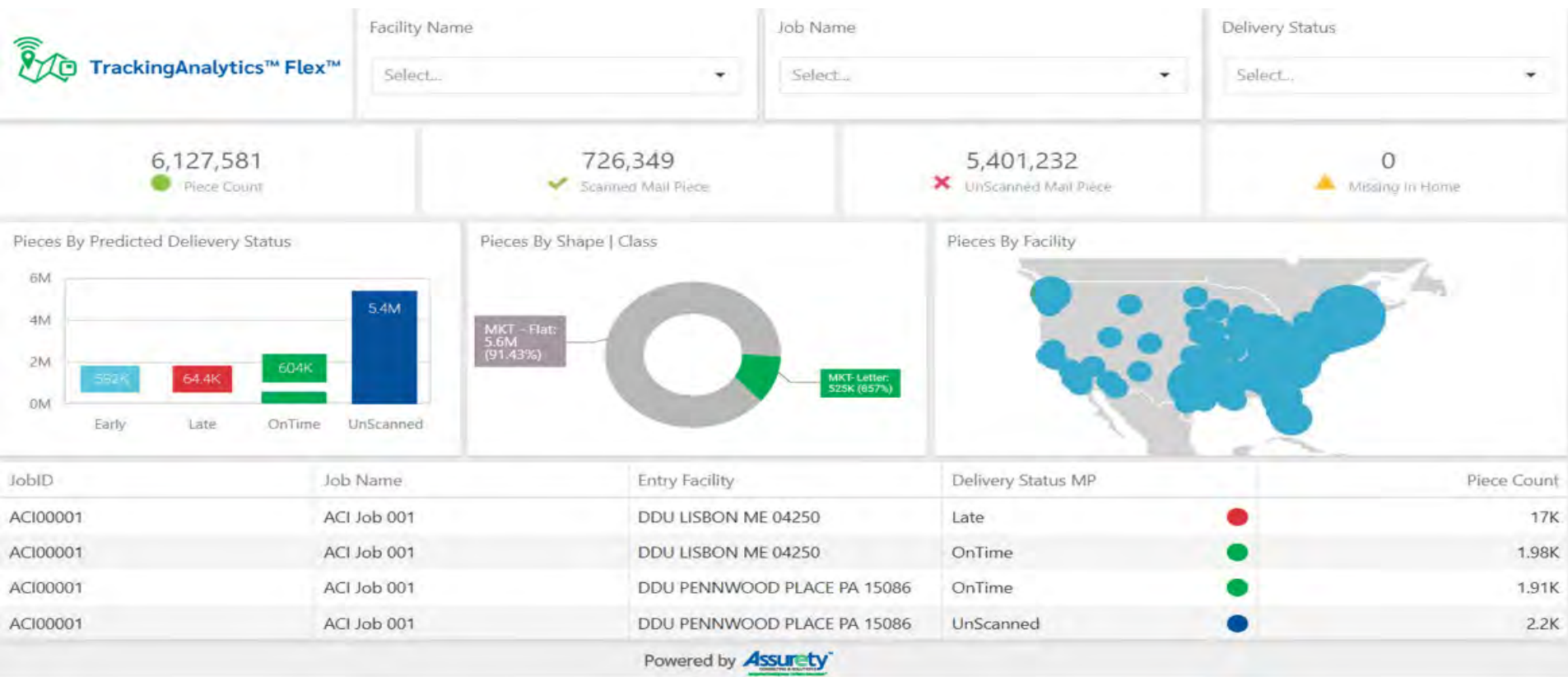
Incorporating predictive analytics forecasts outcomes while ROI calculators optimize marketing spend.

Strategic Insights for Competitiveness

Transforming raw data into insights improves customer experience and enhances organizational competitiveness.



Tracking Dashboard



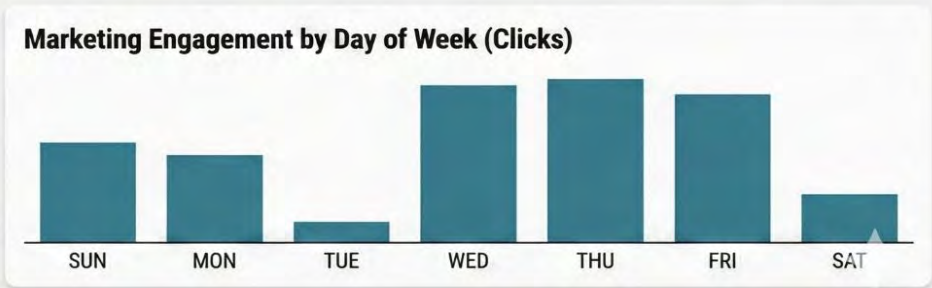
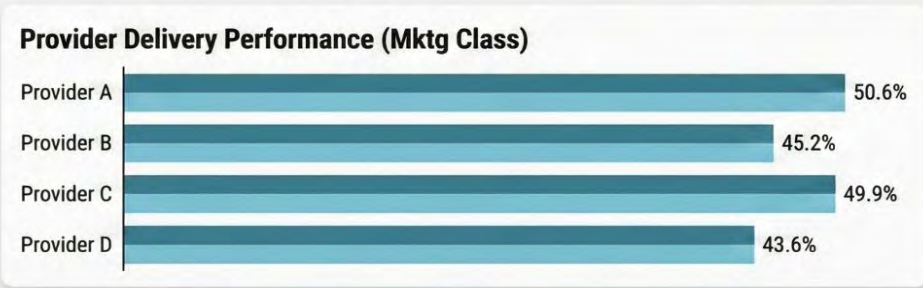
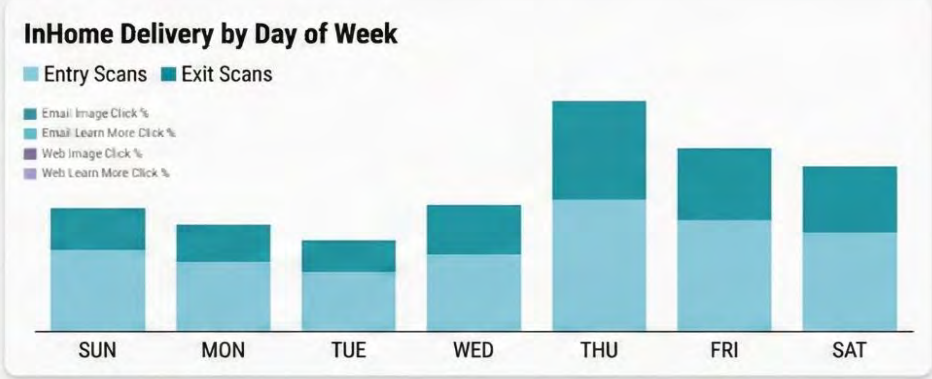
Marketing Mail Delivery & Timing Analysis

Avg. Delivery Days (Mktg Class):
11.3 Days

Avg. InHome Status (Mktg):
70%+

Optimal Delivery Window:
Days 9-13

Best Day for Delivery:
Thursday/Friday



*Data based on Marketing Class mail for the last 60 days.



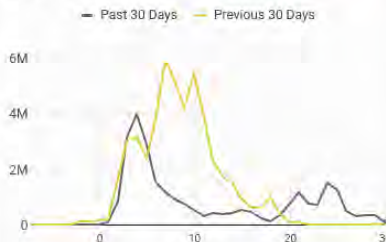
Campaign Delivery Timing

| | | | | | | |
|---|---|--|---|---|--|--|
| Tracked ¹ 103,244,012 | Scanned ¹ 74,999,480 | Delivery Scans ¹ 72,519,129 | Pre-InHome ¹ 4,437,220 | InHome ¹ 63,241,566 | Post-InHome ¹ 4,840,343 | |
| First Class Avg Days ¹ 5.3 | Mktg Class Avg Days ¹ 10.3 | Scanned % ¹ 72.64% | Delivery Scan % ¹ 70.24% | Pre-InHome % ¹ 6.12% | InHome % ¹ 87.21% | Post-InHome % ¹ 6.67% |

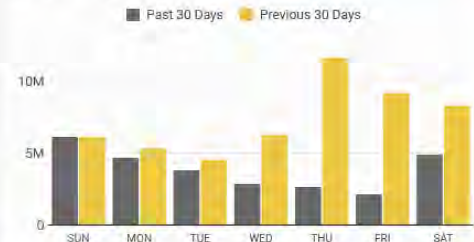
Campaign Summary ¹

| Campaign | Tracked Qty | Entry % | Exit % | InHome % |
|--|-------------|---------|---------|----------|
| Campaign 6826131, Campaign Nbr 6826131 | 45,356 | 99.36% | 96.49% | 88.15% |
| Campaign 6849745, Campaign Nbr 6849745 | 120,010 | 99.71% | 97.27% | 58.17% |
| Campaign 6854873, Campaign Nbr 6854873 | 137,039 | 99.83% | 96.75% | 98.35% |
| Campaign 6856077, Campaign Nbr 6856077 | 42 | 100.00% | 85.71% | 22.22% |
| Campaign 6856078, Campaign Nbr 6856078 | 1,790 | 99.78% | 97.65% | 24.37% |
| Campaign 6856079, Campaign Nbr 6856079 | 3,832 | 99.74% | 83.87% | 63.03% |
| Campaign 6860089, Campaign Nbr 6860089 | 38 | 100.00% | 100.00% | 31.58% |
| Campaign 6860090, Campaign Nbr 6860090 | 1,914 | 99.90% | 99.79% | 85.82% |
| Campaign 6860263, Campaign Nbr 6860263 | 20 | 100.00% | 100.00% | 90.00% |
| Campaign 6860264, Campaign Nbr 6860264 | 990 | 100.00% | 95.76% | 77.86% |

Entry Scans by Days Since Mailing ¹



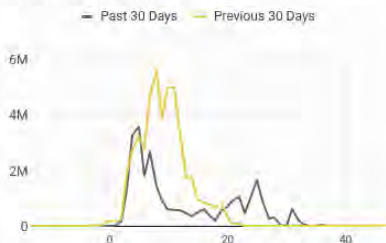
Entry Scans by Day of Week ¹



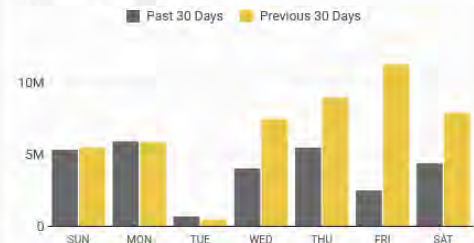
InHome Status by Delivery Date ¹



Exit Scans by Days Since Mailing ¹



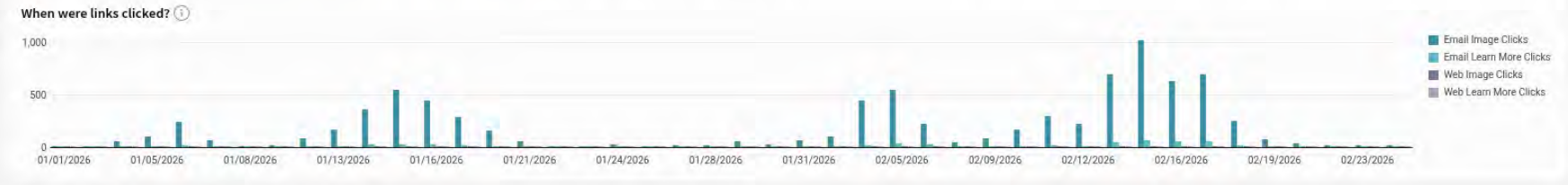
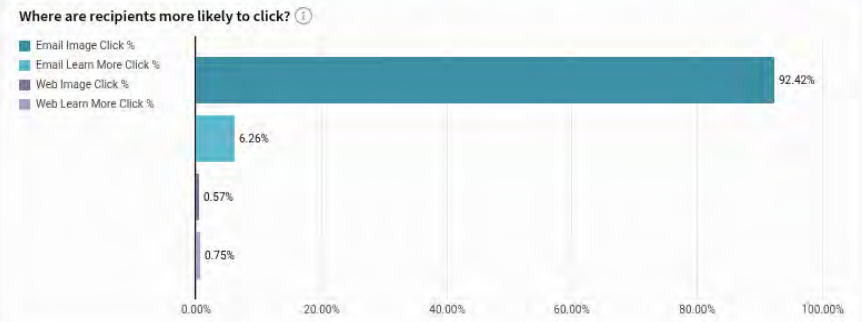
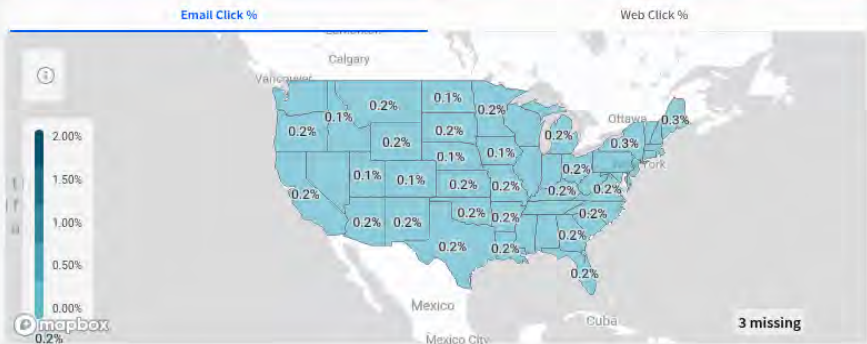
Exit Scans by Day of Week ¹



Campaign Scan Summary - Data updated at 02/23/2026 10:10:13 AM

Informed Delivery

| | | | | | | | |
|---------------------------------------|--|------------------------------------|------------------------------------|------------------------------------|---|-----------------------------------|------------------------------------|
| Tracked 18,232,342 | Delivery Scan % 95.2% | ID Enrollment 5,423,588 | ID Enrollment % 29.7% | Emails Sent 4,630,568 | Emails Sent % 25.4% | Emails Opened 3,365,884 | Emails Opened % 72.7% |
| Email Learn More Clicks 570 | Email Learn More Click % 0.01% | Email Image Clicks 8,412 | Email Image Click % 0.2% | Web Learn More Clicks 68 | Web Learn More Click % 0.002% | Web Image Clicks 52 | Web Image Click % 0.001% |



Informed Delivery - Data updated at 02/23/2026 10:02:06 AM



Insight At the Address Level



GRAYHAIR

02/23/2026 16:57:41

Mailing Information

Unique Record ID: MailTrak Commingle
IMB: 0014100000002597667384017305
Mail Date: 02/01/2026
Delivery Date: Client Demo
Line of Business: Client Demo
Campaign Name: DEMO 1: Unique Tracking
Version Name: Pkg Demo
Mail Class: 0373
Optional Field: First
Mail Service Provider: GrayHair Software, LLC

Address

JOHN CORD
 COLUMBUS SCHOLARSHIP AWARD FD
 1245 BOARDWALK
 ATLANTIC CITY, NJ 08401-7305

Scans Details

* Indicates a remittance mailplace

| Mail Piece Destination | Scan Date/Time | Scan Site ZIP | Scan City/State | Activity | Travel Days |
|-----------------------------|--------------------|---------------|------------------------|--|-------------|
| Atlantic City NJ 08401-7305 | 02/06/2026 12:35AM | 08234 | EGG HARBOR TOWNSHIP NJ | Sorted for Delivery | 2 |
| Atlantic City NJ 08401-7305 | 02/06/2026 04:47AM | 08234 | EGG HARBOR TOWNSHIP NJ | Potential Redirect | 3 |
| Atlantic City NJ 08401-7305 | 02/04/2026 07:24PM | 08234 | BELLMAWR NJ | Forwarded | 3 |
| Atlantic City NJ 08401-7305 | 02/06/2026 01:2PPM | 08031 | BELLMAWR NJ | Sorted for Delivery | 4 |
| Moorerstown NJ 08057-2135 | 02/06/2026 04:35AM | 08031 | BELLMAWR NJ | Informed Delivery Participant Identification | 5 |
| Moorerstown NJ 08057-2135 | 02/06/2026 04:35AM | 08031 | BELLMAWR NJ | Delivered to Mailbox | 5 |
| Moorerstown NJ 08057-2135 | 02/06/2026 06:21PM | 08031 | BELLMAWR NJ | Informed Delivery Email Sent | 5 |
| Moorerstown NJ 08057-2135 | 02/06/2026 06:21PM | 08231 | BELLMAWR NJ | Informed Delivery Email Opened | 7 |

Mail Campaign Performance & Cost Analysis

Avg. Delivery Days (First Class)

 **6.3 Days**

Avg. Delivery Days (Mktg Class)

 **11.3 Days**

Est. Cost per Piece (First Class)

 **\$0.55**

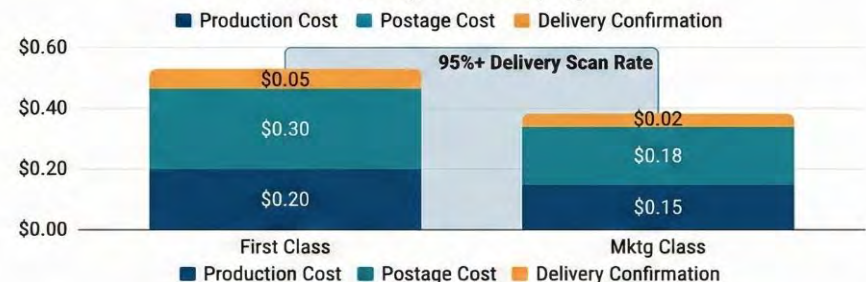
Est. Cost per Piece (Mktg Class)

 **\$0.35**

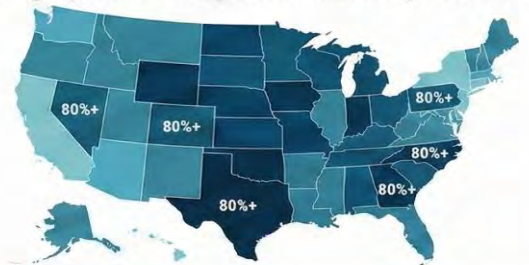
Delivery Time Distribution (Days Since Mailing)



Cost & Delivery Efficiency by Class



Geographic Delivery Performance (In-Home %)



Provider Performance & In-Home Status



*Cost data is illustrative and for demonstration purposes only.

Data Append

Append demographic and psychographic data points to a customer database. Enhancing customer data allows clients across all industries to better understand their customers and provide personalization. Attributes are available for prospect file selection too.

Household

Adult Age
Ethnicity
Language Preference
Homeowner/Renter
Education
Presence of Children
Occupation
Marital Status
Gender



Audience Propensities

Has regular doctor visits
Leisure Time Adult Education Classes
Buy hearing aids within 12 months
Discretionary Spending on Charitable Donations
In Market for an Appliance

Source: USA Data

Property Indicators

Home Market Value
Dwelling Type
Home Square Footage
Home Year Built
Home Room Count
Home Roof Type
Home Property type
Home Lot Square
Footage

Geo Coding

Latitude/Longitude
DMA
MSA

Segmentation

Personicx Lifestage
P\$YCLE Premier

What Is Data Profiling?

Profile report that describes your current customers

Built from demographic, behavioral, lifestyle, and financial data.
Can have multiple segments.

Communicate more effectively

Marketing teams can craft more relevant messages through preferred channels, boosting sales & creating loyalty.

Look-alike prospects

Purchase prospect lists based on existing customer profiles.

It's dynamic

Build a maintenance program

Actionable insight:

By understanding your customers, you can offer better products and services, send more relevant and personalized communication, provide better customer service, build stronger customer relationships and loyalty, and increase your success rate of turning prospects into customers.



Conclusion and Next Steps

What the Data Reveals

Mail Tracking Insights

Tracking mail status reveals delivery progress and identifies delays, enabling timely operational interventions. Also provides the in-home dates.

Predictive Delivery Models

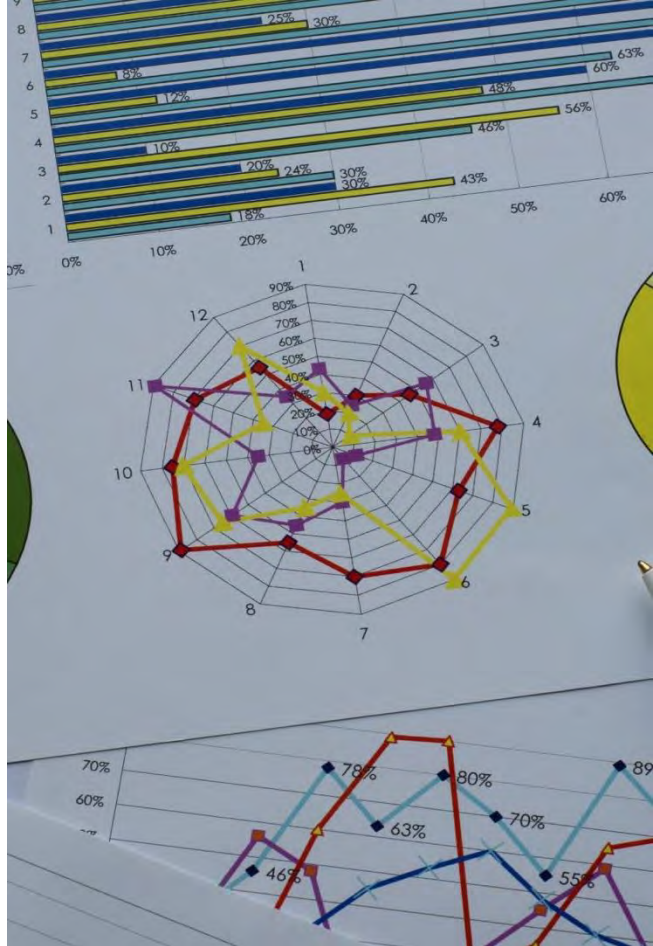
Historical data supports predictive models to forecast delivery dates, improving campaign scheduling accuracy.

Financial and Cost Efficiency

Evaluating cost per piece and ROI helps optimize campaign budgets and reduce postage costs through mail grouping.

Customer Engagement Analysis

Comparing digital engagement with physical mail tracking uncovers customer behavior patterns for targeted marketing.



Integrated Data Applications

Linking Tracking and EPS Data

Combining tracking data with EPS enables accurate calculation of mail delivery costs, building realistic ROI models

High-Density Mailing Analysis

Analysis of mailing density identifies opportunities to add names and reduce postage, optimizing campaign budgets

Address Change and Delivery Timing

Integrating ACS data with tracking helps detect address changes to improve delivery timing and address quality

Digital Engagement and Segmentation

Combining Informed Delivery metrics with mail data reveals if digital interactions boost physical mail response rates

Data Appending and Profiling

Find more potential customers based on your existing data. Same likes, habits, and similar purchases.





- **MEASURE**
- **TEST**
- **MEASURE**
- **TEST**



The Continuous Measurement and Innovation Cycle

All your data sources work together — not in isolation

The real power comes from connecting tracking data, postage insights, Informed Delivery metrics, address quality feedback, and data appending into a single repeating loop of measurement, learning, and refinement.

The Four-Stage Cycle

1

Collect — Pull data from every available USPS and partner source after each campaign.

2

Measure — Analyze delivery timing, engagement rates, address quality, and cost efficiency

3

Learn — Identify what worked, what failed, and what the data is telling you about your audience

4

Innovate — Apply those insights to improve targeting, timing, creative, and list quality for the next campaign

How Each Data Element Feeds the Cycle



Mail Tracking Data

Confirms in-home dates and identifies delivery delays. Use this to calibrate campaign timing models and set realistic response windows

Postage and EPS Data

Reveals true cost-per-piece. Feed this into ROI models to understand which segments are cost-efficient and where to consolidate mailings

Informed Delivery Metrics

Email opens and URL click-throughs show which audiences engage digitally before the piece arrives. Segment these responders for elevated follow-up

Address Quality (ACS / Nixies)

Undeliverable and mover data directly impacts ROI calculations. Suppress or update bad addresses before the next drop to reduce waste

Data Appending and Profiling

Profile responders vs. non-responders after each campaign. Use those patterns to select better prospects and personalize creative for the next cycle

Putting It All Together: The Innovation Loop in Action



1

After Campaign 1 — Establish Your Baseline

Document delivery timing, Informed Delivery open rates, undeliverable rates, and cost-per-response. This becomes the benchmark every future campaign is measured against.

2

Between Campaigns — Test and Refine

Run data profiling on responders to identify look-alike segments. Suppress ACS movers and Nixies. Test a new mail drop timing or offer to a smaller hold-out group.

3

After Campaign 2 — Compare and Validate

Did delivery timing improve? Did engagement lift? Did cost-per-response decrease? Validate the hypothesis against the baseline and incorporate winning changes as the new standard.

4

Every Cycle — Compound the Gains

Each iteration builds a richer data asset — better audience profiles, smarter suppression files, tighter delivery models, and lower waste. The longer you run the cycle, the more competitive the advantage becomes.



Thank You

Questions?