



INFORMED
CUSTOMERS

SAN ANTONIO
2018

Next Generation Campaign™ Award Finalist: Informed Delivery - ‘College Students – Have you Moved?’

Presented by: Kristen McKiernan – May 8th, 2018

President - AccuZIP, Inc.

Campaign Goals

- Initial Challenge: Identify Target Audience that uses Informed Delivery
 - Household data provided by USPS but no demographic data
 - Available to Residential Consumers Only
 - Our Identified Audience: College Students 18-25
- MULTIFACETED:
 - PROMOTE DIRECT MAIL (Physical piece) RELEVANCE TO an INFORMED DELIVERY (Digital) AUDIENCE - B2C
 - PROMOTE PRESORT AND DIRECT MAIL PRODUCTS AND SERVICES, USPS® MAIL, NCOALink® and DATA QUALITY – B2B

Campaign Goals

- **Goal #1** – Consumer Facing: Make the college students understand that physical mail is still relevant and that they should and **do care** about where their mail is being delivered and who is opening it.
- **Goal #2** – Business Facing: Our second goal was to take the statistics of the campaign and educate colleges and universities about the **continued relevance of mail** and how important it is to use **USPS tools and certified software** to ensure that the right mail piece gets to the correct address.

USPS User Base of Informed Delivery Customers

(as of 04/10/2018 – Source: https://www.usps.com/business/informed-delivery.htm?utm_source=informeddelivery&utm_campaign=informed-delivery-mailers-spring17)

Area > District > ZIP3 > ZIP5	Registered Households	Registered Users	Email Enabled Users
Capital Metro	1,001,791	1,148,361	550,878
Eastern	1,006,025	1,146,181	540,044
Great Lakes	803,884	912,100	409,859
Northeast	860,527	983,479	492,425
Pacific	1,119,758	1,294,790	588,763
Southern	1,633,281	1,864,273	937,153
Western	1,365,296	1,549,570	684,379
Grand Total	7,790,562	8,898,754	4,203,501

AccuZIP Informed Delivery Pre-Campaign Analysis Report

Pre-Campaign List Size	Eligible 11-digit Delivery Point ZIP Codes	Unique Eligible 11-digit Delivery Point ZIP Codes	# of Subscribers	Subscriber Saturation (%)	# of Email Enrolled Subscribers	Email Enrolled Saturation (%)
5000	5000	5000	727	14.54	188	3.76

Portal Screen Shots - Campaign Preview – Components

Campaign Information

Brand Display Names	Mailer ID (MID)
AccuZIP, Inc.	201109
Campaign Title	Intelligent Mail® Barcode (IMb) Serial Number Range
College Students NCOA_2ndRun	
Campaign Code	123520234
AZ022118-B	to 123525233
Campaign Start and End Dates	Mailpiece Shape
2/22/18 - 3/1/18	Letter

Campaign Media

Representative Image



Representative Image URL

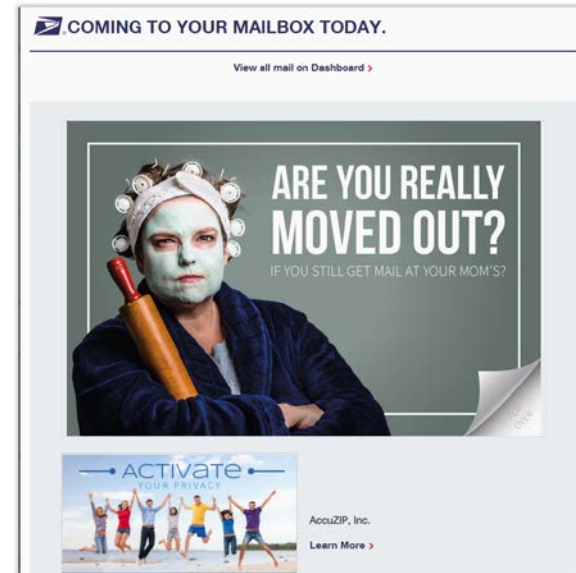
<https://goo.gl/zrpYA2>

Ride-along Image



Ride-along Image URL

<https://goo.gl/zrpYA2>



CREATIVE SOLUTION



MESSAGE: SIMPLE AND FUNNY
(Postcard and Representative Image)



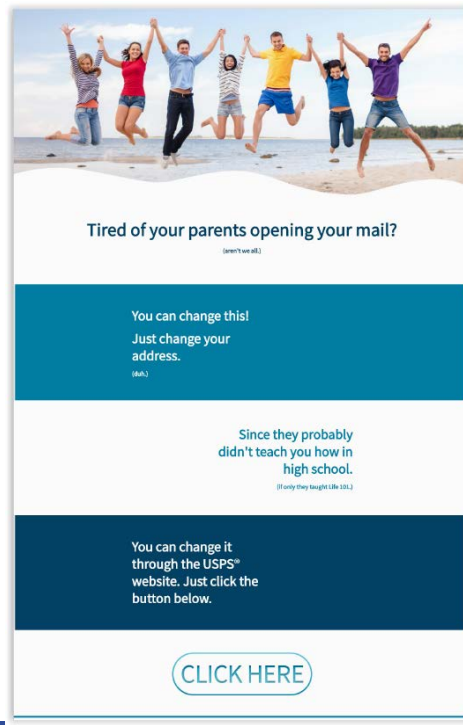
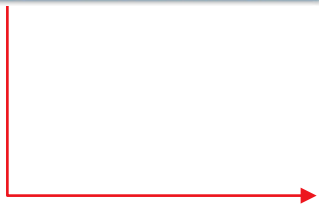
EMOTIONS: PRIVACY AND CONTROL
“You can change this.”
QR code and Google Short URL

Digital Engagement and Interaction - Ride-Along and Landing Pages -

Relatable Demographic Images



Ride-along image




Informed Delivery Ride
Along and Landing page

- Relatable
- Fun
- Relevant
- Engaging

Interactive Element:
Ride-along Image URL
<https://goo.gl/zrpYA2>
(1st Landing page)

Click-Throughs and Statistics for Campaign Visibility

- ✓ Internal Marketing Automation Platform
- ✓ Internal Mail Tracking and Reporting System



Tired of your parents opening your mail?
(don't we all!)

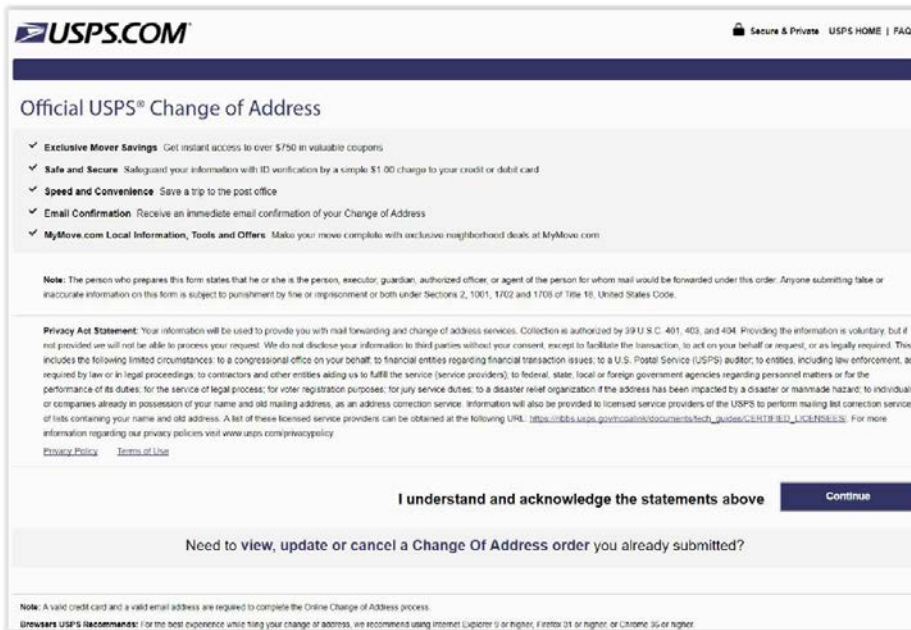
You can change this!
Just change your address.
(uh,)

Since they probably didn't teach you how in high school.
(I only they taught like 10%)

You can change it through the USPS® website. Just click the button below.

[CLICK HERE](#)

Trackable Unique URL



USPS.COM Secure & Private [USPS HOME](#) | [FAQS](#)

Official USPS® Change of Address

- ✓ **Exclusive Mover Savings** Get instant access to over \$750 in valuable coupons
- ✓ **Safe and Secure** Safeguard your information with ID verification by a simple \$1.00 charge to your credit or debit card
- ✓ **Speed and Convenience** Save a trip to the post office
- ✓ **Email Confirmation** Receive an immediate email confirmation of your Change of Address
- ✓ **MyMove.com Local Information, Tools and Offers** Make your move complete with exclusive neighborhood deals at MyMove.com

Note: The person who prepares this form states that he or she is the person, executor, guardian, authorized officer, or agent of the person for whom mail would be forwarded under this order. Anyone submitting false or inaccurate information on this form is subject to punishment by fine or imprisonment or both under Sections 2, 1001, 1702 and 1709 of Title 18, United States Code.

Privacy Act Statement: Your information will be used to provide you with mail forwarding and change of address services. Collection is authorized by 39 U.S.C. 401, 405, and 404. Providing the information is voluntary, but if not provided we will not be able to process your request. We do not disclose your information to third parties without your consent, except to facilitate the transaction, to act on your behalf or request, or as legally required. This includes the following limited circumstances: to a congressional office on your behalf; to financial entities regarding financial transaction issues; to a U.S. Postal Service (USPS) auditor; to entities, including law enforcement, as required by law or in legal proceedings; to contractors and other entities asking us to fulfill the service (service providers); to federal, state, local or foreign government agencies regarding personnel matters or for the performance of its duties; for the service of legal process; for voter registration purposes; for jury service duties; to a disaster relief organization if the address has been impacted by a disaster or manmade hazard; to individuals or companies already in possession of your name and old mailing address, as an address correction service. Information will also be provided to licensed service providers of the USPS to perform mailing list correction service or lists containing your name and old address. A list of these licensed service providers can be obtained at the following URL: https://efits.usps.gov/ceas/docs/documents/tech_guides/CHANGE_OF_ADDRESS_LICENSES/. For more information regarding our privacy policies visit www.usps.com/privacypolicy.

[Privacy Policy](#) [Terms of Use](#)

I understand and acknowledge the statements above

Need to view, update or cancel a Change Of Address order you already submitted?

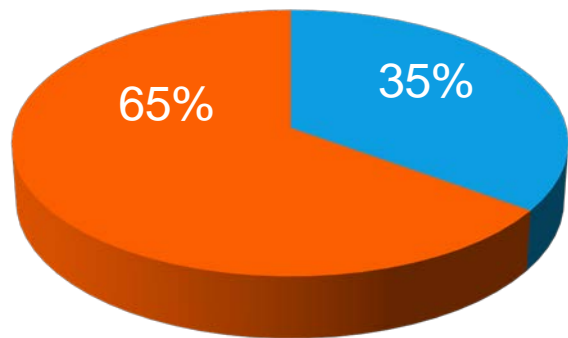
Note: A valid credit card and a valid email address are required to complete the Online Change of Address process.
Browsers USPS recommends: For the best experience while using our change of address, we recommend using Internet Explorer 9 or higher, Firefox 31 or higher, or Chrome 35 or higher.

2nd Landing Page

USPS Post-Campaign Analysis Informed Delivery Reports and Internal Marketing Automation Platform Results

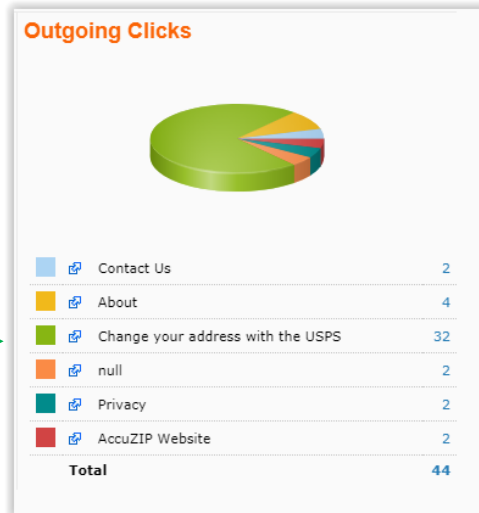
Post Campaign Analysis Report

CAMPAIGN DISPLAY NAME	CAMPAIGN TITLE	CAMPAIGN CODE	START DATE	END DATE	% of Emails Opened
AccuZIP, Inc.	College Students NCOA	AZ022118-B	2/22/2018	3/1/2018	0.65034965

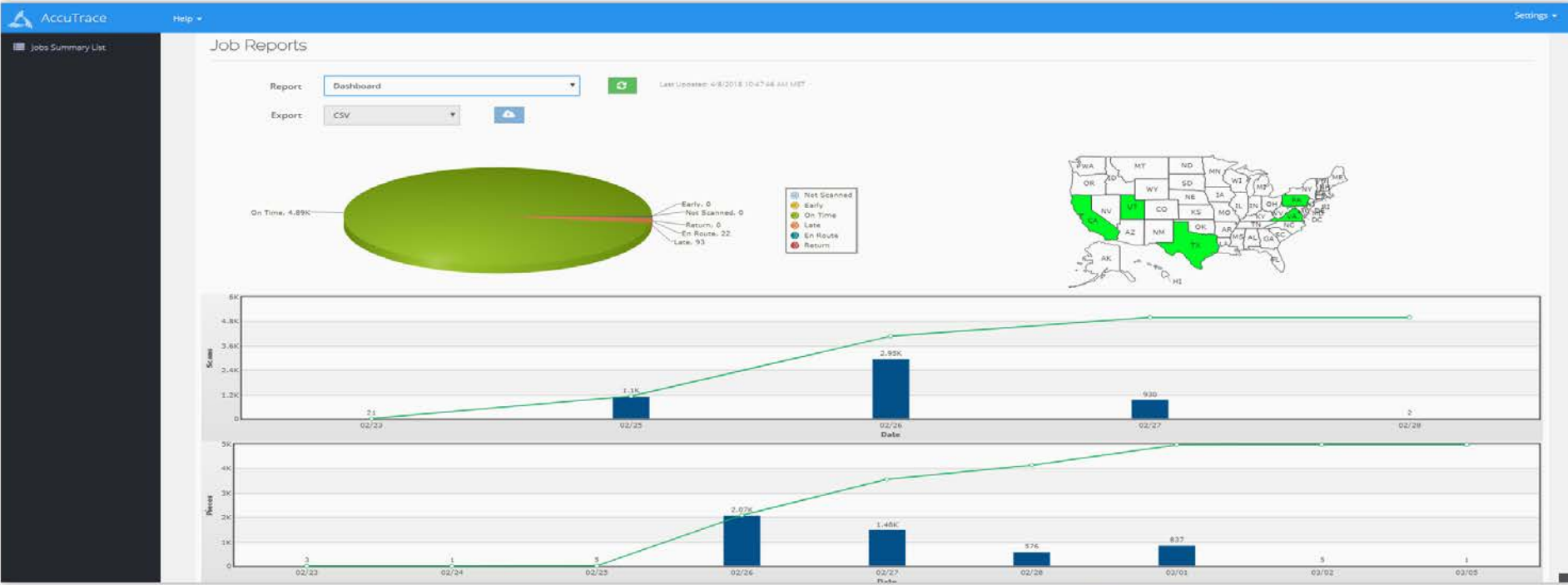


- Unopened
- Opened

Internal Marketing Automation Platform Reports on Tracking Unique Visitors and Clicks

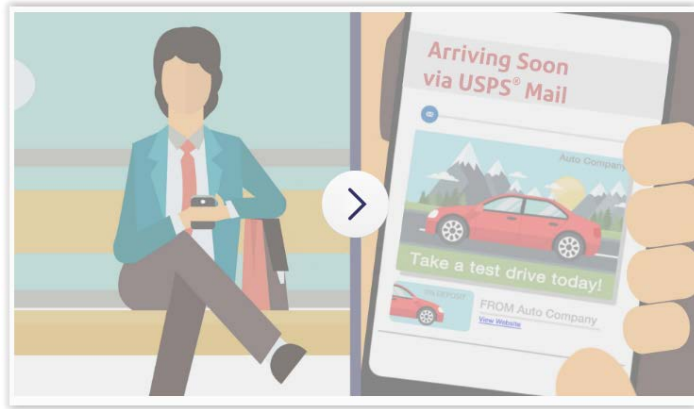


Internal Mail Tracking and Reporting Platform for Mail-Piece Visibility and Delivery Statistics – Goal: Promote Tools to Business Audience (B2B)



What we learned:

- Challenge is the Goal: Add a digital experience to your physical mail pieces using the USPS® Informed Delivery Service



- Bi-Directional interest in two-mediums
- Must work together so that one doesn't cannibalize the other



What did we learn?

We like it! How can we help our customer partners with Informed Delivery?



Answer: Educate and Promote Relevance of Direct Mail and Power of Complimentary Technologies

USPS: "Create Once. Connect Everywhere."

Source: https://www.usps.com/business/informed-delivery.htm?utm_source=informeddelivery&utm_campaign=informed-delivery-mailers-spring17

Thank you!



OUR TECHNOLOGY. YOUR SUCCESS.

SAN ANTONIO / 2018

