



# INTRODUCING INFORMED DELIVERY<sup>®</sup> FOR POLITICAL CAMPAIGNS

IF IT'S IN THE MAIL, IT'S IN YOUR EMAIL<sup>®</sup>



# GET MORE FROM YOUR POLITICAL MAIL—MORE IMPACT, MORE INSIGHT, AND MORE ROI POTENTIAL

## Did you know?

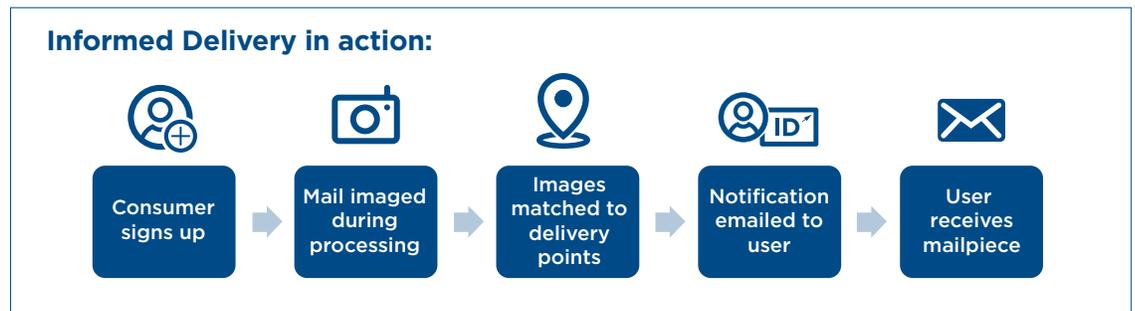
By integrating direct mail and digital, you can elicit up to 39% more consumer engagement than a single-media campaign.<sup>1</sup>

The barrage of political advertising out there is leaving campaign managers searching for new ways to make an impact, to get more voters engaged, and to get more return on investment (ROI) out of their direct mail campaign spend. One of those ways is a powerful new innovation from the U.S. Postal Service called Informed Delivery®.

Informed Delivery gives voters the ability to digitally preview and interact with your political mail from anywhere—across town or across the globe—via email, online dashboard, or mobile app.

Direct mail integrated with digital ads can often increase conversion by

**20%.<sup>2</sup>**



## What does this mean for your campaign?

This is an unprecedented opportunity to engage voters through an integrated mail and digital political campaign—all from a single mailpiece. It also means easy access to data insights about your campaign, such as open rates and click-throughs.

## People like Informed Delivery. The results have been through the roof:<sup>3</sup>

- 89% of surveyed users are satisfied or very satisfied with Informed Delivery.
- 93% of surveyed users would recommend Informed Delivery to friends, family, or colleagues.
- 84% of surveyed users indicated they respond to digital promotions a few times monthly or more.
- 81% of surveyed users indicated they respond to mail promotions a few times monthly or more.

## Informed Delivery turns your political mailpiece into an omni-channel experience.

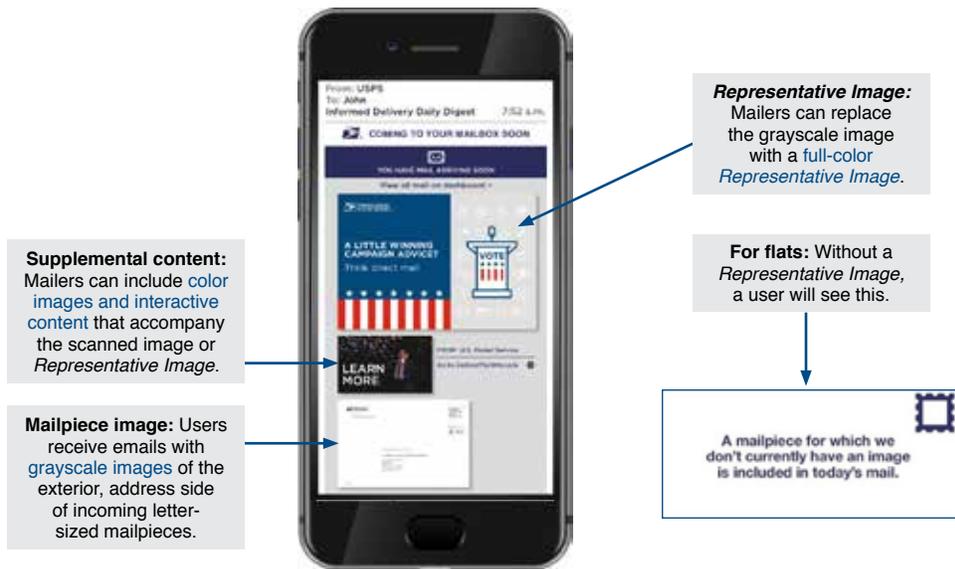
To help increase engagement and drive action, campaign managers can choose to create an Informed Delivery interactive campaign. This means you can include supplemental content such as customized color images and a URL to drive consumers to digital experiences on your website, social media, or mobile app.

1. "Connecting for Action," Canada Post, September 2016.

2. Alan Sherman, "Drive True Omnichannel Marketing by Combining Direct Mail with Digital Channels," IWCO Direct, May 10, 2017.

3. USPS User Survey, April 2018.

## Here's what an Informed Delivery® interactive campaign looks like to the recipient:



Note: Informed Delivery users will see images of your mailpieces if they are scanned through USPS automated equipment, regardless of whether an interactive campaign is applied.

Tap into an engaged user base that delivers higher-than-average email open rates:

**68.5%**  
on average.<sup>1</sup>

## Campaign visibility and data insight right at your fingertips.

With Informed Delivery interactive campaigns, you get easy access to data insights. This valuable data includes:

- The number of your physical mailpieces and emails sent to users.
- The number and percentage of emails opened.
- The number and percentage of click-throughs from the interactive campaign.

## The Informed Delivery advantage.

Informed Delivery interactive campaigns uniquely bridge the gap between the physical and digital worlds. This helps create a unique experience that voters are more likely to remember.

## The benefits for political campaigns are many, including:

- **Increase interaction.** Generate multiple impressions—digital and physical—from a single mailpiece.
- **Get more bang for your buck.** Potentially increase ROI for your campaign.
- **Measure campaign performance.** Gain valuable data insights that can help optimize your marketing spend.

Learn more about Informed Delivery by visiting [DeliverTheWin.com/InformedDelivery](https://DeliverTheWin.com/InformedDelivery).

<sup>1</sup> USPS-generated reports; six-month average of aggregate email open rate as of December 2017.



## **Your success is our business.**

We know that success is a two-way street. That's why we take the time to really understand your campaign goals and do everything in our power to help you achieve them.

With a broad range of expertise, products, and services, USPS is uniquely positioned to help your political mail campaigns succeed.