



## INFORMED DELIVERY

**Informed Delivery** is a wildly popular service from USPS. Those who sign up receive an email every morning with digital previews of the mail scheduled to arrive in their mailbox. **SmartMail** integration enhances Informed Delivery further by inserting a clickable color ad that provides a direct link to your website or landing page. Know exactly how many people are checking their mail digitally

- Increase your impressions by adding a digital ride-along image to your gray scale mail piece scan, including interactive content
- Get traffic to your website before the individual even gets home to see the tangible piece in their mail box
- Approximately 14.5 million people are signed up with **Informed Delivery**
- Sign-ups are increasing by about 1 million people per month
- 86% of people who are signed up open their alerts/emails daily
- **Informed Delivery** has an average of 7-8% click through rate
- **Informed Delivery** allows you to put your client's mailing piece both in the digital world and physical world simultaneously.

When someone clicks on the link to the advertised website, they'll receive a cookie on their browser and on their Facebook profiles. This means our **Smart Target Online Follow-Up** and **Social Media Follow-Up** features will immediately start working for this user. Even if they initially exit the website without taking action, they'll be seeing ads attracting them back to it all over **Facebook**, **Instagram** and the **Google Network**.

*Mailing must be 2500 pieces or more. Not available on DM2.0 Lite*

