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## How MSPs and Mail Owners Can Utilize IV and ID Data to Improve ROI on Their Marketing Budgets

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# Agenda

Introduction to  
IV & ID



Challenges



Solution



Investment (IV/ID)



ROI (IV/ID)



Q & A



## Introduction | Informed Visibility

Free Mail and Parcel Delivery Tracking  
Data – IV- MTR Data Provisioning platform



**Real-Time Mail  
Tracking**



**Flexible Data  
Provisioning**



**Logical Event Handling**



**Early, Late, On Time  
Predictions**

You can also request data from the following USPS systems:

- Enterprise Payment System (EPS) – payment information
- Informed Delivery® (ID) – email campaign details
- Mail Quality Data (MQD) – Mailer Scorecard data\*
- Package Platform (PPC) – physical and payment information



Free Digital Marketing Platform



## Introduction | Informed Delivery



Integrated Mail and  
Digital Campaigns

- ✓ Multichannel Engagement with Customers
- ✓ Convert Clicks into Sales
- ✓ Manage Mail & Packages
- ✓ Free Service



Informed Delivery



See Your Mail



Track Your Packages

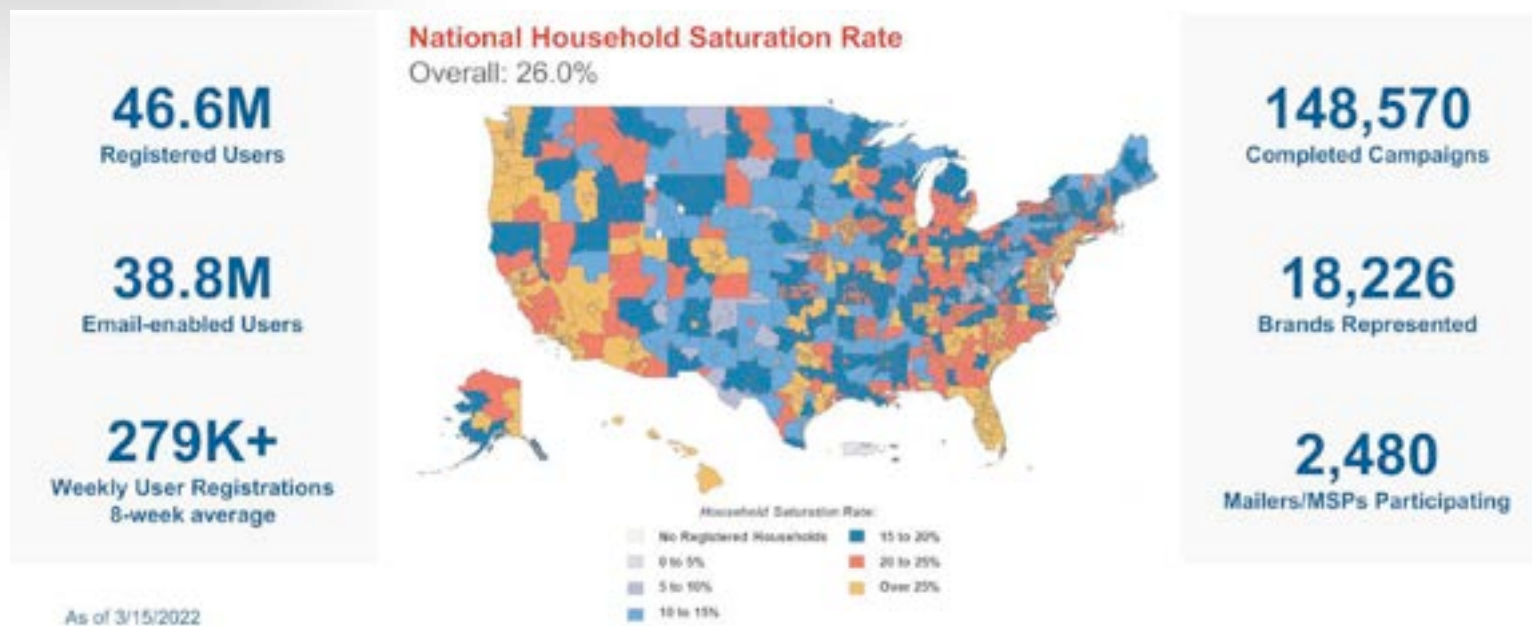


Stay Informed

# Program Metrics | Informed Delivery

USER DATA & ENGAGEMENT

Informed Delivery has reached 26.3% national saturation of eligible delivery points.

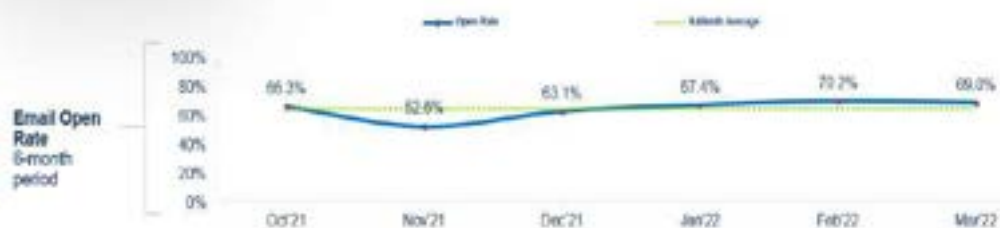


Internal data as of March 31, 2022

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## Email Open Rates | Informed Delivery

Informed Delivery continues to average a 64.8% email open rate looking back over six months.



Note: March 2022 excludes some editorial data  
USPS MTAC Shared data as of March 21, 2022

## Marketing Mail Growth

Over **5.5 billion pieces** sent in Q4 2021

Marketers sent **32,965,539,346** pieces of direct mail in 2021



↑ YOY volume increase of **28%** from 2020

↓ Quarterly volume decrease of **43%** from Q3 2021

### Q4 2021 TOP MAILERS



CHECKLIST DOWNLOAD



Bad Customer Experience



Unmanageable Costs



Alignment Problems



Customer Anxiety



Data Management



## Commercial Mailers (MSPs)/Mail Owners | Mail & Parcel Delivery Challenges

# Commercial Mailers (MSPs)/Mail Owners | Marketing Challenges

Decision Support  
Challenges



Data  
Integration



Inaccurate  
Segmentation



Manual  
Management



Difficulty  
Getting  
Insights



Difficulty in  
Justifying  
ROI

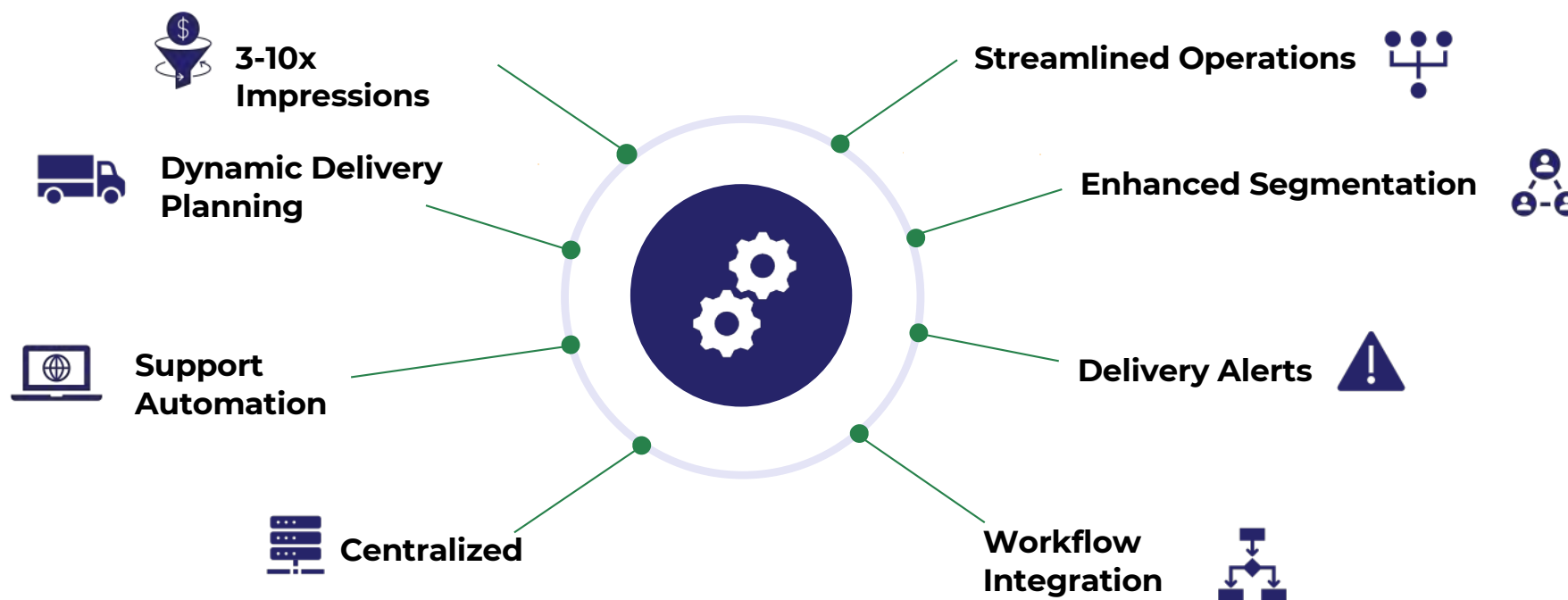


Limited  
Budgets





## Solution - Informed Visibility & Informed Delivery | Bring the Data Together for Analytics and Insights



## Value of Statistical Modeling and Advanced Analytics



### **Basic**

- Batting Average
- Runs Scored
- Runs Allowed

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### **Advanced**

- Runs Created
- Range Factor
- Defensive Efficiency Rating
- Win Shares
- Pythagorean Winning Percentage
- Game Score
- Major League Equivalency
- Similarity Scores
- Secondary Average
- Defensive Spectrum
- Power Speed Number

# Investment | Informed Visibility

Crawl



Download  
Data



Spreadsheet  
Analysis



Manual Tedious  
Expensive work

Walk



Automatic  
Data



Delivery  
scans



Basic Software  
Costs

Run



Automatic  
Data



Operational &  
Delivery Scan



Independent  
Predictions



Automated  
Entry



Automated  
Resource  
Management

# CRAWL/WALK - Return On Investment

IV (Informed visibility)



Simpler Basic Usage

**Out for Delivery**



**Front-End Basic Reporting**



**Back-End Heavy Volume Reporting**




# RUN - Return On Investment

IV (Informed visibility)




Improved Decision Support

**Centralized Customer Service** 

**Alerts** 

**Independent Predictions** 

**Streamlined Workflows** 



Mail Tracking Dashboard – Induction & Piece Views

# Investment | Informed Delivery

Crawl



Sign UP



Enter Campaigns



Enter Mail



Download Reports



Track Campaigns



Single Resource

Walk



Strategic Planning



Automated Campaign



Download Reports



Track Campaigns



Multiple Resources Involved

Run



Automated Campaign



Automate Management



Automate Reporting



Advanced Analytics



Investment in Analytical Resources



# CRAWL/WALK - Return On Investment

ID (Informed Delivery)



Simpler Basic Usage

4% Postage  
Discounts



Single  
Campaigns



Simpler  
Analysis



<https://www.uspsdelivers.com/informeddelivery-calculator/>

## ROI on Informed Delivery

- ✓ More Return.
- ✓ No Extra Cost.



**More Reach**



**More Attention**



**More Response**



**More Conversion**



Calculate your potential return by entering your numbers below:

MAIL VOLUME:

10,000,000

MAIL SPEND:

\$500,000

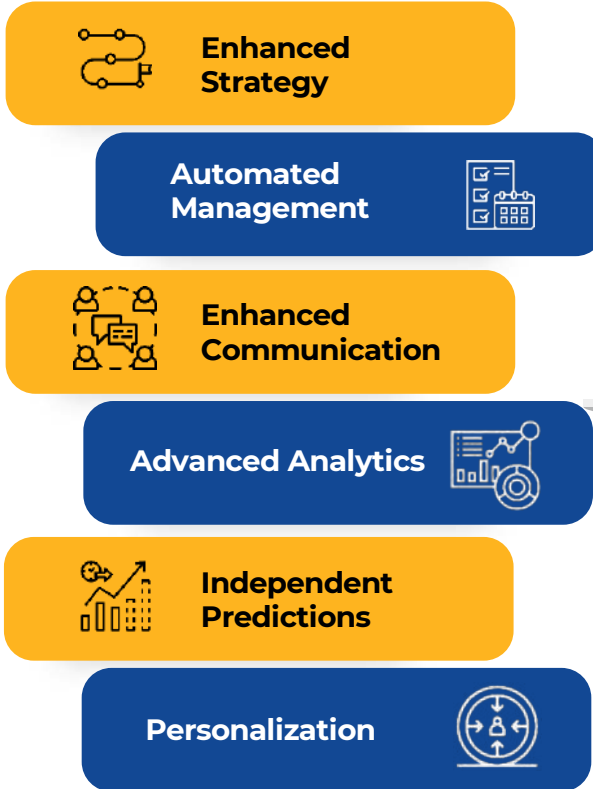
CLEAR ALL

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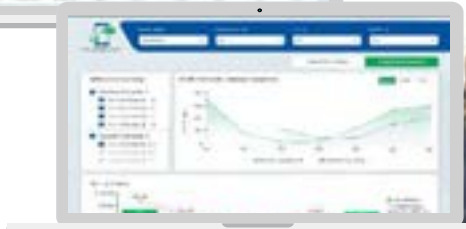
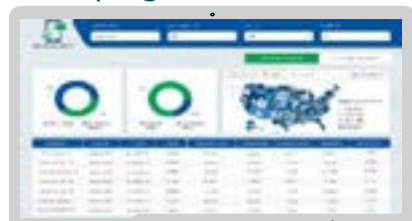


# RUN - Return On Investment

ID (Informed Delivery)



Campaign Performance



Campaign Comparison



# RUN - Return On Investment

ID (Informed Delivery)



**Exponential  
Brand  
Impressions**



**Improved  
Targeting and  
Responses**



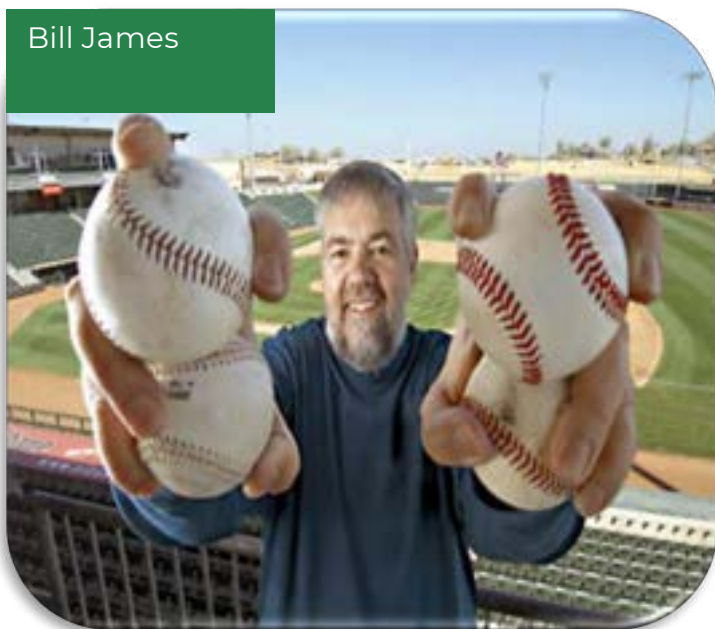
**Remove  
Manual Labor  
Costs**



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## Money Ball

## Merge Digital Marketing and Mail Delivery Data (INVESTMENT | ID/IV Solution)



Marketing  
Mail Activity



User  
Subscribed  
Data



Mailpiece  
Shared & Seen



One dimensional  
data on  
Mailpiece



Missing Digital  
Interaction



Identify  
Anomalies



# Centralized ID/IV Analytics Solution



**Advanced ML  
Analytics**



**Multi-  
Dimensional  
Data Views**



**Physical/  
digital  
insights**



**Consolidated  
Reporting**

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## Return On Investments



Money Ball





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