

## Informed Delivery<sup>®</sup> (ID) Feature

### Meet your voters where they're at

Direct mail continues to be a trusted source for political messaging, and with digital's incredible reach, you can connect with voters from anywhere—across town or across the nation. The Informed Delivery feature is a free USPS<sup>®</sup> bundled service that creates a unique omni-approach across direct mail and digital, helping you stand out in an oversaturated political media landscape.

### Turn mail into an omni-channel experience

In a recent post-election survey, 66% of surveyed voters said that they read political mail upon receiving it, and almost half say they visit websites and other sources mentioned in the mailpiece.<sup>1</sup> Not only are voters interested in the message itself, but they want to learn more. With the ID feature, they can do so before their mail even arrives by interacting with a digital preview in their email inbox, the ID app, or at [informedelivery.usps.com](https://informedelivery.usps.com). Here, they can also easily share messaging with their network.

### What can the ID feature bring to your campaign?



**WIDER REACH**



**MORE IMPRESSIONS**



**DEEPER INSIGHTS**



**GREATER SAVINGS**

### How exactly does it work?

Easily create, submit, and manage your interactive ID campaigns in the Business Customer Gateway (BCG) at [gateway.usps.com](https://gateway.usps.com).

Once USPS receives your mailpiece for shipment:

- 1 STAGE 1: Prepared**  
 The mailpiece is scanned and automatically matched with a barcode unique to each addressee. Interactive campaign elements are activated.
- 2 STAGE 2: Mailed**  
 Voters receive Informed Delivery notifications via email and can interact with digital content in the dashboard or mobile app as the mailpiece makes its way to their address.
- 3 STAGE 3: Delivered**  
 The mailpiece arrives with voters' daily mail. They may "sit down with it, go through it slowly, and even keep it around for a while," as one survey respondent said.<sup>2</sup> Digital content is interactive up to two weeks after delivery.
- 4 STAGE 4: Measured**  
 Finally, in the BCG, you can access post-campaign summaries and detailed reports with insights like the number of voters that received an email, the open rate, and click-through rate.

### RESULTS AND REASONS TO BELIEVE



### Ready to make an impact with an Informed Delivery campaign?

- If this is your first Informed Delivery campaign**  
 Connect with a USPS Campaign Mail Expert to get started.
- If you've created an Informed Delivery campaign before**  
 Sign in to the Business Customer Gateway to create, submit, and manage Informed Delivery Interactive Mail campaigns.
- If you work with a Mail Service Provider**  
 Your mail vendor can enable an Informed Delivery campaign, handle mailing data, and delegate access to reports.

To learn more before you get started, visit [deliverthewin.com/informedelivery](https://deliverthewin.com/informedelivery).

1. "USPS Political Mail Post-Election Voter Survey Findings," KRC Research conducted on behalf of USPS, December 2024.  
 2. Results of a 2024 four-month field study. Jonathan Zhang, Ph.D., "The Tactile Advantage: How Direct Mail Is Outpacing Digital in Enhancing Consumer Experiences and Advertising Performance," unpublished white paper, 2025. Independent research made possible by USPS.  
 3. "Informed Delivery Year in Review, April 2024–March 2025" United States Postal Service, March 2025.