

INFORMED DELIVERY®

YEAR IN REVIEW

January 2024 – December 2024

Informed Delivery by USPS

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EXECUTIVE SUMMARY

The Informed Delivery feature continues to provide value for brands by offering an additional touchpoint to re-engage customers, expand reach, and boost engagement.



CONTINUED GROWTH

The Informed Delivery user base has grown to 70.3M active users (+16% YoY).¹



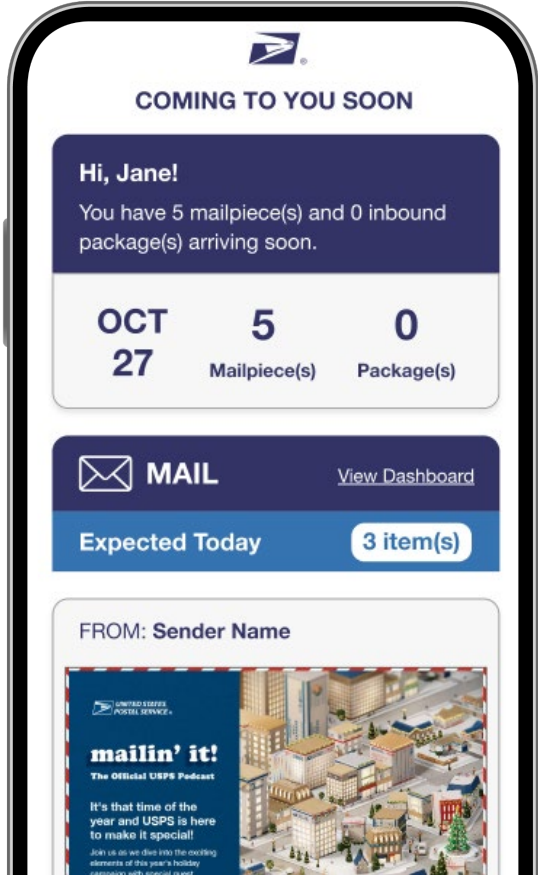
STRONG EMAIL OPEN RATE

Email open rate for Daily Digest emails has consistently outpaced the industry average at above 58%.²



VALUABLE IMPRESSIONS

Informed Delivery campaigns generate over 7.1B impressions², creating an opportunity for brands to expand their reach.



¹Internal data as of December 31, 2024

²Internal data from January 1, 2024 – December 31, 2024

SUMMARY OF KEY METRICS

The numbers below summarize key metrics that make the Informed Delivery feature a powerful digital marketing tool.



70.3

Million
Users¹



44.5

Billion
Impressions²



33.7%

National
Saturation¹



58.9%

Average Email
Open Rate²



914,656

Campaigns
Completed¹



1:11

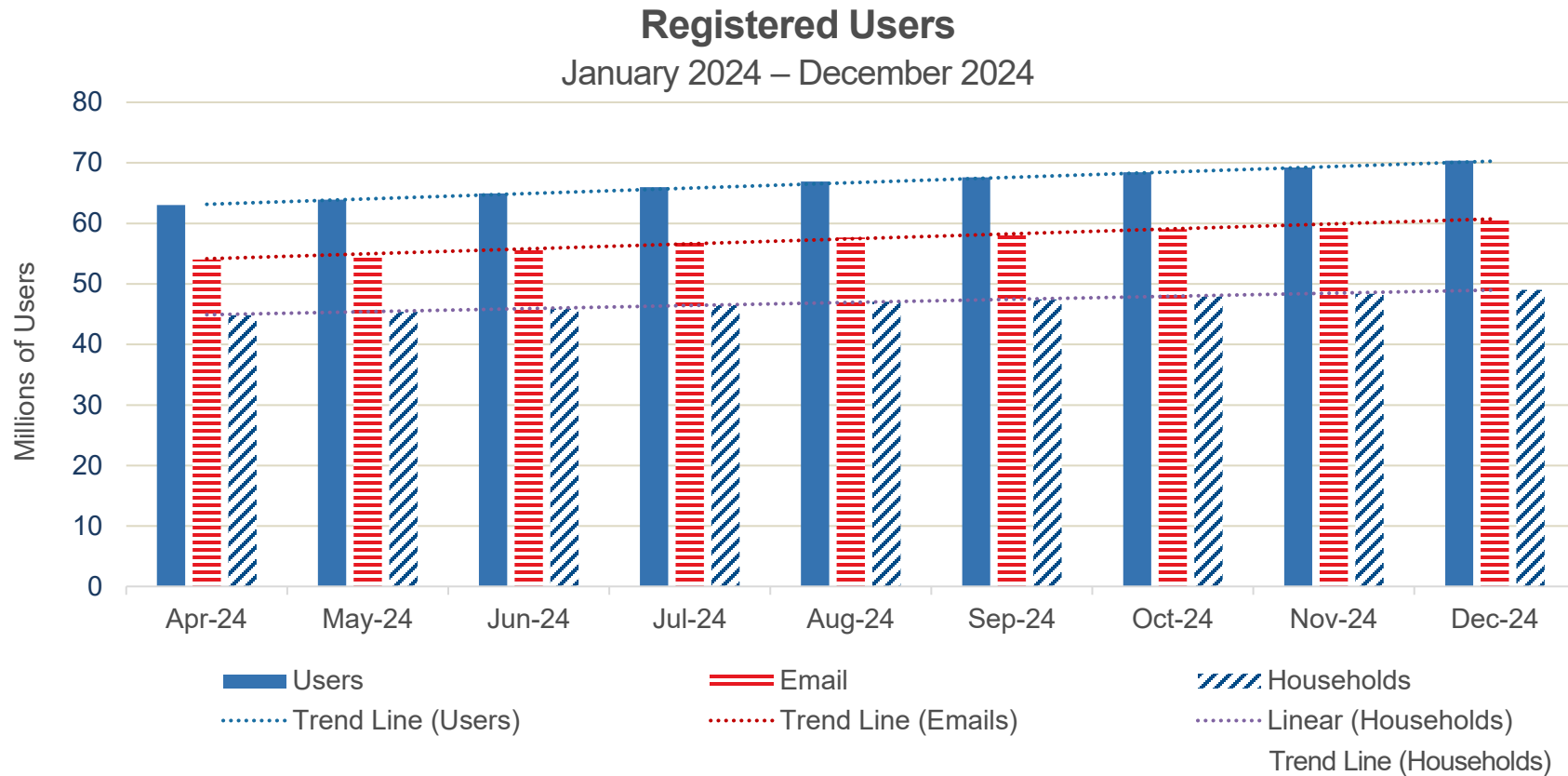
Average Time
Spent on
Dashboard²

¹Internal data as of December 31, 2024

²Internal data between January 1, 2024, and December 31, 2024

GROWING USER BASE

With a growing user base of 70.3M active users, Informed Delivery provides brands an opportunity to reach a large population of highly engaged customers.



Informed Delivery User Base

70.3M Users
 +16% Growth YoY

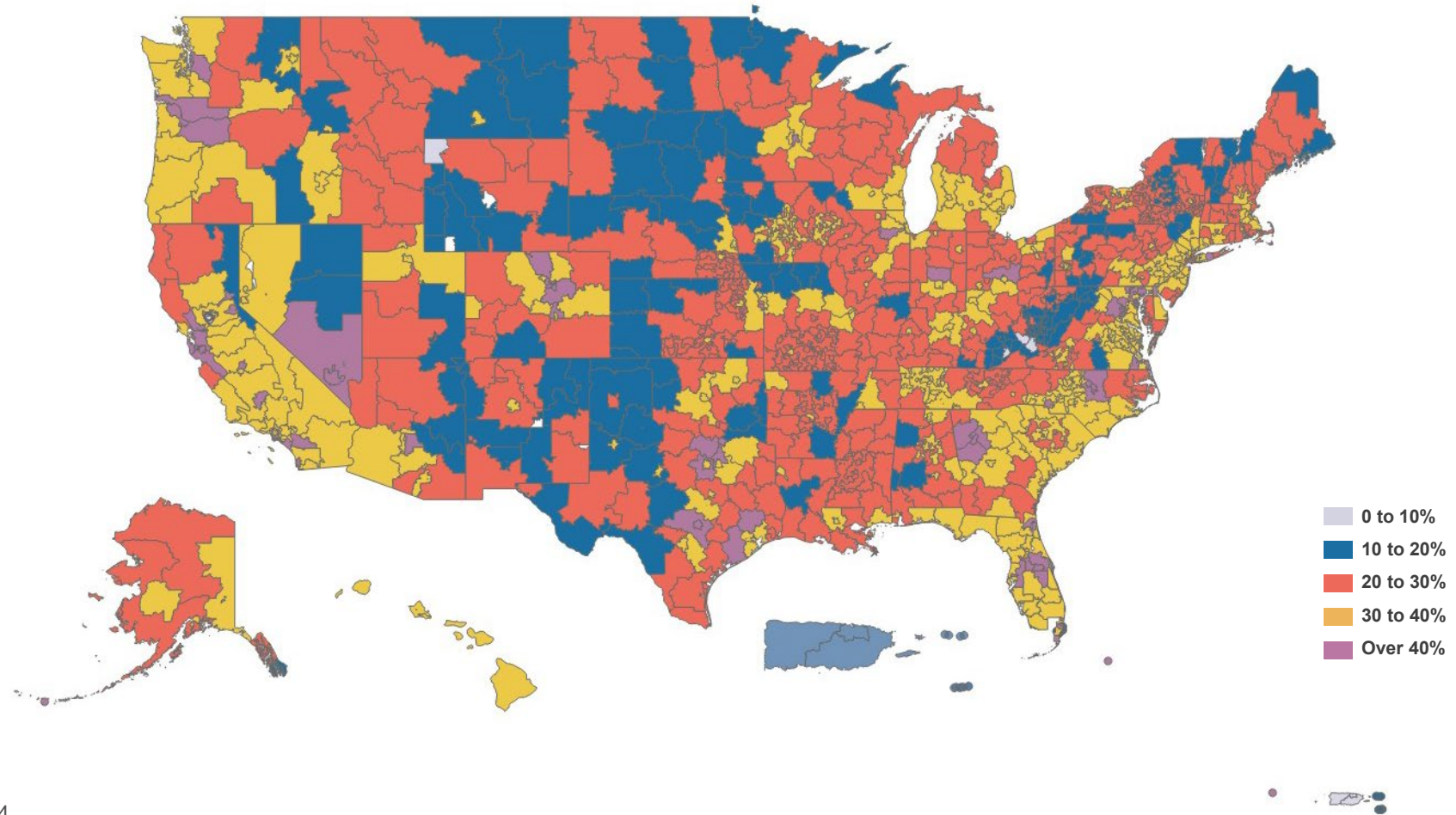
49.0M Households
 +13% Growth YoY

69.8M Email-enabled Users
 +17% Growth YoY

Internal data as of December 31, 2024

INFORMED DELIVERY HOUSEHOLD SATURATION

Informed Delivery has reached 33.7% national saturation of eligible delivery points.




Internal data as of December 31, 2024

HIGH REACH AND ENGAGEMENT


Impressive email open rates indicate that users are actively engaging with Informed Delivery notifications.

Informed Delivery Daily Digest Emails

Brands can leverage Informed Delivery to reach this highly engaged audience...



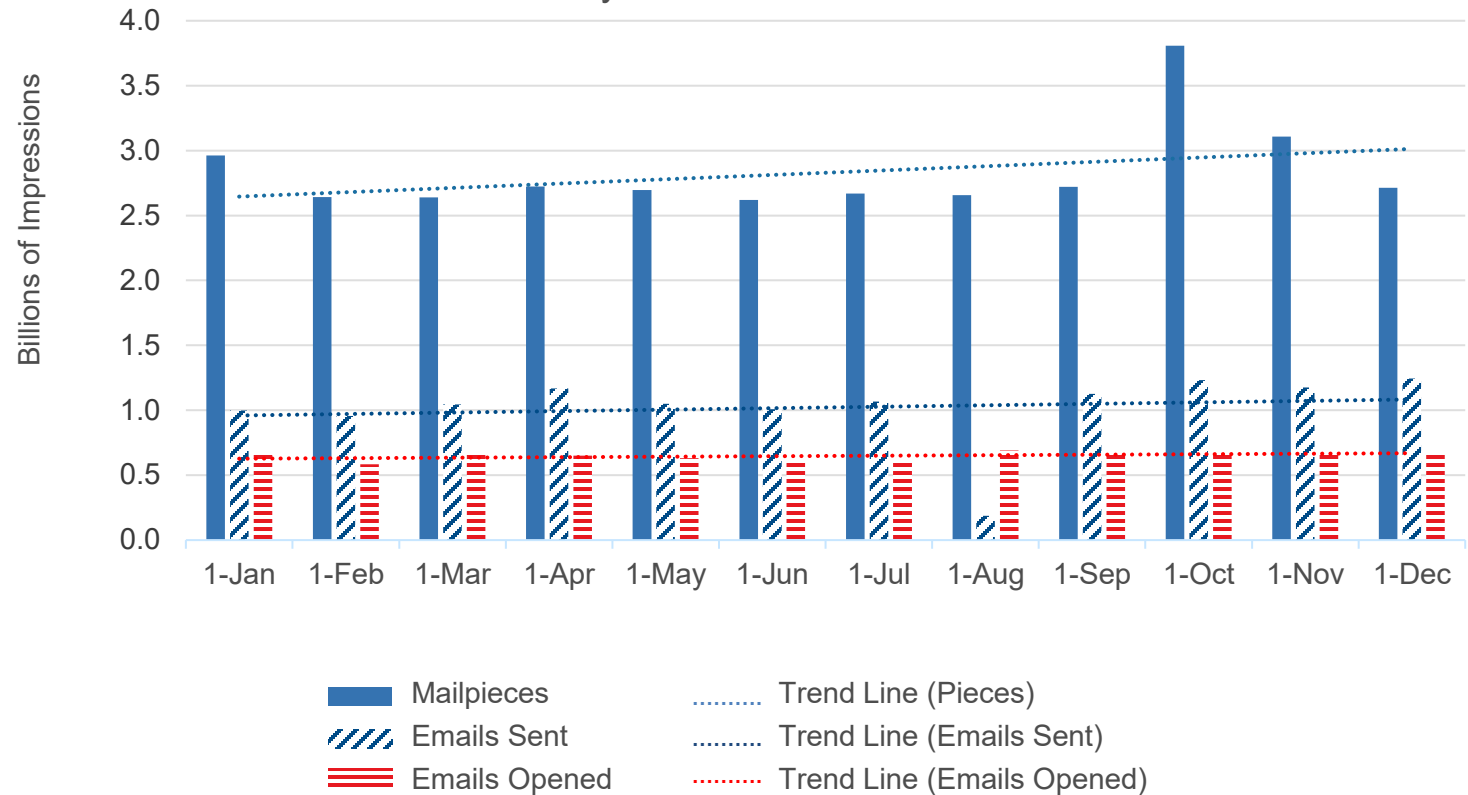
13.3B
Total Daily Digest Emails Sent



7.8B
Total Daily Digest Emails Opened

Informed Delivery Feature Totals

January 2024 – December 2024



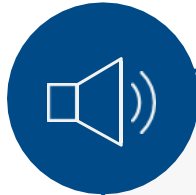
Internal data between January 1, 2024, and December 31, 2024

CONSISTENT USER SATISFACTION

User surveys indicate that users are 91% likely to continue engaging with the feature and are 91% likely to recommend it to friends, family, or colleagues.



91% of users¹ are satisfied or very satisfied with the Informed Delivery[®] feature



89% of users¹ would recommend the Informed Delivery feature to friends, family, or colleagues

¹Survey results collected from FY25 Q1 User Surveys

HIGH NET PROMOTER® SCORE

Users are highly likely to recommend Informed Delivery to others, leading to more awareness and a potential increase in the user base.



USPS
Net Promoter Score¹
60²



Compared to NPS® scores for other industries³

¹The Net Promoter® Score (NPS) is an industry metric measured by asking users how likely they are to recommend a product, service or company to a friend or colleague. To calculate, visit [NPS Calculator: Calculate and Benchmark Your Net Promoter Score \(retently.com\)](https://www.retently.com). Net Promoter® and Net Promoter Score® are registered trademarks of Bain & Company, Inc.

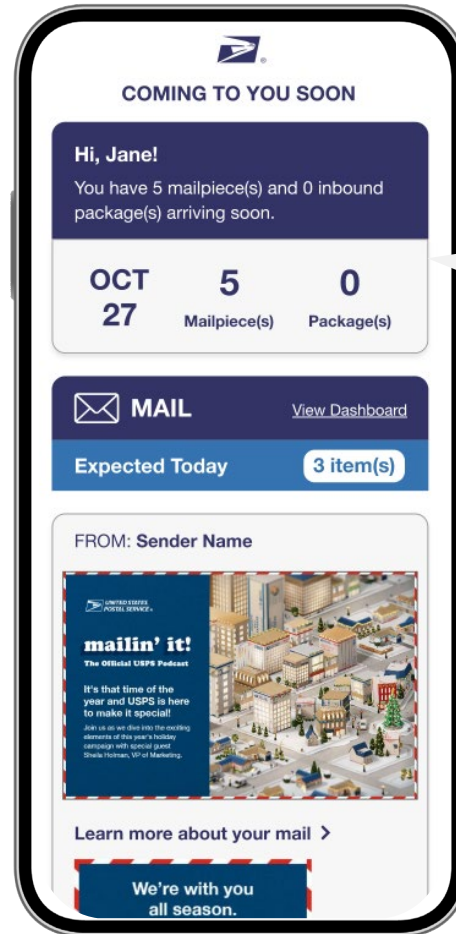
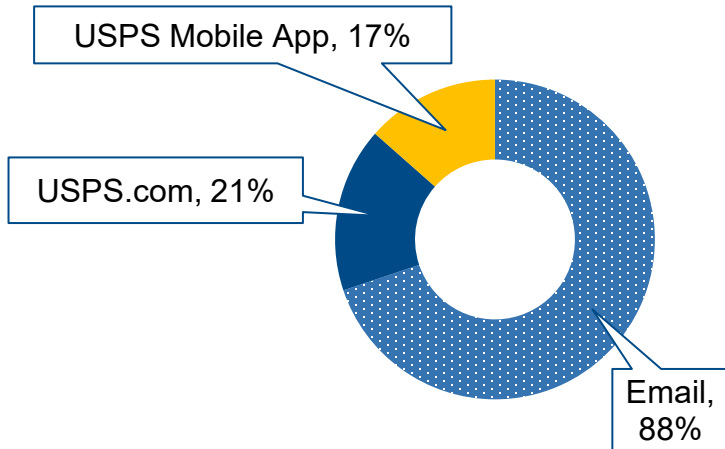
²Data from FY25 Q1 User Survey

³<https://www.retently.com/blog/good-net-promoter-score/>

CHANNEL USAGE

Majority of Informed Delivery users¹ access Informed Delivery via Daily Digest email, followed by USPS.com[®], and then the USPS Mobile[®] App.

88% of Informed Delivery users access Informed Delivery via the Daily Digest email



58.9%
Average Informed Delivery Daily Digest email open rate³

Email open rate more than double industry standards²

¹Responses pulled from FY25 Q1 User Survey;
Note: Respondents were able to select more than one response type
²Email Open Rate: [Email Open Rate: Statistics & 17 Best Practices \(2025 Guide\) | Mailmunch](#)
³Internal data between January 1, 2024, and December 31, 2024

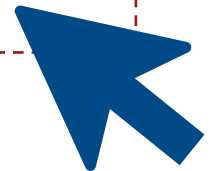
**ON AVERAGE, USERS
SPEND MORE TIME
ON THE INFORMED
DELIVERY
DASHBOARD THAN
THE AVERAGE TIME
SPENT ON-PAGE FOR
10+ INDUSTRIES.**

Average of...

1:11 minutes

spent on the Informed Delivery dashboard¹

vs. 0:52 seconds average page view across sites of other industries²



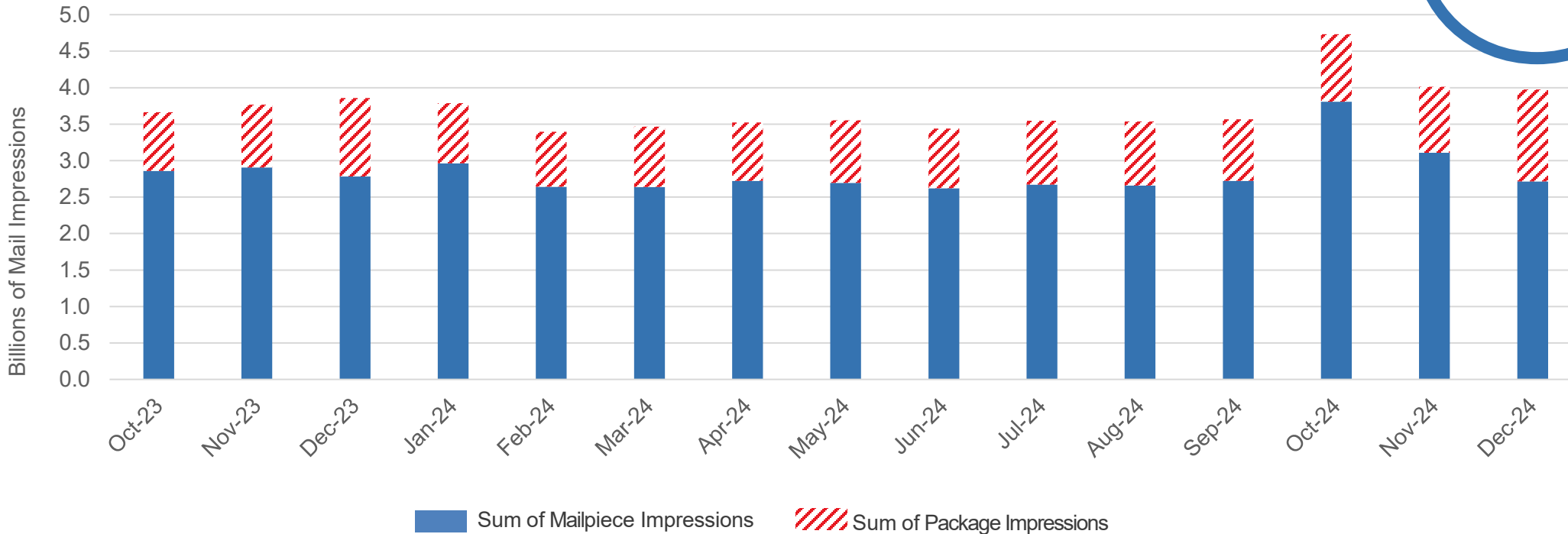
¹Informed Delivery Feature Google Analytics Data January 1, 2024 – December 31, 2024

²[What is a Good Average Time on Page & How to Increase it](#)

GENERATING SIGNIFICANT IMPRESSIONS

Daily Digest emails have generated 44 billion mailpiece and package impressions in the past year.

Impressions Delivered
January 2024 – December 2024



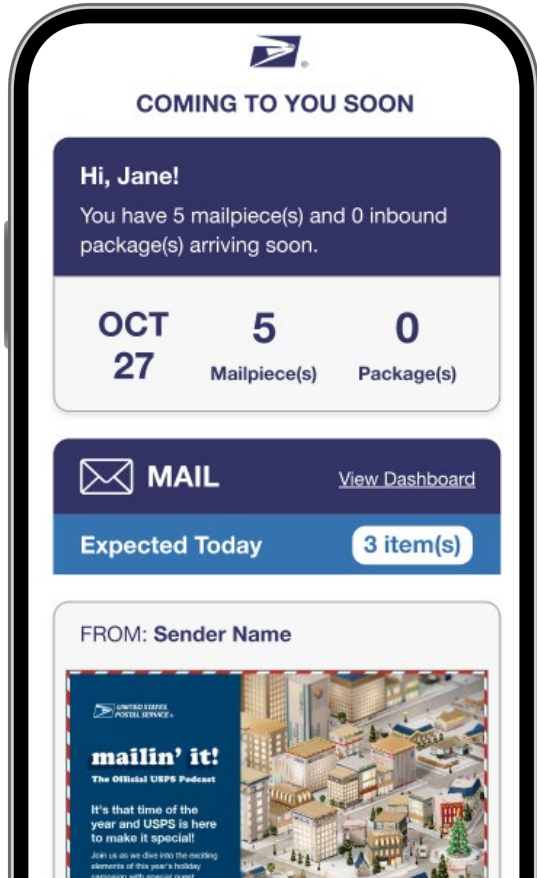
Total Mail Impressions
34B

Total Package Impressions
10B

Internal data from January 1, 2024 – December 31, 2024

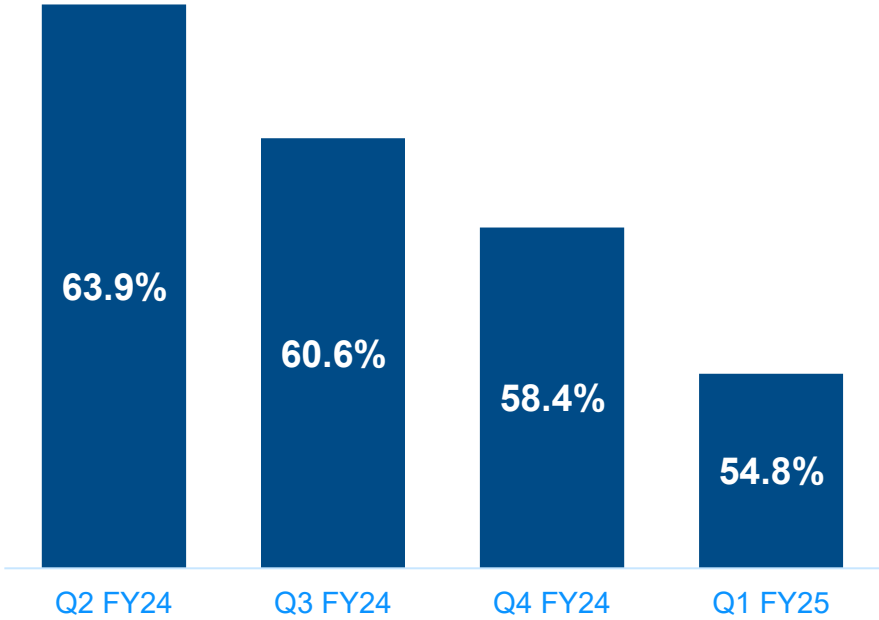
HIGH EMAIL OPEN RATES

Informed Delivery users are heavily engaged with their Daily Digest, as seen by the high email open rate of 54.8% in Q1 FY25. These impressions transform your customer's inbox into a high-performing touchpoint.



54.8%
Q1 Daily Digest
Email Open Rate

Quarterly Email Open Rate
(Q2 FY24 – Q1 FY25)



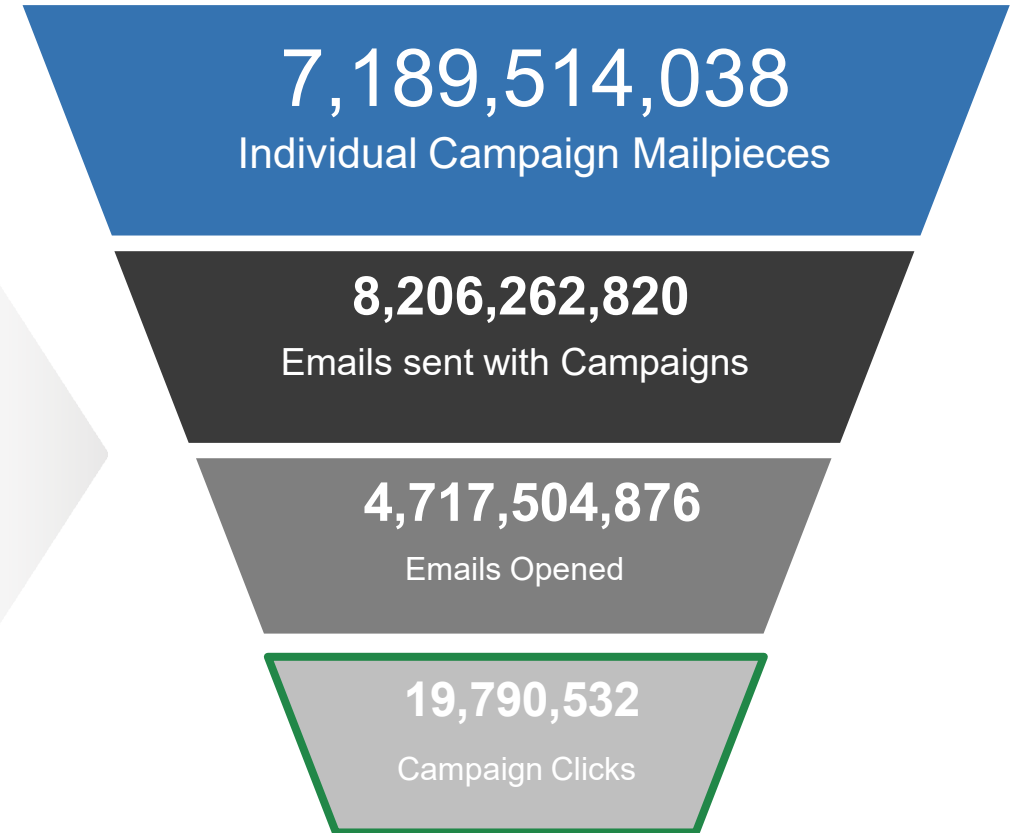
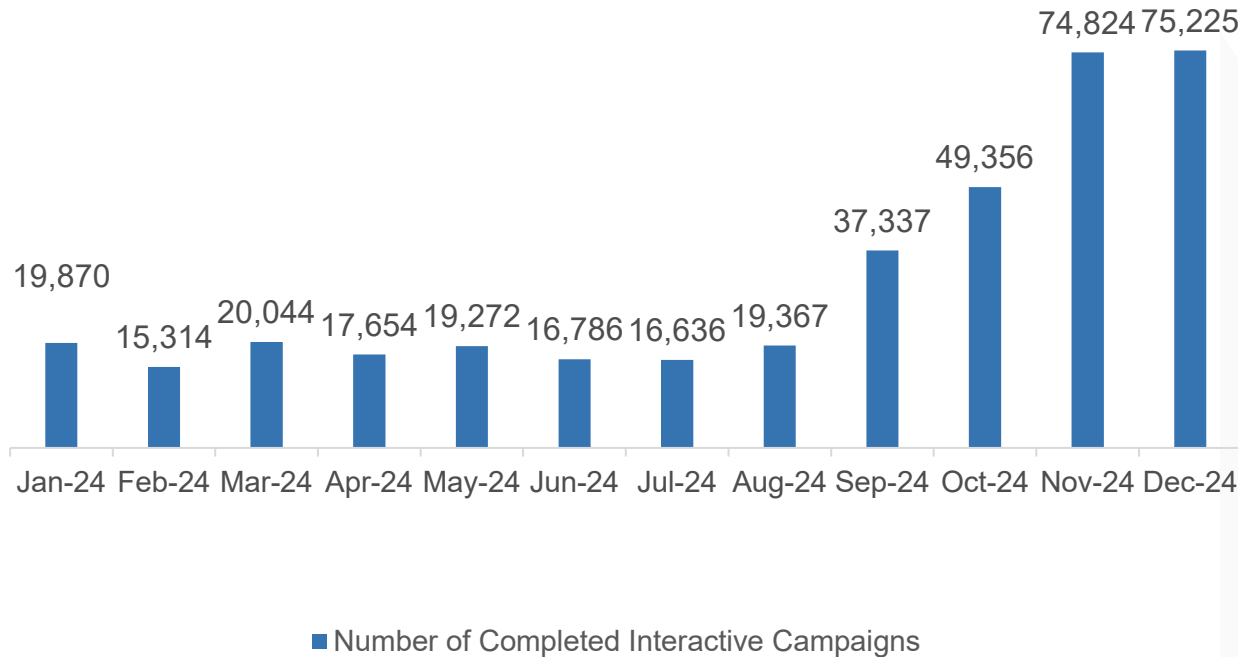
Internal data from January 1, 2024 – December 31, 2024



INTERACTIVE CAMPAIGN IMPRESSIONS

Through the integration of hardcopy mail and digital marketing, the Informed Delivery feature continues to provide increased impressions for mailers.

Completed Interactive Campaigns



Internal data from January 1, 2024 – December 31, 2024

INFORMED DELIVERY AS A MARKETING CHANNEL

Business mailers and shippers can engage users through an integrated mail or package digital marketing campaign that generates additional consumer impressions, interactions, and insights.



Save Advertising Dollars

Informed Delivery campaigns provide a **free marketing channel** for businesses to promote custom messages. Brands can elevate their hardcopy mail campaigns by pairing them with a digital experience at no additional cost.



Expand Reach and Boost Engagement

Campaigns allow brands to generate **additional digital impressions** for intended recipients. **With over 70M¹ active users and an average email open rate of 58.9%²**, Informed Delivery provides brands an opportunity to reach an already engaged audience.



Gain Customer Insights and Data

Brands can leverage campaign data to **gather insights on how customers interact with the brand**, along with key performance metrics (i.e., open rates, click-through rates).



Elevate the Customer Experience

Customers can **take action on their mail piece immediately**—regardless of whether they retrieve mail from the physical mailbox. This in turn allows brands to see results faster than with traditional mailer campaigns.

To learn more about Informed Delivery campaigns, visit our [Informed Delivery for Business Mailers and Shippers](#) page.

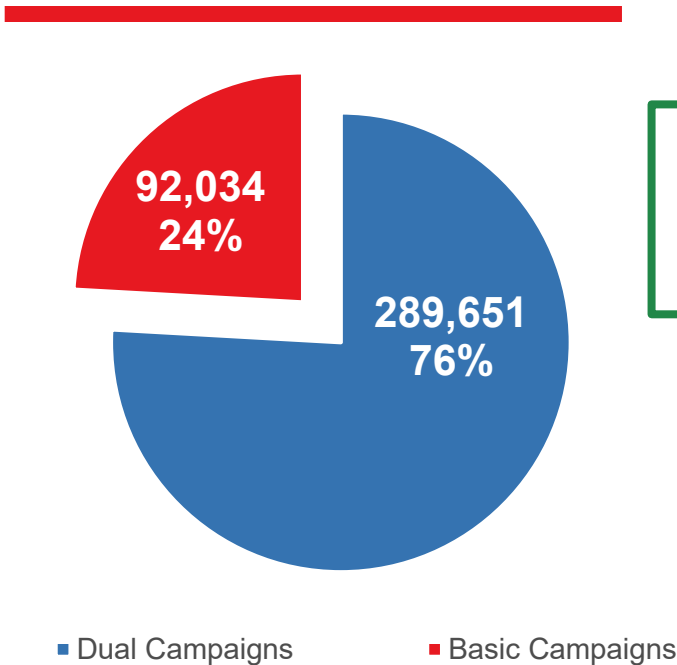
¹Internal data as of December 31, 2024

²Internal data from January 1, 2024 – December 31, 2024

OPPORTUNITY FOR INTERACTIVE CAMPAIGNS

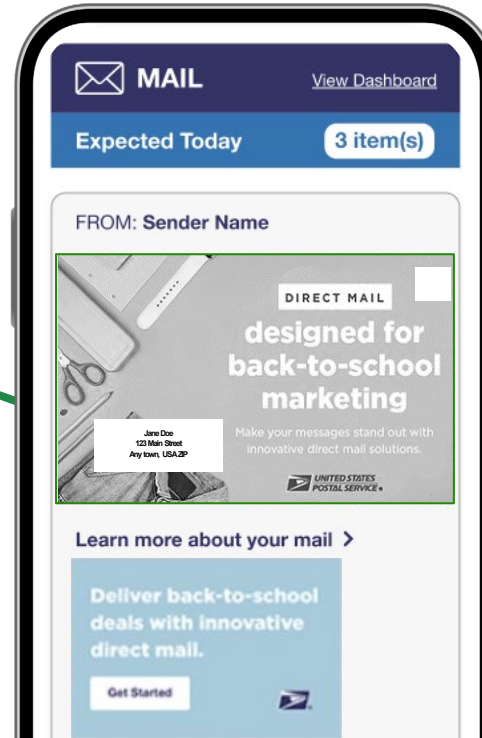
Mailers can create and launch interactive campaigns to reach and re-engage their customers.

Total # of Campaigns
January 2024 – December 2024

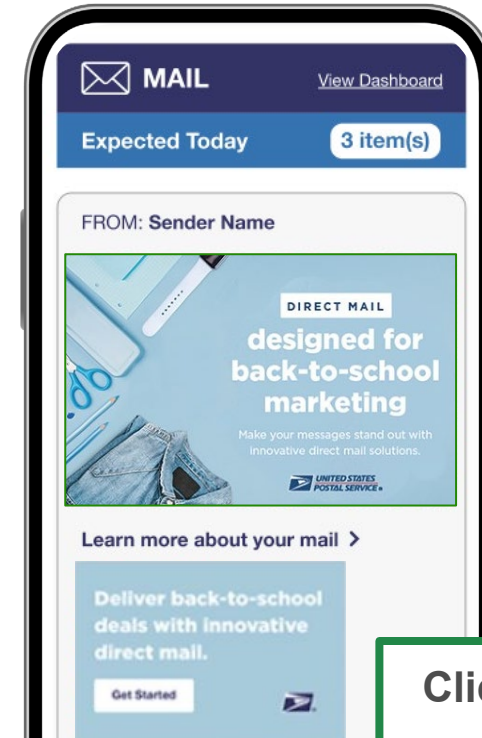


Click Through Rate
0.26%

BASIC CAMPAIGN



DUAL CAMPAIGN



Click Through Rate
0.30%

Internal data from January 1, 2024 – December 31, 2024

CALCULATE YOUR POTENTIAL RETURN ON INVESTMENT

Find out your potential return from a direct mail campaign that uses Informed Delivery with our helpful Informed Delivery Return on Investment Calculator here:

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

Discover the additional reach, attention, response, and conversions your direct mail campaign can garner by using the Informed Delivery feature.



PACKAGE CAMPAIGNS

Shippers can also create and launch interactive campaigns to reach and re-engage their customers.



3,859

Total Package Campaigns¹



8.2M+

Packages Associated to Campaigns¹



41.4K+

Total Click Throughs¹



0.5%

Click Through Rate¹



58.9%

Email Open Rate²

¹Internal data as of December 31, 2024

²Internal data from January 1, 2024 – December 31, 2024

Sign Up

Anyone interested in signing up for Package Campaigns should **email us** at IDPackageCampaigns@usps.gov.

More Info

For those seeking more information, check out the **Shipper Campaign Portal (SCP) Guide** on the Informed Delivery[®] for Business Mailers website: <https://www.usps.com/business/informed-delivery.htm>