

# **INFORMED DELIVERY®**

## **YEAR IN REVIEW**

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**April 2024 – March 2025**

**Informed Delivery by USPS**

Published Quarterly | Updated March 2025





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# EXECUTIVE SUMMARY

The Informed Delivery<sup>®</sup> 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 72.9M active users (+17% YoY).<sup>1</sup>*



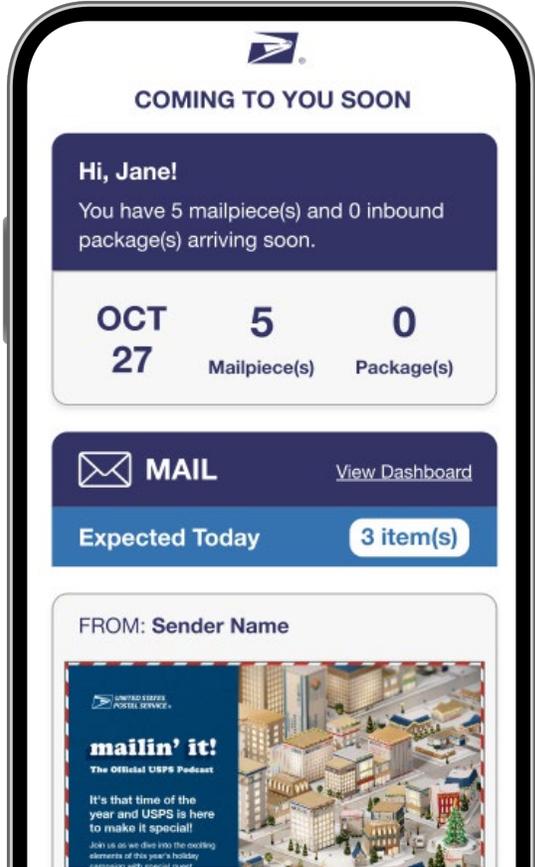
## STRONG EMAIL OPEN RATE

*Email open rate for Daily Digest emails has consistently outpaced the industry average at above 58%.<sup>2</sup>*



## VALUABLE IMPRESSIONS

*Informed Delivery campaigns generate over 7.9B impressions<sup>2</sup>, creating an opportunity for brands to expand their reach.*



<sup>1</sup>Internal data as of March 31, 2025

<sup>2</sup>Internal data from April 1, 2024 – March 31, 2025

# SUMMARY OF KEY METRICS

The numbers below summarize key metrics that make the Informed Delivery<sup>®</sup> feature a powerful digital marketing tool.



**72.9**

Million  
Users<sup>1</sup>



**45.1**

Billion  
Impressions<sup>2</sup>



**34.7%**

National  
Saturation<sup>1</sup>



**58.6%**

Average Email  
Open Rate<sup>2</sup>



**1,025,694**

Campaigns  
Completed<sup>1</sup>



**1:13**

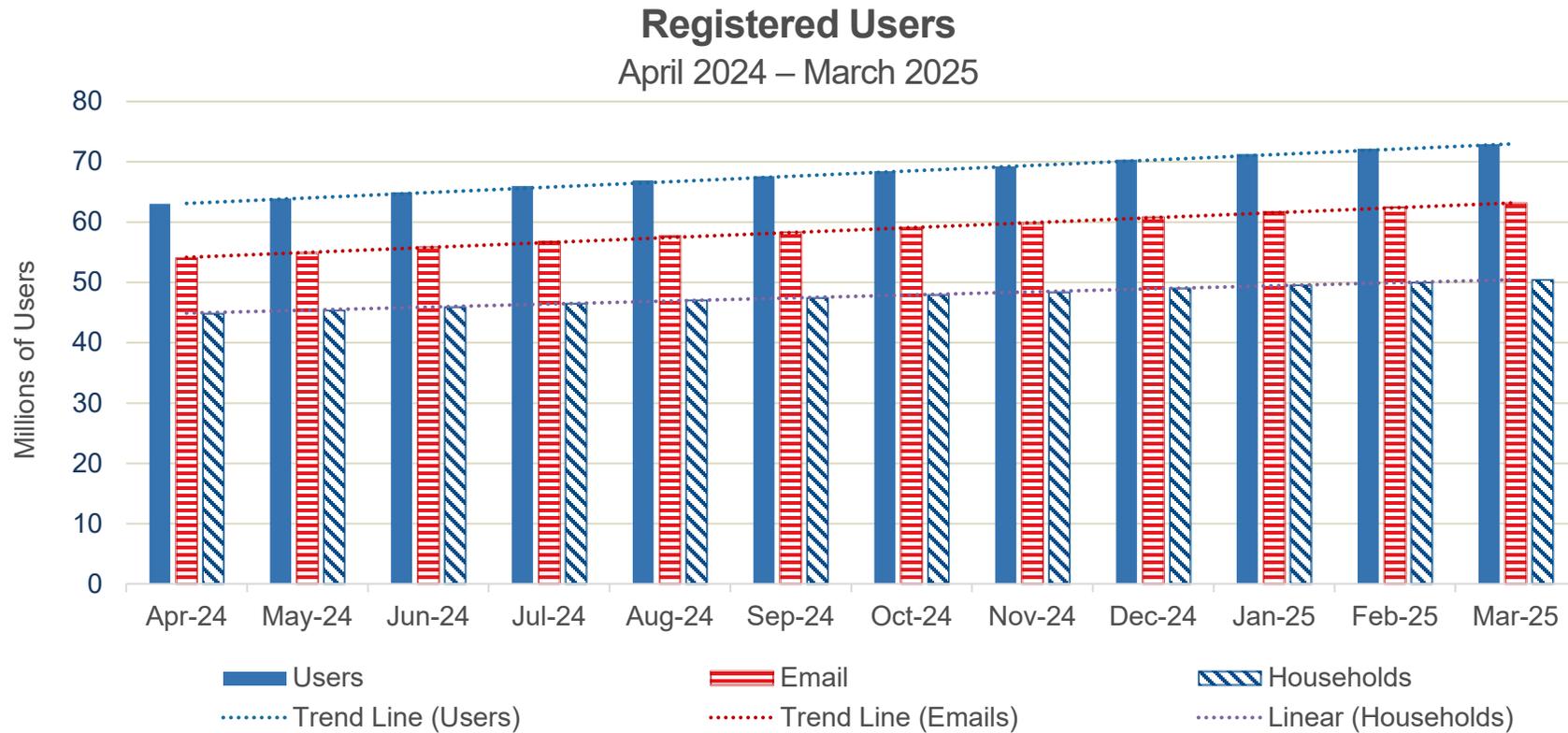
Average Time  
Spent on  
Dashboard<sup>2</sup>

<sup>1</sup>Internal data as of March 31, 2025

<sup>2</sup>Internal data between April 1, 2024 – March 31, 2025

# GROWING USER BASE

With a growing user base of 72.9M active users, Informed Delivery<sup>®</sup> provides brands an opportunity to reach a large population of highly engaged customers.



**Informed Delivery User Base**

**72.9M** Users  
+17% Growth YoY

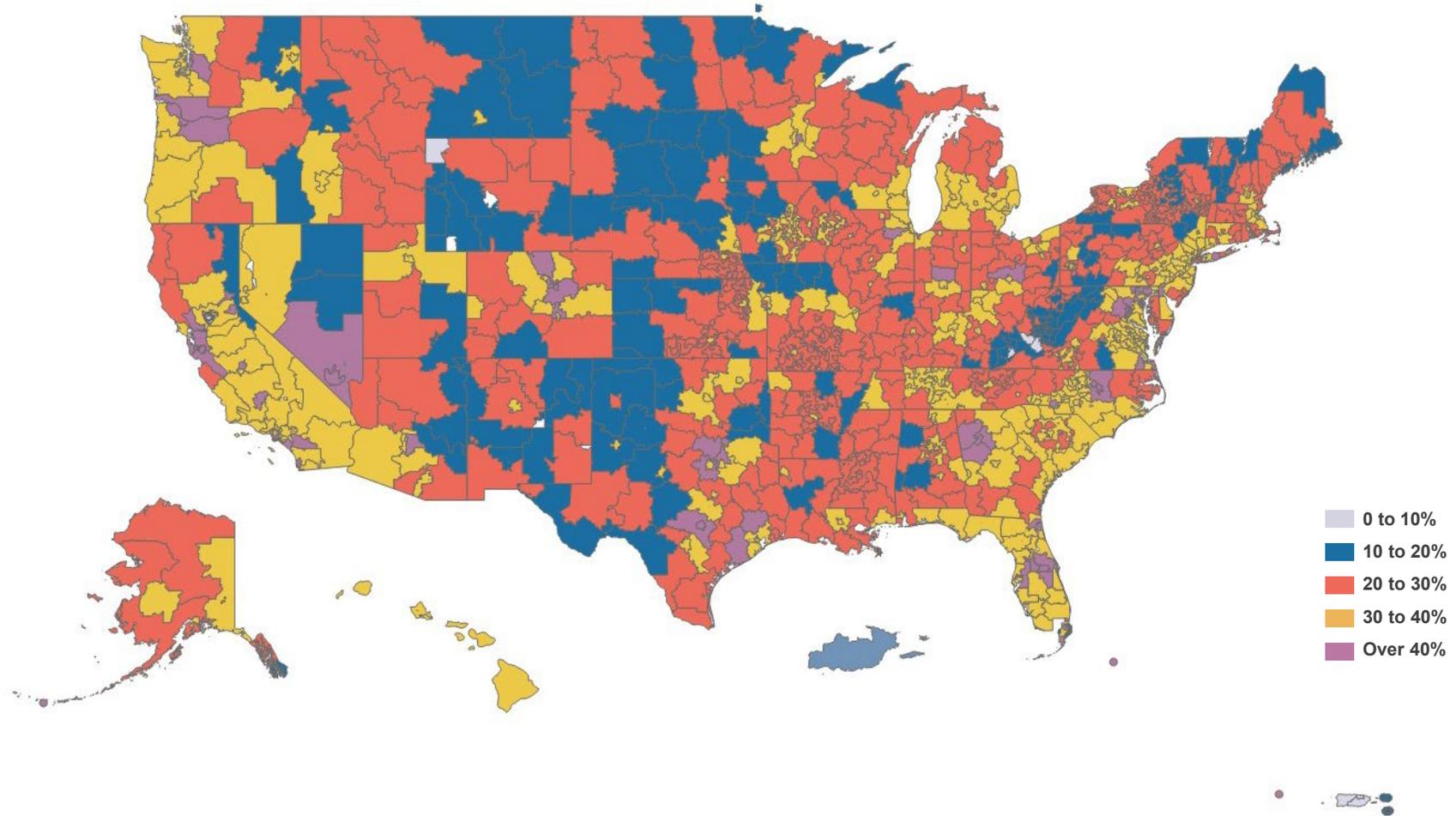
**50.5M** Households  
+13% Growth YoY

**63.1M** Email-enabled Users  
+18% Growth YoY

Internal data as of March 31, 2025

# INFORMED DELIVERY® HOUSEHOLD SATURATION

Informed Delivery has reached 34.7% national saturation of eligible delivery points.



Internal data as of March 31, 2025

# HIGH REACH AND ENGAGEMENT

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

**Informed Delivery Daily Digest Emails**

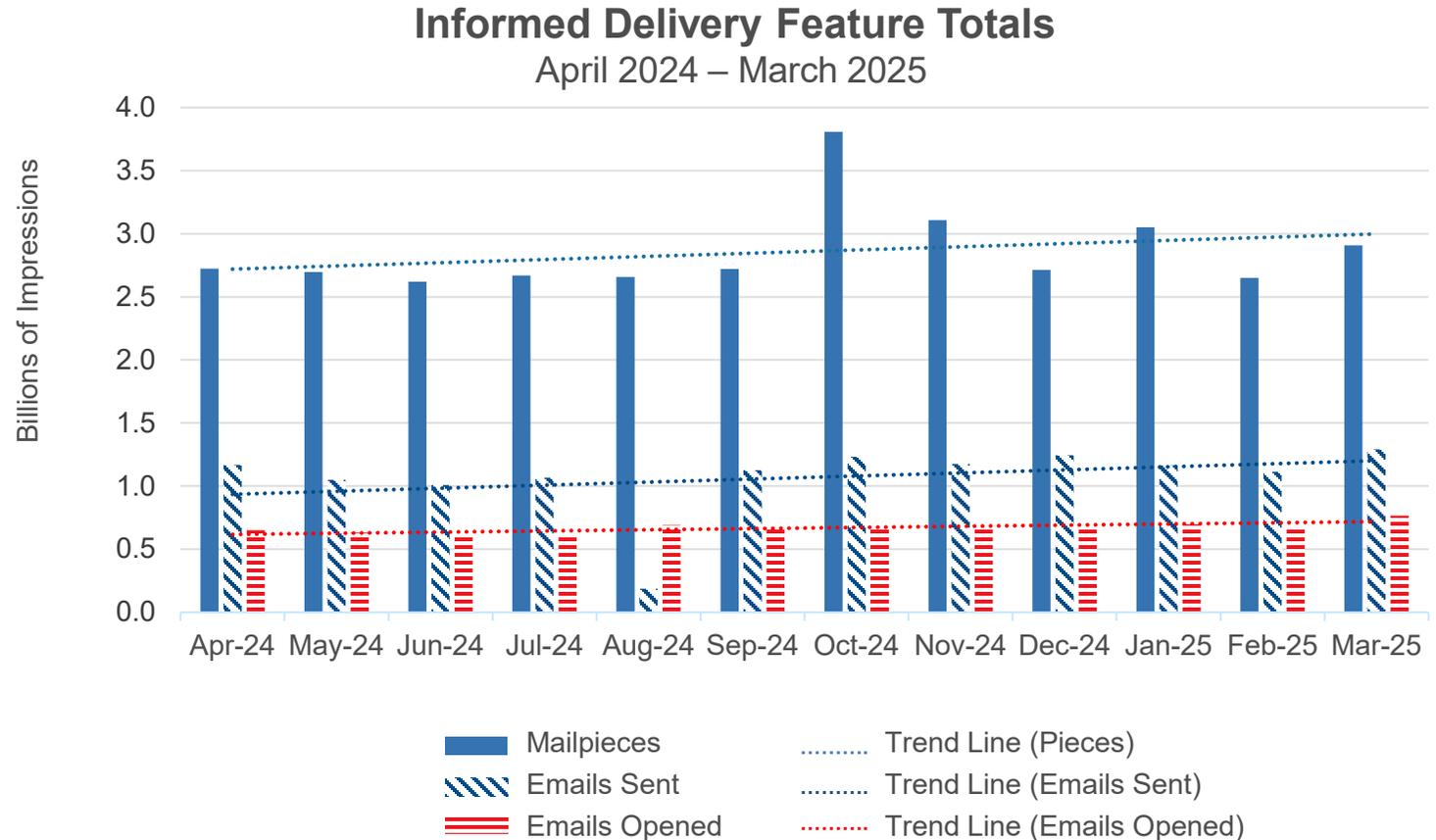
*Brands can leverage Informed Delivery to reach this highly engaged audience...*



**13.8B**  
Total Daily Digest Emails Sent



**8.0B**  
Total Daily Digest Emails Opened



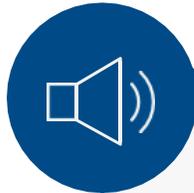
Internal data between April 1, 2024, and March 31, 2025

# CONSISTENT USER SATISFACTION

User surveys indicate that 94% are satisfied or very satisfied with the feature and 93% are likely to recommend it to friends, family, or colleagues.



**94% of users<sup>1</sup>** are satisfied or very satisfied with the Informed Delivery<sup>®</sup> feature

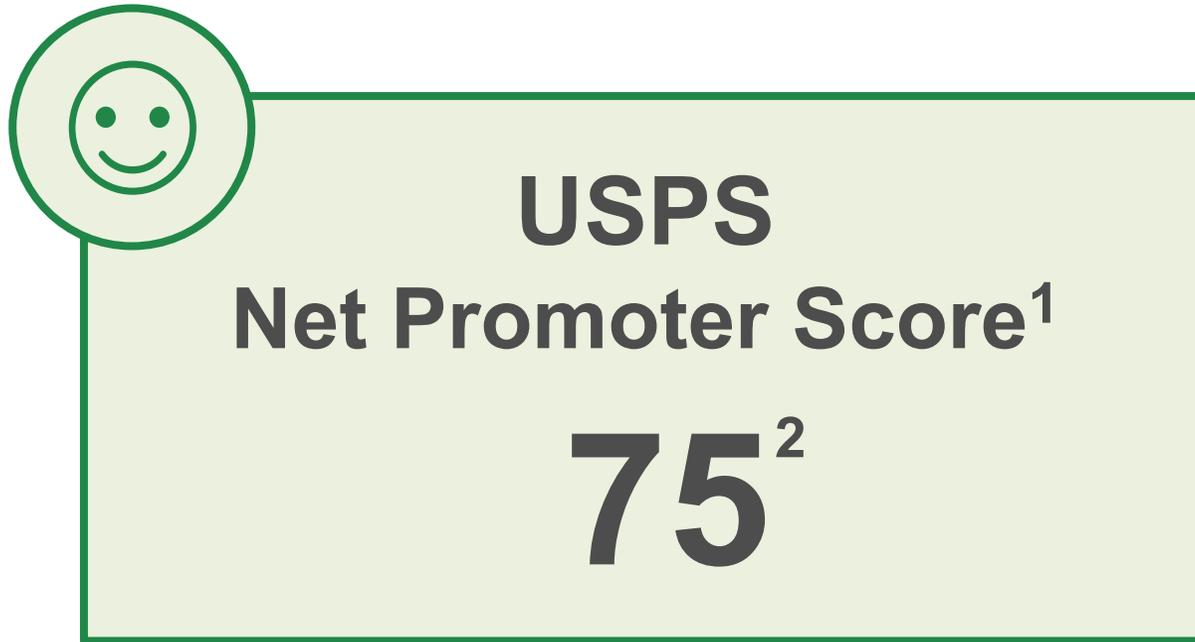


**93% of users<sup>1</sup>** would recommend the Informed Delivery feature to friends, family, or colleagues

<sup>1</sup>Survey results collected from FY25 Q2 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.



Compared to NPS® scores for other industries<sup>3</sup>

<sup>1</sup>The 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/blog/good-net-promoter-score/). Net Promoter® and Net Promoter Score® are registered trademarks of Bain & Company, Inc.

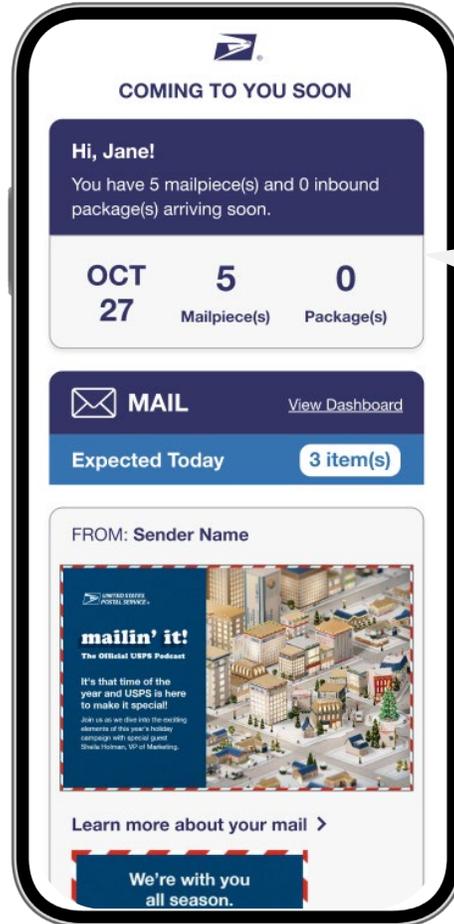
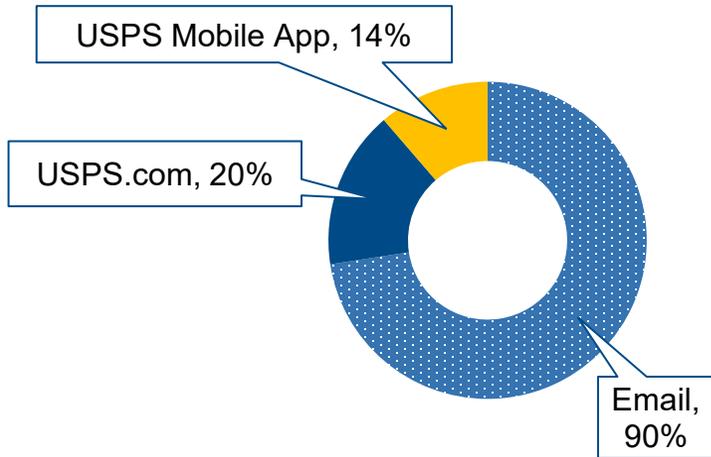
<sup>2</sup>Data from FY25 Q2 User Survey

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

# CHANNEL USAGE

Majority of Informed Delivery<sup>®</sup> users<sup>1</sup> access Informed Delivery via Daily Digest email, followed by USPS.com<sup>®</sup>, and then the USPS Mobile<sup>®</sup> App.

**90% of Informed Delivery users** access Informed Delivery via the Daily Digest email



**58.6%**  
Average Informed Delivery Daily Digest email open rate<sup>3</sup>

Email open rate more than double industry standards<sup>2</sup>

<sup>1</sup>Responses pulled from FY25 Q2 User Survey;  
Note: Respondents were able to select more than one response type  
<sup>2</sup>Email Open Rate: [Email Open Rate: Statistics & 17 Best Practices \(2025 Guide\) | Mailmunch](#)  
<sup>3</sup>Internal data between April 1, 2024, and March 31, 2025

On average, users spend more time on the Informed Delivery<sup>®</sup> dashboard than the average time spent on-page for 10+ industries.

*Average of...*

**1:13 minutes**

*spent on the Informed Delivery dashboard<sup>1</sup>*

*vs. 0:52 seconds average page view across sites of other industries<sup>2</sup>*

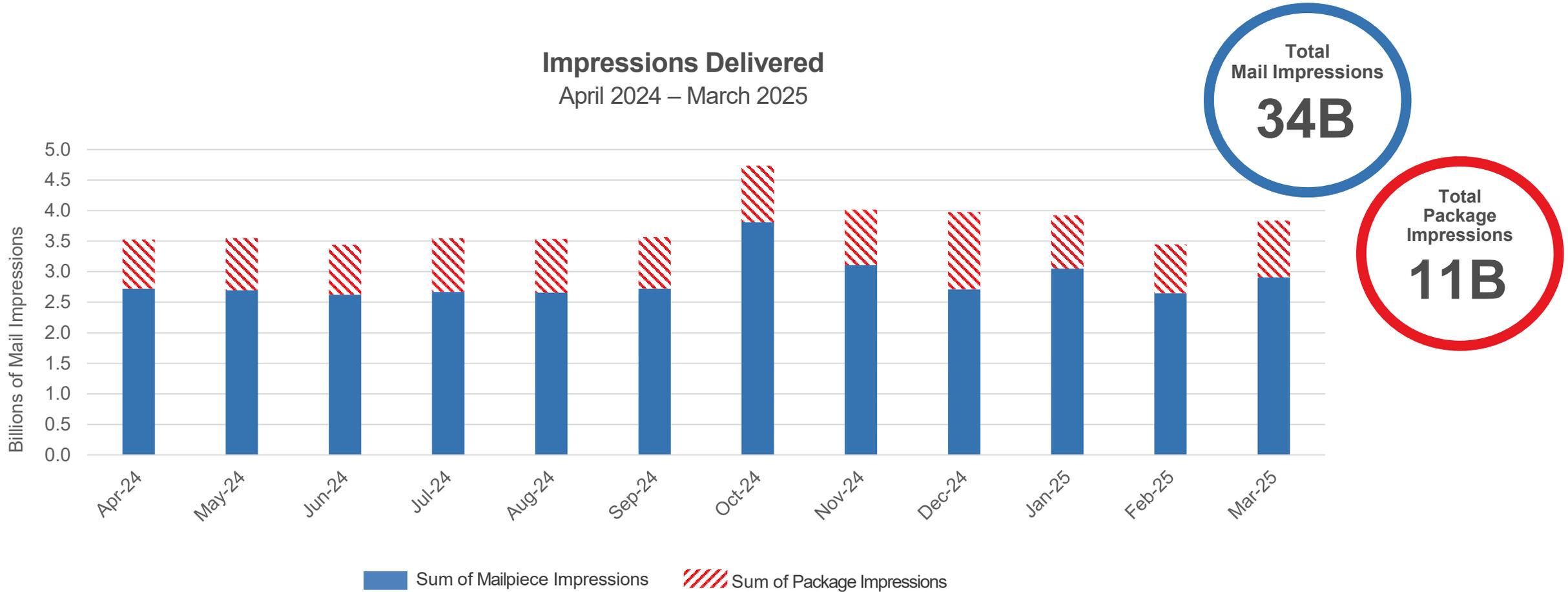


<sup>1</sup>Informed Delivery Feature Google Analytics Data October 1, 2023 – September 30, 2024

<sup>2</sup>[2023 Digital Experience Benchmark: Global CX Performance Across 10+ Industries](#)

# GENERATING SIGNIFICANT IMPRESSIONS

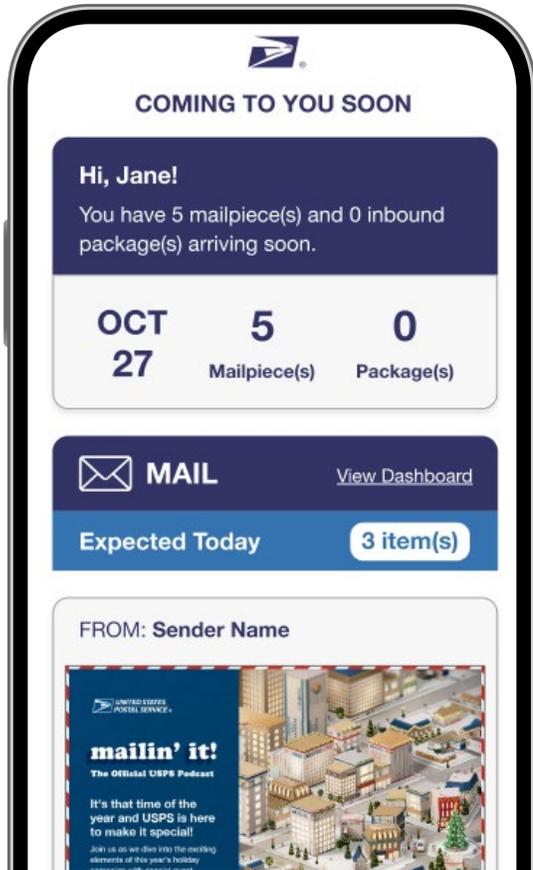
Daily Digest emails have generated 45 billion mailpiece and package impressions in the past year.



Internal data from October 1, 2023 – September 30, 2024

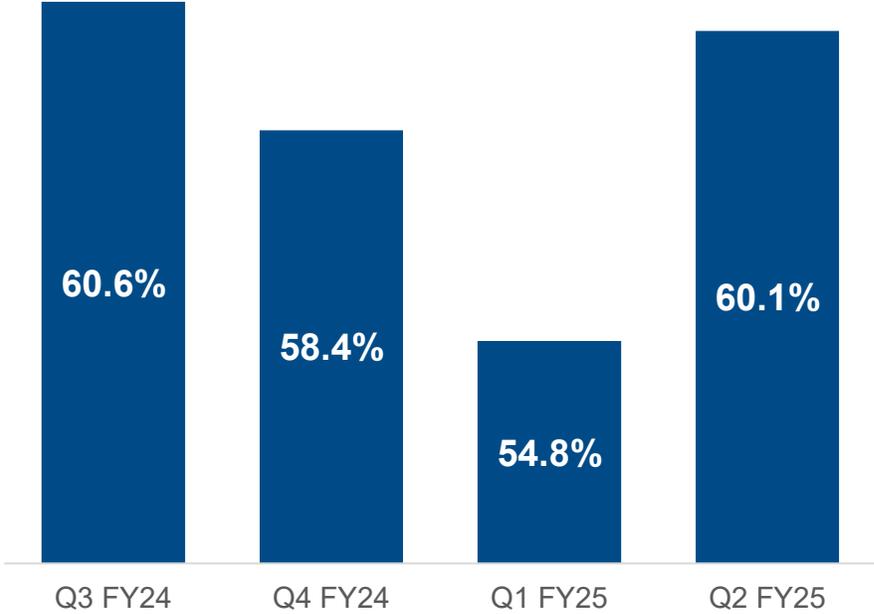
# HIGH EMAIL OPEN RATES

Informed Delivery® users are heavily engaged with their Daily Digest, as seen by the high email open rate of 60.1% in Q2 FY25. These impressions transform your customer's inbox into a high-performing touchpoint.



**60.1%**  
Q2 Daily Digest  
Email Open Rate

Quarterly Email Open Rate  
(Q3 FY24 – Q2 FY25)

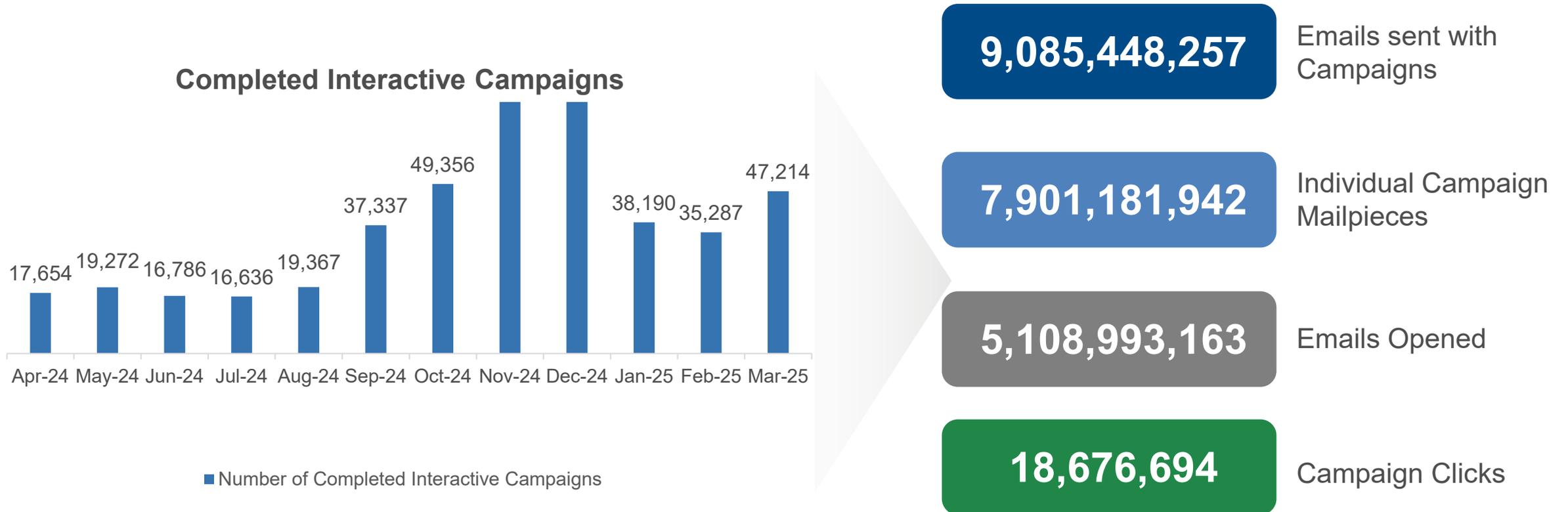


Internal data from October 1, 2023 – September 30, 2024



# INTERACTIVE CAMPAIGN IMPRESSIONS

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



Internal data from April 1, 2024 – March 31, 2025

# 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 72M<sup>1</sup> active users and an average email open rate of 58.6%<sup>2</sup>**, 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](#).*

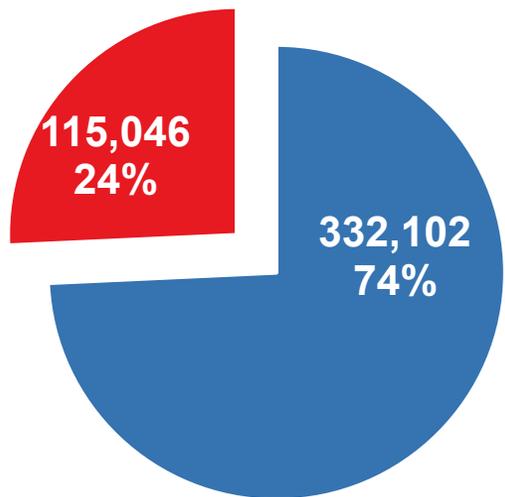
<sup>1</sup>Internal data as of March 31, 2025

<sup>2</sup>Internal data from April 1, 2024 – March 31, 2025

# OPPORTUNITY FOR INTERACTIVE CAMPAIGNS

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

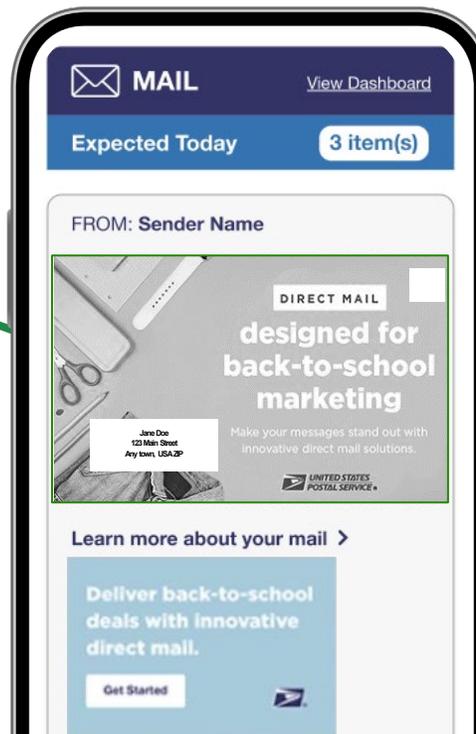
Total # of Campaigns  
April 2024 – March 2025



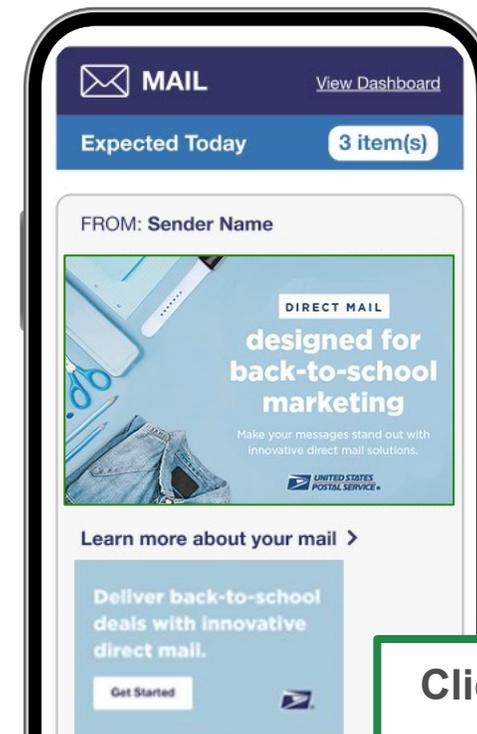
■ Dual Campaigns ■ Basic Campaigns

Click Through Rate  
0.22%

BASIC CAMPAIGN



DUAL CAMPAIGN



Click Through Rate  
0.26%

Internal data from April 1, 2024 – March 31, 2025

# CALCULATE YOUR POTENTIAL RETURN ON INVESTMENT

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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.



**5,005**

Total Package Campaigns<sup>1</sup>



**9.2M+**

Packages Associated to Campaigns<sup>1</sup>



**46.6K+**

Total Click Throughs<sup>1</sup>



**0.5%**

Click Through Rate<sup>1</sup>



**58.6%**

Email Open Rate<sup>2</sup>

<sup>1</sup>Internal data as of March 31, 2025

<sup>2</sup>Internal data from April 1, 2024 – March 31, 2025

## Sign Up

Anyone interested in signing up for Package Campaigns should **email us** at [IDPackageCampaigns@usps.gov](mailto:IDPackageCampaigns@usps.gov).

## More Info

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