

Truth Advertising Smart Mail with USPS Informed Delivery™

USPS Informed Delivery™ App View

Welcome to Informed Delivery

Hi, JOHN! Here's what's coming soon.

10 Mail

18 Packages

Profile Settings

Mail

Today (4) Yesterday (4) Saturday (1) Friday (1) Thursday (1) Wednesday (1) Tuesday (4)



USPS Informed Delivery™ Email View

You have mail and packages arriving soon.

August 16, 2021

COMING TO YOUR MAILBOX SOON.

View all mail on Dashboard >



Completion Report

*Eligible Addresses
Delivered:



8/12 - 25
8/13 - 6383
8/14 - 14255
Total - 20663



*Emails Sent
by USPS:

Total - 8057



*Emails Opened:

Total 4647

*Qualifying
Households Enrolled
in Informed Delivery:



Total - 7137



*Website
Click Throughs:

Total - 40

Campaign Summary

Total Mail Campaign:
20960

Confirmed
Delivered: 20663

Emails Sent By USPS:
(8057)

TOTAL IMPRESSIONS:
(Cards Mailed + Emails)
(29017)

Email Open Rate
(57%)

Direct
Website Visits
via USPS Email or App.
(40)

Reading Your Report

*Eligible Addresses Delivered: based on eligible USPS addresses. Not all routes in all areas qualify. *Digital Ads Delivered to Informed Delivery Households: the number of campaign-related mailpieces identified during mail processing that were sent to a unique Delivery Point Code (DPC) address. This is not the total number of mailpieces in the mailing—just those identified as going to Informed Delivery users. *Emails Sent by USPS: actual emails sent by USPS to USPS Informed Delivery email subscribers. All email users in a household are counted in this metric. *Total Emails Opened: the number of USPS Informed Delivery subscribers who opened the email. *Website Click Throughs: actual website visits from USPS Informed Delivery email or app.