



THE ROI OF ID

2023 INFORMED DELIVERY PROMOTION

How to Participate and Profit

Dave Lewis
President



OUR MISSION

SnailWorks leverages advanced USPS programs and a world-class web platform to deliver *direct mail insights and solutions*



SNAILWORKS SERVICES



MAIL TRACKING SERVICES

INFORMED DELIVERY ADVERTISING

DIGITAL MARKETING SUPPORT

POLITICAL MAIL TRACKING

Why Informed Delivery Matters

Informed Delivery is its own direct marketing channel

- It is enabled by direct mail, but it isn't mail
 - Similar but different images
 - Direct link to web
- It is delivered by email, but it isn't really email
 - One a day
 - Consumer requested
 - Unmatched open rate
- Alternative delivery methods
 - Online dashboard
 - Native app (coming)

Benefits of Informed Delivery

Much more than postage discounts

- Additional impressions
 - 55,000,000 subscribers – about 30% of eligible households – and growing
- Direct link to web landing page
 - Trusted link – clicks add appeal
 - Ride-along can generate ad revenue in some cases
 - Catalogs
 - Coupons packs
- Amazing data available for free
 - Subscribers
 - Email enabled subscribers
 - Reminder clickers

ROI of Informed Delivery

- **Informed Delivery boosts response**
 - Typical additional impressions – 20%
 - Typical CTR - .5% of opened emails – 10% conversion rate

Campaign ROI Calculation

- Offer value: \$50
- Response rate: 2.5%
- Responses per 1,000: 25
- Response value per M: \$1,250
- **Additional ID impressions/M: 200**
- **ID additional impression response rate: .25%**
- **Additional responses per M: .5**
- **Additional response value per 1,000: \$25**
- **Clicks per M: 1**
- **Additional click conversions per M: .1**
- **Additional conversion value per 1,000: \$5**
- **Total additional revenue per M: \$30**

ROI of Informed Delivery

Client postage savings during promotion

- August 1, 2023 – December 31, 2023
- Savings based on 2022 rates
- Does not include MSP incentive

4% INCENTIVE POSTAGE SAVINGS				
	QTY	10,000	100,000	1,000,000
First Class Letters & Postcards	\$	194	\$ 1,844	\$ 17,040
First Class Flats	\$	356	\$ 2,920	\$ 22,200
Marketing Letters	\$	132	\$ 1,236	\$ 10,240
Marketing Flats	\$	319	\$ 2,560	\$ 16,520
Non-Profit Letters	\$	80	\$ 712	\$ 5,000
Non-Profit Flats	\$	238	\$ 1,744	\$ 8,360
SAVINGS /M				
	QTY	10,000	100,000	1,000,000
First Class Letters & Postcards	\$	19	\$ 18	\$ 17
First Class Flats	\$	36	\$ 29	\$ 22
Marketing Letters	\$	13	\$ 12	\$ 10
Marketing Flats	\$	32	\$ 26	\$ 17
Non-Profit Letters	\$	8	\$ 7	\$ 5
Non-Profit Flats	\$	24	\$ 17	\$ 8

ROI of Informed Delivery

Total Informed Delivery value:

- 10,000 pieces: \$300 added response, \$80 - \$356 Postage.
Total: \$380 - \$656
- 100,000 pieces: \$3,000 added response, \$712 - \$2,920 Postage.
Total: \$3,712 - \$5,920
- 1,000,000 pieces: \$30,000 response, \$5,000 - \$22,200 Postage.
Total: \$35,000 - \$52,200

The Cost Side of Informed Delivery

- Costs can be at a per campaign or per M basis
 - Postal Service charges: \$0
 - Creating, gathering, and managing creative: \$50 - \$300
 - Creating the campaign, and promotion approval: \$100 (in house) - \$200
 - Remember, each split/version requires set-up
 - Tracking and reporting: \$0 - \$1.00/M

The Role of the Mail Service Provider in Informed Delivery

The Mail Service Provider is Essential to Every Campaign

- Controls the IMb sequences
- Helps gather and submit the correct images
- Applies for the promotion approval
- Makes sure schedules are met
- Fills out the eDoc appropriately

MSP Revenue Opportunities with Informed Delivery

- Informed Delivery is a task with labor and liability
 - Do not do it for free!
 - Help your clients understand the value of Informed Delivery beyond the discount
 - At a minimum, charge a setup fee for each campaign
 - Versions/splits may be new campaigns – charge appropriately
 - Provide tracking
 - Essential for knowing when emails hit, and measuring success
 - Post-Campaign details have value
 - Charge a fair fee per thousand

Potential Risks and Liabilities

- Loss of a discount can be a big issue – and a big liability
 - Make sure you understand the required timing for campaign deployment
 - Make sure you have approvals in time
 - Make sure eDocs are correctly completed
- Limit your liability
 - Maintain records of all actions
 - Have a clear understanding with your clients as to their responsibilities
 - Beware of changes! Especially to IMb ranges
 - Consider using an outside service

Your USPS Reward for Helping Your Customers Participate

- In 2023, USPS is adding a .5% incentive credit for eDoc submitters – the Mail Service Provider
 - This is a credit – not a postage discount
 - It will go to your EPS account
 - It will not appear on postage statements
 - This is YOUR money – you earned it. Your customers are getting their own benefit
 - Think in terms of your total volume – not a job-by-job basis

Benefiting from the MSP credit

- How much is .5%?

MSP Credit for ID Promotion				
Pieces	FC MSP Credit	MM MSP Credit	NP MSP Credit	
10,000	\$ 26.50	\$ 18.00	\$ 11.00	
50,000	\$ 130.00	\$ 87.50	\$ 52.50	
100,000	\$ 260.00	\$ 170.00	\$ 85.00	
250,000	\$ 625.00	\$ 412.50	\$ 200.00	
500,000	\$ 1,225.00	\$ 750.00	\$ 400.00	
1,000,000	\$ 2,400.00	\$ 1,500.00	\$ 800.00	

Benefiting from the MSP credit

- Don't think about the credit at a job level
 - How many pieces do you mail a month?
 - What percent of that mail has an Informed Delivery campaign?
 - Your customers will pay for the campaign – they get a discount
 - You get a postage credit for being their eDoc submitter

THREE PRIMARY ELEMENTS

1)

Representative
Image
(Optional)



2)

Ride-Along
Ad
(Required)

100% GIFT MATCH
on all monthly recurring gifts
of \$30+ for the whole year

Kingdom Workers
Learn More >

GIVE NOW >

3) Target URL (For Ride-
Along)
(Required):

<https://kingdomworkers.com/give-now/>

THE REPRESENTATIVE IMAGE

- It must essentially be an outside panel of the mail piece
- Back panel is OK
- The address block can be replaced with a message or image
- Images can be added that enhance the ride-along
- Light images must have a black border
- Orient the same way as mail piece

ACCEPTABLE REPRESENTATIVE IMAGES



RIDE-ALONG ADS

- Must include a prominent Call-to-Action (CTA)
- CTA must occupy 20% of Ride-Along area
- CTA must have clear contrast
- CTA cannot encourage “paperless” options
- Must include target URL

ACCEPTABLE RIDE-ALONGS



NOT ACCEPTABLE RIDE-ALONGS

[CLICK HERE](#)

**FOR A LIMITED TIME ONLY GET
\$50 CASH WHEN YOU OPEN A
CHECKING ACCOUNT WITH MCU!**

Be eligible for \$50 cash when you...

- ✓ Open a Checking Account with Mastercard Debit
- ✓ Set up one recurring Direct Deposit or Auto Payment
- ✓ Sign up for eStatement

**MOUNTAIN
CREDIT UNION**

Offer ends 12/31/2024. Cash bonus may be subject to change without notice. Cash bonus will be credited to your account within 30 days of opening of your account. See our website for more details. Offer valid for new members only. Funds may be used for any purpose. See our website for more details. Member not eligible for this promotion if you are currently enrolled in our other offers.

**Let Your NEW Home
Pay for Itself**

Launch your vacation rental business with Evolve



evolve

**GET
EMPOWERED**

WITH BROOKFIELD RESIDENTIAL

TARGET URL

- Web address for clickers
- Consider offer specific/version specific
- Must be secure page:
 - https:\\ **NOT** http:\\
- Prospects will not see URL
- Cannot require email address to access site

THE 2023 INFORMED DELIVERY PROMOTION

Discount Amounts

4% DISCOUNT

Informed Delivery

The discount is calculated in PostalOne® and applied to the permit associated in the postage statement at the time of mailing. The 4% discount is deducted from the total postage due amounts at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing, and the discount is applied to those prices.

0.5% INCENTIVE

eDoc Submitter

The 0.5% incentive is offered for Informed Delivery Promotion eDoc submitters. Enrollment is required via the Manage Permit section of BCG, where the eDoc submitters provide their permit numbers to receive the incentive once the submitted Postage Statement is successfully processed. You can find more details on the incentive participation and permit enrollment [here](#).

PARTICIPATING IN THE INFORMED DELIVERY PROMOTION

Mail Service Provider needs to register for the promotion

ID Promotion – eDoc Submitter Enrollment Summary

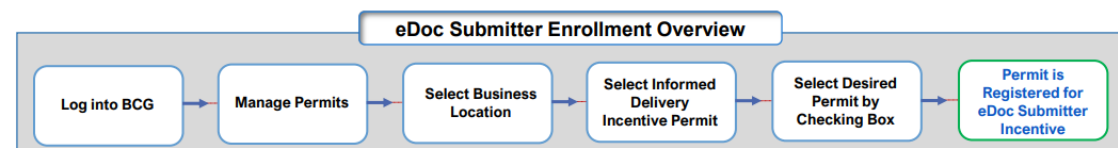
About Informed Delivery Promotion eDoc-Submitter Incentive Enrollment

- For the 2023 Informed Delivery Promotion, the USPS is offering eDoc Postage Statement Submitters 0.5% incentive for Postage Statements that are successfully processed.
- A Postage Statement is considered successfully processed if the 4% promotion discount is applied at the time of mailing.
- The incentive only applies to pieces that successfully received the Informed Delivery promotion discount.

How To Enroll For The Informed Delivery Promotion eDoc-Submitter Incentive

- In order to participate in the 0.5% incentive, the eDoc Postage Statement submitter:
 1. Must have a permit linked to an EPS account (with EPS Admin or EPS Payment Manager privilege).
 2. Must use the permit that is linked to the Customer Registration ID (CRID) when submitting Postage Statement via eDoc.
 3. Must register the permit that will receive the 0.5% incentive via the Business Customer Gateway (BCG), [Manage Mailing Activity](#) section for [Informed Delivery Incentive Permit](#).

A step-by-step guide (with BCG screen shots) for registering your permit is available on PostalPro 2023 ID Promotion page. [2023 Informed Delivery Promotion | PostalPro \(usps.com\)](#)



REGISTERING FOR THE PROMOTION

- Registration opened June 15, 2023
- Discounts begin August 1, 2023, through December 31, 2023
- Mailers must be registered to qualify for discounts
- Each campaign must be approved by the promotions office

ELIGIBLE MAIL OPTIONS

Eligible Mail Options

Eligible Mail Options

- First-Class Mail™ automation letters, postcards, and flats
- USPS Marketing Mail™ automation letters and flats
- USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats*
- Nonprofit USPS Marketing Mail™ automation letters and flats
- Nonprofit USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats*

*Only eligible if a saturation campaign is created through eDoc and mail is entered at DDU. Detailed requirements found on [PostalPro](#).

Ineligible Mailpieces

- Non-automation mail
- Saturation mail flats that are not DDU-entered
- Destination Delivery Unit (DDU) flats that are not Saturation
- Every Door Direct Mail® (EDDM)
- Detached Address Label / Detached Marketing Label flats
- Business-to-Business or Business-to-Institution/Campus mailings
- Package campaigns
- NON-SEQ campaigns

REMEMBER WHAT THE PROMOTION IS FOR!

- Encourage your clients to measure response
- Make sure they know how much postage they are saving
- Keep feeding post-campaign data and encourage them how to use it
- In the long run, Informed Delivery makes mail more valuable!

LIFE AFTER THE PROMOTION

- Remember there is more to Informed Delivery than a postage discount
- Remind your clients of the additional value delivered
- The mail service provider can make money on the service – and improve client response
- The promotion will be back in 2024!

RESOURCES

- SnailWorks.com
- <https://postalpro.usps.com/promotions/ID>
- Your local USPS sales rep

QUESTIONS?

Dave Lewis
dlewis@SnailWorks.com



customerservice@snailworks.com



Phone: 855-697-6245



4510 Buckeystown Pike,
Frederick, MD 21704



snailworks.com