

FACING THE FUTURE

Together

NPF
NATIONAL POSTAL FORUM

Creating Your New Digital Marketing Channel with Informed Delivery[®] Package Campaigns

Fernando Mello – Manager Digital Media, USPS[®]

Bernard Fedor – Principal Business Analyst, Assurety[™] Consulting & Solutions



Agenda

1 | Industry Trends

2 | Package Campaigns

3 | Interface Options

4 | How to Get Started



The State of *eCommerce*

KEY TRENDS SHAPING THE FUTURE OF THE COMMERCE INDUSTRY

- COVID-buying trends are driving rapid growth
- Low barriers to entry have led to a crowded market
- Competition is driving digital advertising costs up as brands seek to stand out
- Sunsetting third-party cookies is creating challenges across advertising

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eCommerce continues to grow at an outsized pace.



\$1T

Projected US retail eCommerce sales in 2022¹



15.9%

US retail sales projected to come from eCommerce in 2022¹

¹U.S. retail eCommerce sales to exceed \$1 trillion this year - [Chain Store Age](#)

Low barriers to entry have led to a saturated market.



Upwards of 24M
eCommerce sites at the
end of 2021¹

¹ Future of eCommerce - [Shopify](#)

² U.S. eCommerce grows 14.2% in 2021 - [Digital Commerce](#)



14.2%
Increase in Online Sales
in 2021²

INDUSTRY TRENDS

Saturation is driving up costs, and companies are spending more than ever on digital advertising.



36.94%

Growth in Facebook CPM1 rate¹
(YoY)



14.62%

Increase in Google CPC Rate¹
(4-week avg.)



19.55%

Reduction in return on Facebook ad spend¹
(YoY)



18.18%

Reduction in return on Google ad spend¹
(YoY)

¹ Facebook Ads, iOS 14 Changes & Ecommerce Data: How Apple's ATT & IDFA Update Affects Advertising - [Common Thread Collective](#)
All metrics are year-over-year (YoY) 2021 to 2022 as of May 3, 2022. CPM = Cost per Mile or cost per 1,000 impressions. CPC = Cost per Click.

Sunsetting third-party cookies is creating challenges across the advertising industry.



80%

of third-party cookies
are disappearing



38%

of companies are still not
ready for a “cookieless” future

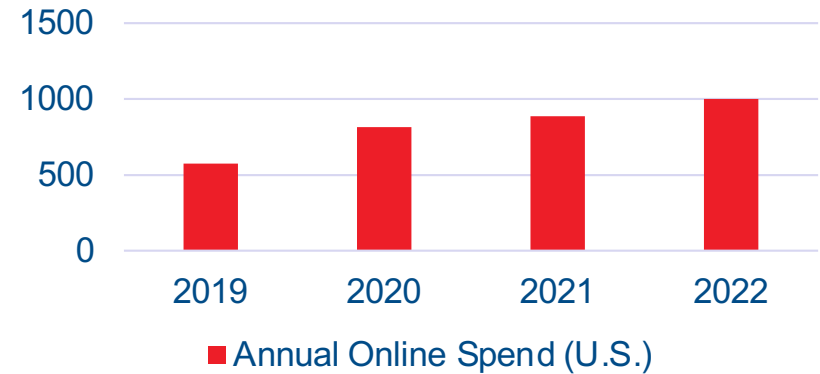
¹ Third-Party Cookie Phase Out – [Deloitte](#)

² 2022 Digital Trends - [Adobe](#)

INDUSTRY TRENDS

Shifting consumer behavior and expectations are shaping how businesses go to market

Spending is reaching **record highs**



Purchasing is increasingly tied to brands' ability to use customer data responsibly



Transparency and communication along the experience is vital

¹ U.S. Consumers Spent \$1.7 Trillion Online During the Pandemic, Rapidly Expanding the Digital Economy - [Adobe](#)

PACKAGE CAMPAIGNS

Informed Delivery[®] powers digital connections with consumers.



+48M

Total Users¹



+245K

Weekly New Users
(8-week average)¹



72%

Email-open Rate
(6-month average)¹



+474M

Monthly Package
Impressions¹

¹USPS Internal Data

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Capitalize on the thrill of tracking a package

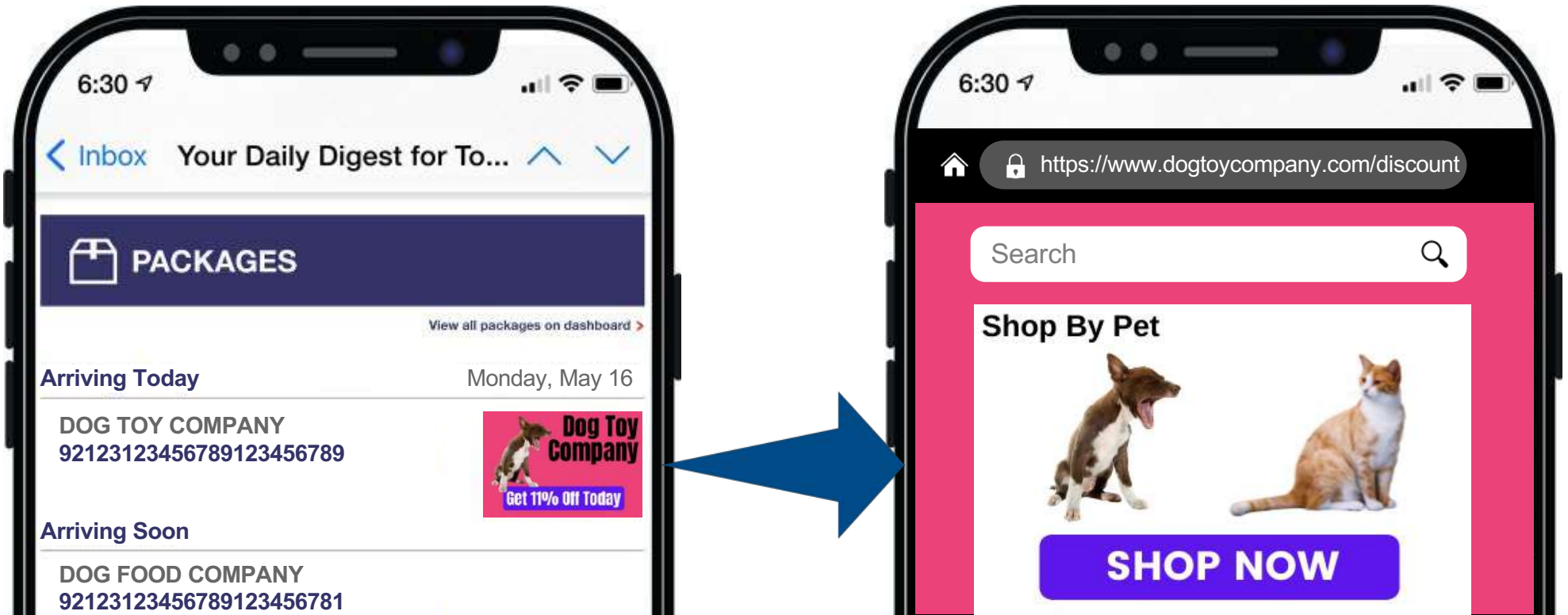
Maximize the lifetime value of your customers

Go further in connecting to your customers with Package Campaigns

Easily integrate a new marketing channel

Introducing Package Campaigns

Package campaigns are a new channel for businesses to reach and retarget their existing customers.



Drive Engagement with Package Campaigns

Informed Delivery's strong user base makes Package Campaigns a compelling channel to convert existing customers into customers for life.

State Farm® Case Study

65%

Average email open rate

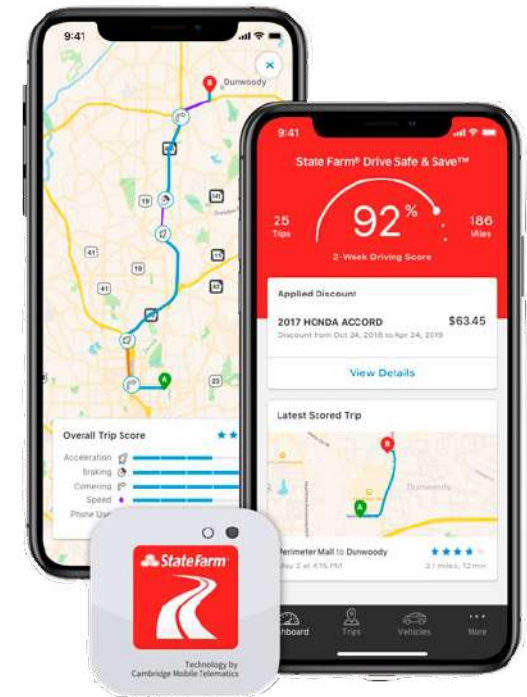
2.3%

Average click-through rate¹

8%

Increase in customer activations²

Package Campaigns helped improve our customers' experience by providing an additional touch point to assist with app activation and set-up.



¹State Farm Package Campaigns Summary Report

²State Farm Internal Data

INTERFACE OPTIONS

The Shipper Campaign Portal is an easy-to-use interface for conducting campaigns.



Create and manage campaigns in one place



Preview campaigns before launch



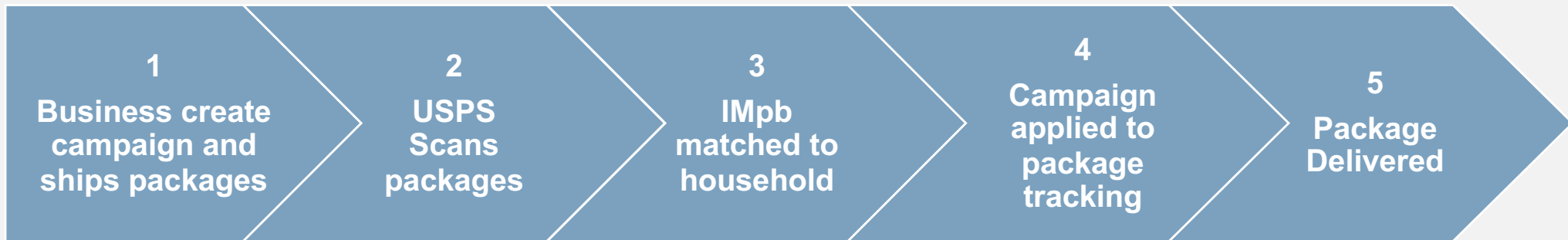
Upload up to 500k tracking numbers at a time



Retrieve real-time campaign reporting

How it Works

Easily create Package Campaigns using the Shipper Campaign Portal (SCP).



Create a Campaign

1. Business Creates Campaign and Ships Packages

2

3

4

5

Start by entering your campaign elements into the SCP.

Determine what brand name your customers see in their notification

* Brand Display Name ⓘ
Enter or select the Package Campaign Display Name

* Campaign Title ⓘ
Enter a Package Campaign Title

* Campaign Code ⓘ
Enter the company's Package Campaign Code

* Campaign Grouping Code ⓘ
Enter a Package Campaign Grouping Code

Set dates for the campaign duration

* Campaign Start Date
Select a date range

* Campaign End Date
Select a date range

* Mailer ID (MID) ⓘ
Enter a 6 or 9 digit MID

Enter elements to organize your campaigns

Personalize campaign

1. Business Creates Campaign and Ships Packages

2

3

4

5

Upload full-color image and a target URL personalized for the segment of customers you are engaging.

Enhance the customer call-to-action with a full-color ride-along image

Upload

Ride-Along image
Recommended Dimensions:
210px X 140px
Max size of 204,800 bytes

* Target URL ⓘ

https://www.targetURL.com Test Link

Continue Cancel

Insert a URL that is associated with the ride-along image

Add barcodes

1. Business Creates Campaign and Ships Packages

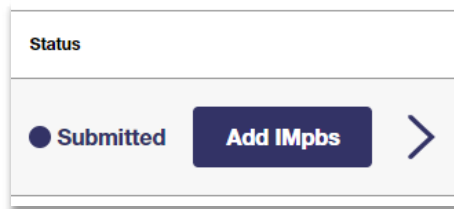
2

3

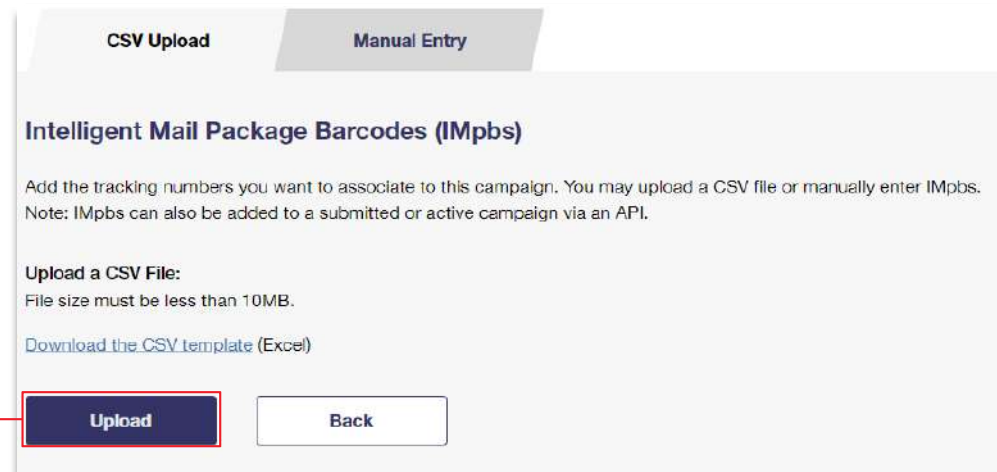
4

5

The Shipper Campaign Portal can handle up to 500K Intelligent Mail® Package Barcodes (IMpb) per individual file upload.



Add IMpbs for your campaigns in the submitted or active status



Use the file template provided to upload thousands of IMpbs at once

Packages are Scanned



Packages are scanned on a variety of USPS package sorting equipment.



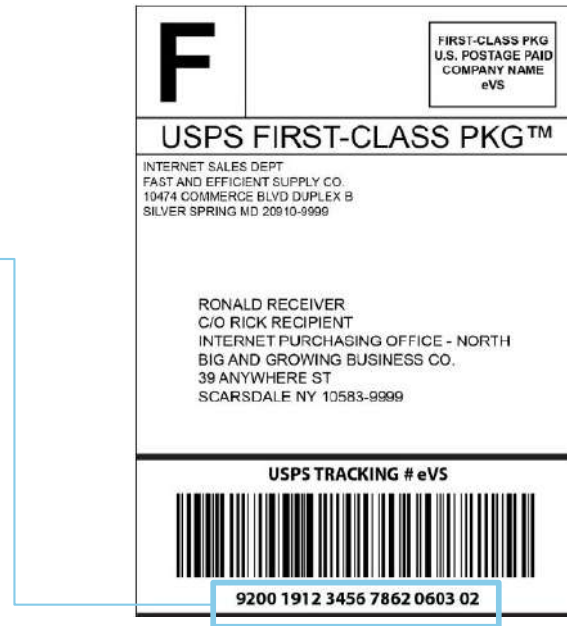
○ *As packages travel along our network, scan events are received by Informed Delivery*

Packages are Matched



The Package Campaigns are applied to the packages via the IMpb.

The full IMpb is the link between the package and the campaign. Matching cannot be done by Mailer ID (MID) only.



Checking Package Status

1

2

3

4. Tracking status updated

5

In anticipation of delivery, the Informed Delivery user checks their Daily Digest email or online dashboard.

*Your customer sees not only their tracking number, but also the **personalized ride-along image** and can click the **target URL** associated with their package.*



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Customer Receives Package

1

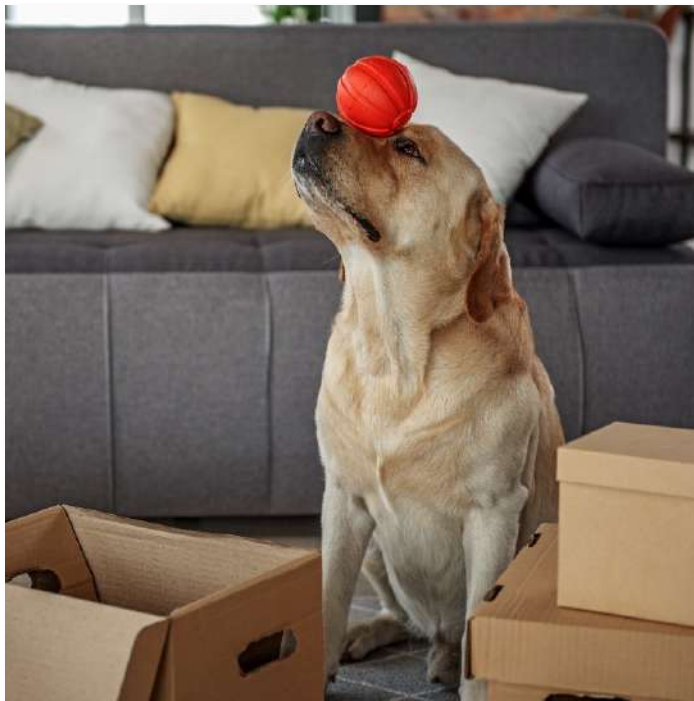
2

3

4

5. Customer receives package

Your campaign generates multiple impressions, providing insights into how your customers are engaging with your brand.



Happy customers!

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Package Campaigns API

Delivering a touchless campaign experience

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API-Powered Interactions

The Package Campaigns Application Programming Interface (API) can integrate with logistics and management platforms, making it even easier to create a campaign.



Integration enables automation



Manage campaigns efficiently



Create branded interface for clients



Retrieve real-time campaign details

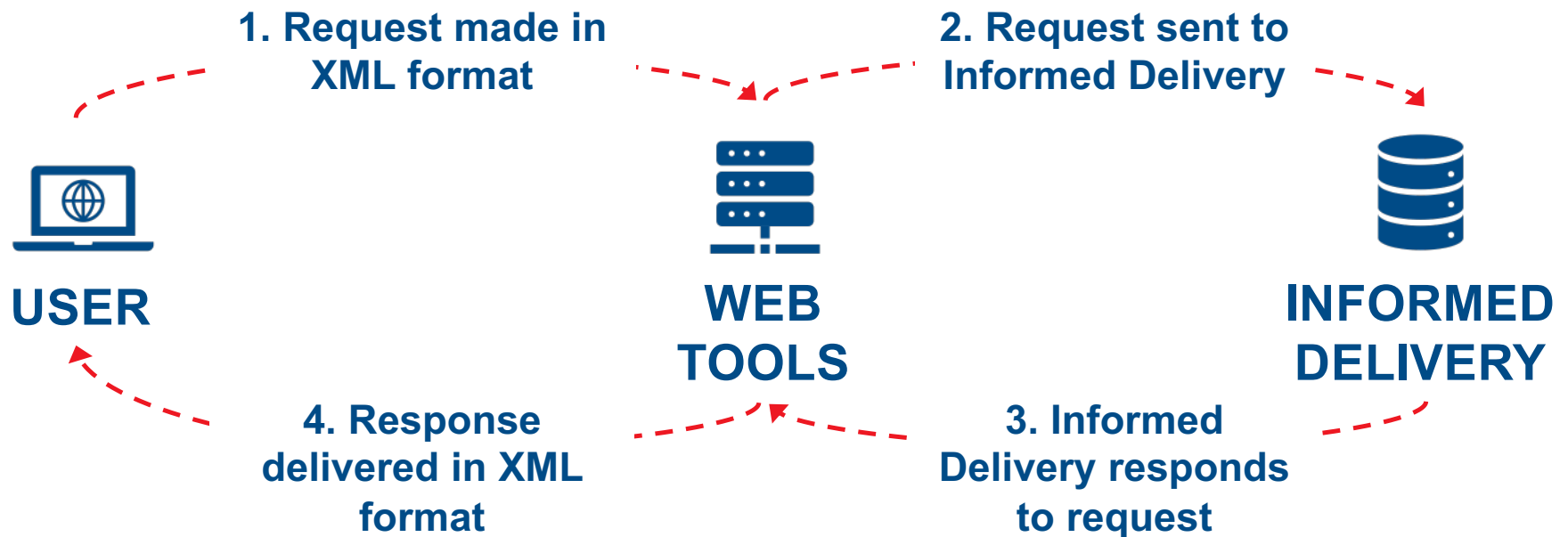
The Package Campaigns API offers a touchless campaign experience

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The API in Action

Investing in the integration with the Package Campaigns API enables your business to connect with USPS systems and launch campaigns at scale.



Consider Package Campaigns

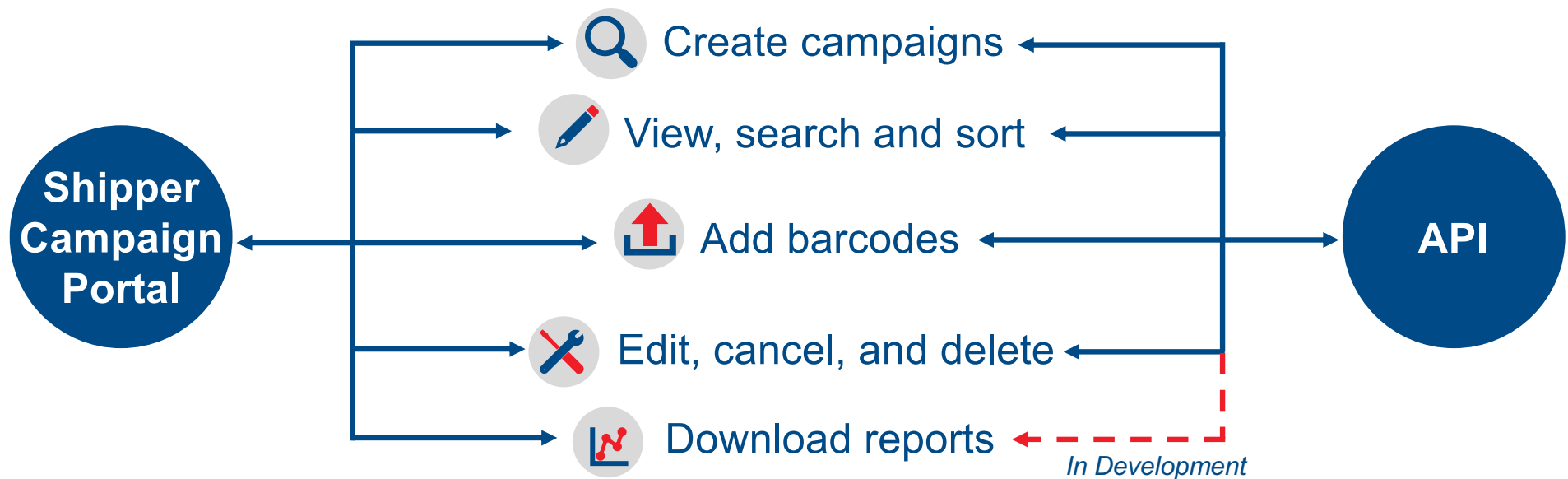
Capabilities and getting started

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The Full Capabilities

The Shipper Campaign Portal and API each offer the features needed to manage your campaigns.



Get Started Today

Want to learn more and get started with Informed Delivery Package Campaigns?

1

Contact us

Email us at
IDPackageCampaigns@usps.gov
or contact your USPS Sales
representative to schedule an
onboarding session

2

Get account access

Work with Informed Delivery
Program Office to get account
access

3

You're good to go

Start creating campaigns!

<https://informed.uspsinnovation.tech/>