



## INFORMED DELIVERY FOR POLITICAL CAMPAIGNS

# Engage voters by merging physical and digital worlds

### VALUABLE IMPRESSIONS

**Informed Delivery Daily Digest emails generate over 38B impressions.<sup>1</sup>**

- + Voters can set reminders to get notifications for mail pieces they don't want to miss, keeping your candidate top of mind.



The Informed Delivery® feature is a free service that connects your physical and digital strategies so you can see who's interacting with your campaign, and how. For voters, daily emails offer a peek into their mailbox from anywhere. For political campaigns, one mailing delivers multiple impressions to help drive voter engagement and increase return on investment.



### CONSISTENT SATISFACTION

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

- + Enhance your campaign by opting in for social sharing to make it even easier for voters to share your messages.



## Make an impression with triple the impact



### Daily Digest email

The voter starts their day by checking their Informed Delivery Daily Digest email and views the image of their incoming mail piece.



### Supplemental digital content

The voter engages with complementary digital content—whether a link to your social page or a donation form on your website.



### Physical mail piece

The voter interacts with your physical mail piece once it's delivered and responds to any included calls to action.

### HIGH ENGAGEMENT

**The average Daily Digest email open rate is 64%.<sup>1</sup>**

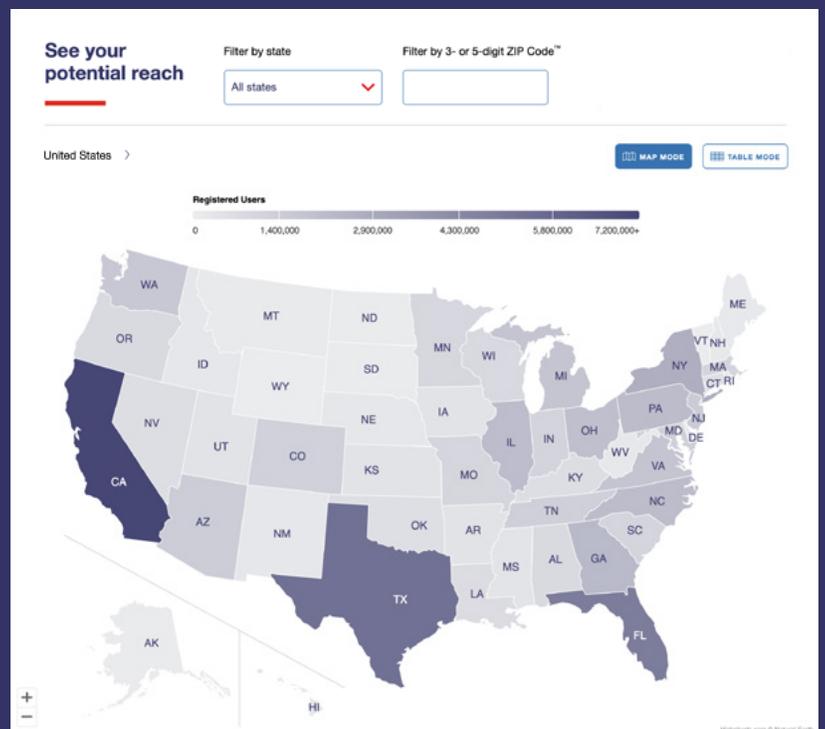
- + This means you gain valuable insights that can help optimize your campaign spend.



Start an Informed Delivery campaign at [usps.com/business/informed-delivery.htm](https://usps.com/business/informed-delivery.htm).

## Reach voters with precision

We created the Informed Delivery User Interactive Map for political campaigns to see how many people can be reached with an Informed Delivery campaign—and where. The map shows you the number of registered Informed Delivery users by state and ZIP Code™ areas so you can better plan an effective campaign.



# 60M+

**Informed Delivery currently has 60M+ registered users.<sup>2</sup>**

1. "Informed Delivery Year in Review Report," USPS, October 2023.
2. "Informed Delivery Users and Household Data," USPS, October 2023.

Explore the map and see your potential reach at [deliverthewin.com](https://deliverthewin.com).

