The Informed Visibility® Feature for Political Campaigns

Strategically coordinate your advertising efforts for maximum impact.

Direct mail integration is your political ally.

For political advertising, timing is everything. Delivering a well-orchestrated omni-channel campaign is key to helping you capture the fragmented attention of today's voters at the right time.

Integrating direct mail into your campaign mix can yield powerful results. In fact, **67%** of study participants agree that direct mail shows the best return on investment (ROI) of all the channels they use today. Additionally, direct mail has a response rate **13X** higher than email. And when direct mail is combined with email marketing, it has a response rate upward of **27%**.[1]

The Informed Visibility® feature keeps you connected to your mailings with tracking from drop-off to delivery. Knowing where your mail is from end to end can lead to greater efficiency by helping you plan and execute your messaging.

For example: Once your mailing reaches voters, your call center volume may increase. With the Informed Visibility® feature, you know when your mail is going to be delivered, so you can coordinate engagement with recipients via email, text, and social media, or increase your call center resources to handle the response.

1.   "LOB State of Direct Mail Report," LOB, February 2022. Based on interviews of 170 marketing executives.

What is the Informed Visibility® feature?

It's a mail data gold mine that offers reporting data as your mail travels within the mailstream so you know where individual mail pieces are at key steps along the way.

And your data can be customized to fit your specific needs using filters, so you only see the information you want to see, at the frequency you want. You can even have the data delivered at regularly scheduled intervals.

With the Informed Visibility® feature, you get answers to these questions:

Has USPS accepted my mail?

What is the status of my mailing?

When will my mail be delivered?

Get more visibility into your campaigns using the Intelligent Mail® barcode (IMb®) service.

Applying a uniquely serialized IMb with the appropriate political mail Service Type Identifier (STID), Mailer Identifier (MID), and ZIP Code™ delivery point allows you to easily identify your political mailings within your Informed Visibility® scan data and request the appropriate services to meet your needs. Learn more about IMbs at **https://postalpro.usps.com/mailing/intelligent-mail-barcode**.

What is an STID?
It's the three-digit numeric code used within the Intelligent Mail barcode on a mail piece that identifies the address correction or other electronic options requested. Check out the STID Table to determine which STID to use: **https://postalpro.usps.com/service-type-identifiers/stidtable**.
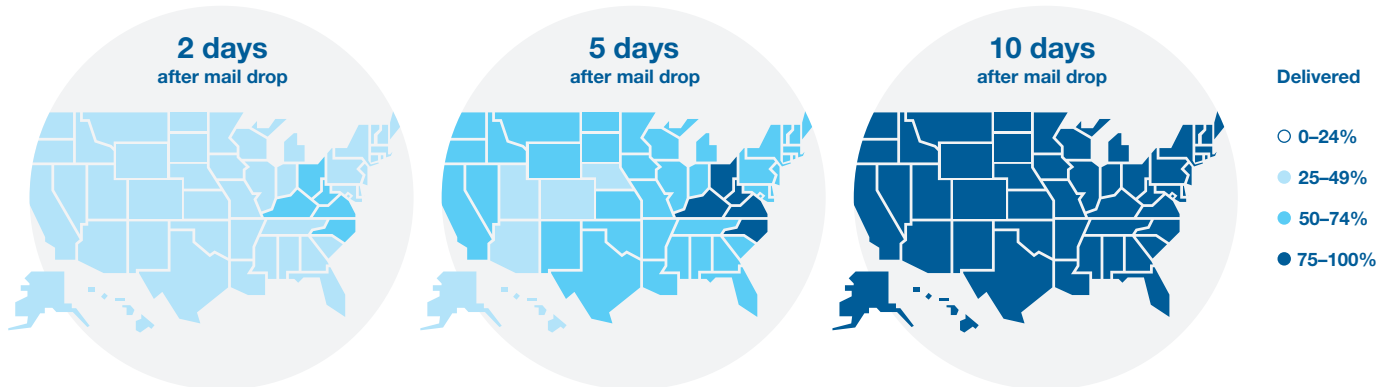
Tracking visibility.

Informed Visibility® data can be used to determine when and where your mailings reach constituents so you can seamlessly coordinate all your campaign efforts across channels to reinforce your message.

For example, you can use Informed Visibility® data to track your mail in the mailstream and see what percentage has been delivered.

The maps below are examples and are for illustrative purposes only. They are not representative of specific USPS results. Individual results will vary. Depending on the class of service purchased, the map would be adjusted. Delivery data percentages and mapping illustrations are not provided by USPS. Work with your Mail Service Provider (MSP) to determine what mail tracking visualizations are available. The Every Door Direct Mail® (EDDM®) service is not currently tracked through this process.

2 days
after mail drop

5 days
after mail drop

10 days
after mail drop

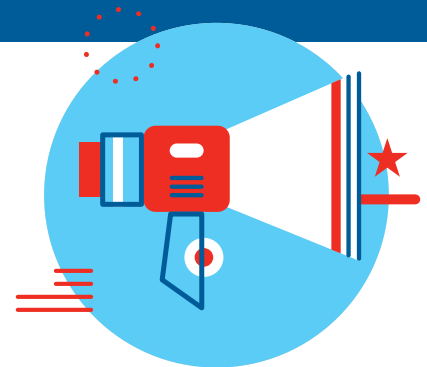**Delivered**

○ 0–24%

◔ 25–49%

◑ 50–74%

● 75–100%

For more information on standard delivery dates, visit **postalpro.usps.com/ppro-tools/service-standards-maps**.

Campaign optimization.

5% of enterprise marketers use direct mail as a stand-alone tactic.[1]

The Informed Visibility® feature in action.

With the Informed Visibility® feature, your campaign can know when a direct mail piece will hit a specific city or state. This insight allows you to coordinate and time a follow-up email and/or social post to constituents in the same area, with relevant campaign messages that tie back to the mailing. This orchestration can be the key to helping increase engagement with your message and ultimately drive voter action.

Mail Service Providers are a valuable resource.

Your MSP can make it easy to get started with the Informed Visibility® feature and provide ongoing support by helping you:

• Sort and format your mailing data.
• Set up delivery frequency.
• Delegate access.

They can also provide data analysis to enhance your omni-channel efforts for direct mail, so you can trigger outreach at exactly the right moment.

If you are not working with an MSP currently, you can connect with one in your local area at **usps.com/business/vendors.htm**.

1. "LOB State of Direct Mail Report," LOB, February 2022. Based on interviews of 170 marketing executives.

Learn more about driving voter action with the Informed Visibility® feature.
If you would like a Political Mail Consultant to contact you, visit **deliverthwin.com/consultant**.