



Informed Delivery® Package Campaigns Playbook

Take advantage of a new way to connect with your customers



WELCOME TO INFORMED DELIVERY® PACKAGE CAMPAIGNS

With Package Campaigns, you can maximize brand exposure and drive customer conversions via the *Informed Delivery* feature, a marketing channel with more than 50 million active users.

Package Campaigns generate multiple impressions with your customer and provide insights into how they interact with your brand. In an increasingly competitive eCommerce market, this best practices guide will help you increase your engagement with customers as they track their packages.

Use the information in this guide for:

Creating a Package Campaign

Building your Package Campaigns strategy

Roadmap for managing campaigns

*Click buttons
to navigate*

Why Package Campaigns?

1. Capitalize on highly engaged customers
Connect with your customers in a marketing channel that has more than 245,000 new weekly users and a 72% email open rate
2. Conduct and manage marketing campaigns with ease
Efficiently launch and manage campaigns of all sizes, from one easy-to-use portal
3. Generate deeper insights on your customers
Leverage campaign data in combination with your other first-party data (e.g., past sales interactions, website activity, customer feedback) to design experiences that recognize the needs and desires of your customer base

96%
of consumers track
their packages after
ordering online¹

43%
of consumers check
their packages daily¹

¹ "Survey Reveals Delivery Tracking Habits of Consumers," 4Over, <https://blog.4over.com/delivery-tracking-consumers-statistics>.

CREATING A PACKAGE CAMPAIGN

Package Campaigns are quick and easy whether you are using the **Shipper Campaign Portal (SCP)** or **Application Programming Interface (API)**. Shippers can request access to these two methods and use them simultaneously to view and manage any campaign.

SHIPPER CAMPAIGN PORTAL

What is the SCP?

- A web-based experience that brands can use to upload artwork, provide a URL, and link packages to campaigns.
- The Portal allows campaigns to be associated to a single package or many packages depending on your brand's preference.

Consider using the SCP if the following criteria applies to you:

- You ship lower or irregular package volumes
- You can add Impb information manually

APPLICATION PROGRAMMING INTERFACE

What is the Package Campaigns API?

- The API offers a touchless campaign experience and can integrate with logistics and management platforms, making it even easier to create a campaign.

Consider using the API if the following criteria applies to you:

- You ship high package volumes
- You have the development capabilities to support the API integration
- You have a dedicated development team to connect to the API

*Click button
to navigate*

Access the **Shipper Campaign Portal and Application Program Interface User Guide** for complete instructions on how to request access to begin using the Package Campaign feature

MAPPING OUT YOUR CAMPAIGNS

We've outlined a few simple steps to campaign participation.

- 1 Determine Submission Method & Campaign Goals
- 2 Distinguish between one or multiple campaigns
- 3 Organize Campaign Elements
- 4 Determine Supplemental Content
- 5 Enter/Submit the Campaign
- 6 Monitor Progress and Analyze Results

Pre-Campaign

Campaign

Post-Campaign

DETERMINING YOUR CAMPAIGN GOALS

Maximize the benefits Package Campaigns can deliver for your eCommerce business or your clients.

DIRECT TO CONSUMER

Use the Shipper Campaign Portal or Application Programming Interface to engage your customers with a range of campaigns:

- Promote a new product to existing customers or highlight an upcoming sales promotion
- Inform customers on your return policy
- Educate your customers on their product questions



MARKETPLACE OR PLATFORM

Leverage the touchless capabilities of the Package Campaigns API to:

- Add to the suite of services you already offer your clients through your software
- Amplify your clients' marketing creative capabilities and streamline their ability to create Package Campaigns



ORGANIZING YOUR CAMPAIGN ELEMENTS

Effectively using the below elements to organize your campaigns will help you manage your campaigns and refine your strategy.

1

Brand Display Name

Establish brand recognition when the name of the brand or mail owner shows in the Daily Digest email or Informed Delivery Dashboard.

2

Campaign Title

Organize your campaigns by using the title to distinguish between multiple campaigns.

Example:

ABC Spring Promotion A
ABC Spring Promotion B

3

Campaign Code

Gather data with a unique identifier for each campaign. Diversifying the naming convention of codes is helpful when reviewing campaign reports (e.g., a campaign grouping code could contain many campaign codes all displayed in one report).

Example Code:

BIZ061122-A

4

Campaign Grouping Code

Categorize your campaigns with a Package Campaign Grouping Code to group similar campaigns with more than one Campaign Code.

5

Campaign Dates

Establish your promotion timeline by setting dates for your campaign no further than 59 days into the future and for a maximum duration of 45 days.

6

Mailer ID (MID)

Enter the Mailer ID (MID) that appears on each package sent in this field. The MID that appears on the package barcode must match the campaign MID otherwise the package recipient will not see the campaign

The diagram shows a form with five fields, each with an information icon (i) to its right. Arrows point from the numbered instructions to these fields: 1 points to 'Brand Display Name', 2 points to 'Campaign Title', 3 points to 'Campaign Code', 4 points to 'Campaign Grouping Code', and 5 points to 'Campaign Start Date' and 'Campaign End Date' in the adjacent form.

- * Brand Display Name (i)
Enter or select the Package Campaign Display Name
- * Campaign Title (i)
Enter a Package Campaign Title
- * Campaign Code (i)
Enter the company's Package Campaign Code
- * Campaign Grouping Code (i)
Enter a Package Campaign Grouping Code

The diagram shows a form with three fields, each with an information icon (i) to its right. Arrows point from the numbered instructions to these fields: 5 points to 'Campaign Start Date' and 'Campaign End Date', and 6 points to 'Mailer ID (MID)'.

- * Campaign Start Date
Select a date range (calendar icon)
- * Campaign End Date
Select a date range (calendar icon)
- * Mailer ID (MID) (i)
Enter a 6 or 9 digit MID

PERSONALIZING YOUR CAMPAIGN ELEMENTS

The ride-along image and target URL enable you to personalize Package Campaigns for the segment of customers you are engaging.

1 Ride-Along Image

Treat the ride-along image like a branded, clickable button with a clear call-to-action. Opt for a clean, simple layout. Use a logo that reinforces your company's brand. Ensure the look and message of the image syncs with the package.

The interface shows a dark blue 'Upload' button on the left. To its right is a box titled 'Ride-Along image' with the following text: 'Recommended Dimensions: 210px X 140px' and 'Max size of 204,800 bytes'. Below this is a form for the 'Target URL' with a text input field containing 'https://www.targetURL.com', a 'Test Link' button, and 'Continue' and 'Cancel' buttons at the bottom. A green line connects the 'Ride-Along image' box to the 'Target URL' form, and a blue line connects the 'Target URL' form to the 'Continue' button.

2 Target URL

Provide a URL that your customers will navigate to when they click the Ride-Along Image or accompanying 'Learn More' text.

*Click button
to navigate*

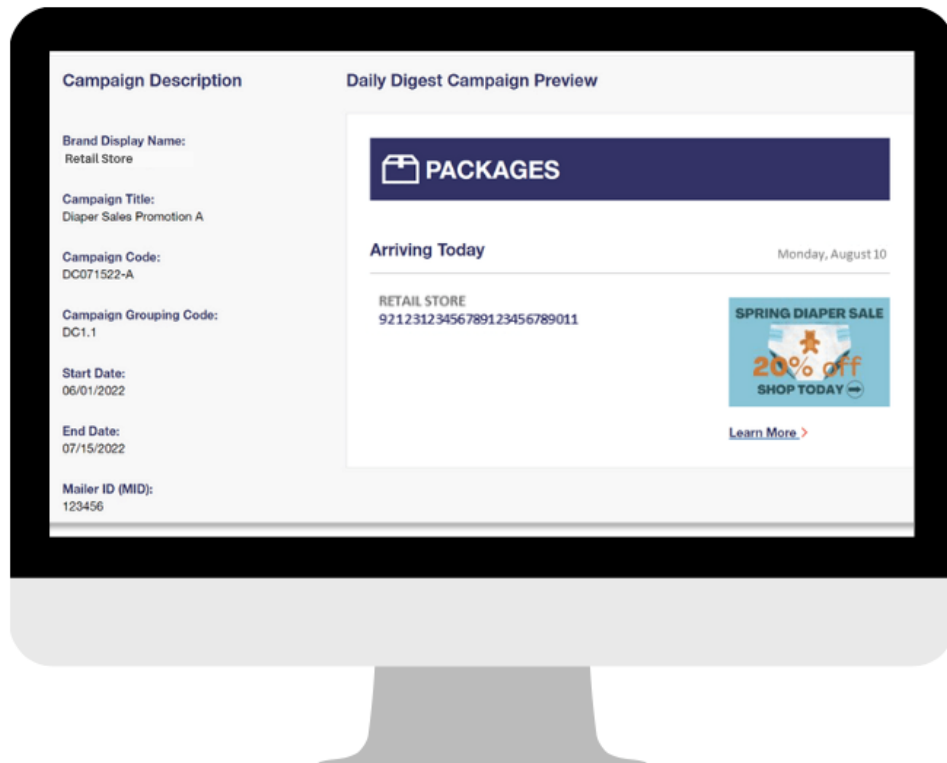
Access the **Image Requirements Document for Package Campaigns** here

CAMPAIGN PREVIEW AND CUSTOMER VIEW

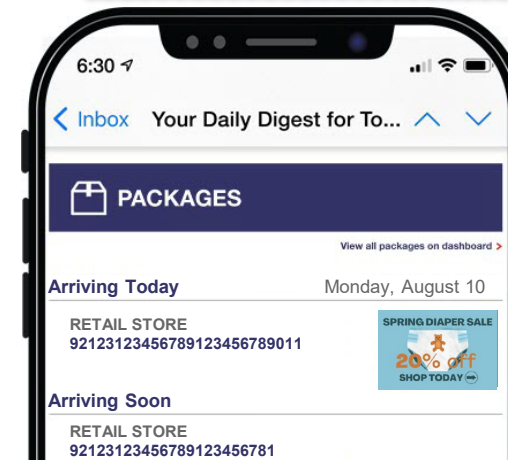
Preview your campaign to verify the information is free of errors and to see how your content will appear to your audience.

CAMPAIGN PREVIEW

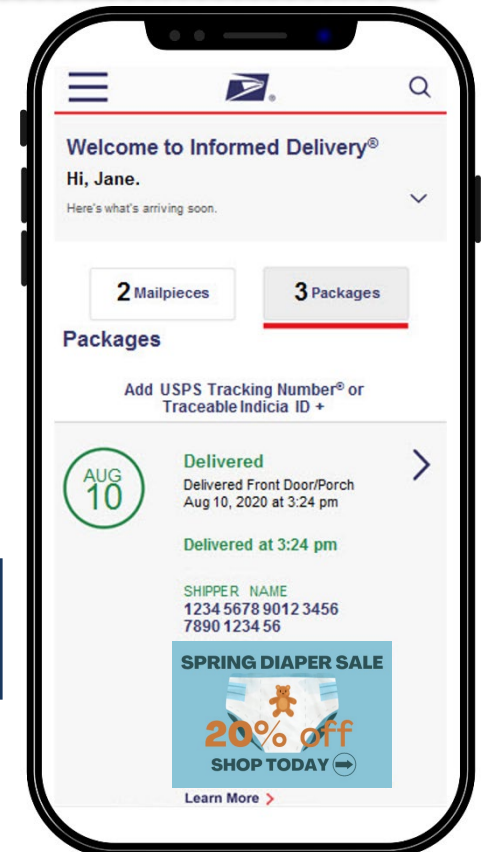
- 1 Preview your campaign in the Shipper Campaign Portal before submitting it



CUSTOMER VIEW



Daily Digest View (via mobile)



Dashboard View (via mobile) 8

- 2 Once you submit your campaign and attach Impbs, this is what your customers see in their **Daily Digest** email and on the Informed Delivery **Dashboard**

LAUNCHING CAMPAIGNS

There are several considerations to think about and to coordinate on with your internal stakeholders to maximize the effectiveness of your Package Campaigns.

TIMING



Year-round: Ensure you have an active campaign in the system so you can add packages to existing campaigns as orders are generated and can drive always-on customer engagement to your brand



Peak Season: Coordinate with your logistics team to ensure your fulfillment operation is prepared for additional product demand from existing customers



Mid-Year Sales: Research competitors' sales strategy and identify areas your Package Campaigns can distinguish your business from the competition



School Shopping: Plan to launch your Package Campaigns with sufficient lead time for parents and students to prepare to take advantage of your offerings

STRATEGY



Buyer Personas: Be sure the campaign you are launching speaks to the personas of your existing customers. Study the data you already have on them to confirm that what you are offering aligns with their needs



Brand Perception: Validate that the campaign you are launching doesn't devalue the perceived value of your brand and potentially cause a customer to consider other brands

LEVERAGE CAMPAIGN ANALYTICS

Businesses can access real-time summary reports containing data which is retained for 365 days.

SUMMARY REPORT FIELDS

The report provides the general results of each campaign, including the following metrics:

- **Packages** – total packages associated with Informed Delivery campaigns displayed up to the point of the data request
- **Emails** – the total number of emails sent: one distinct email record, per user
- **Email Opens** - The total number of opens based on distinct emails that are sent
- **Email Open Rate** - The total number of email opens divided by the total number of emails
- **Click Through** - The total number of click-throughs generated from emails and the dashboard. It also records if the same ride-along image is clicked multiple times.
- **Click Through Rate** - The total number of click-throughs divided by the total number of packages

Summary reports are organized by campaign grouping code and mailer ID (MID), through the SCP. If a campaign grouping code has many campaign codes, the campaigns will all display in one report. Reports are updated as records are generated even after the campaign end date (e.g. click through). Reports remain accessible for 365 days after the last record is generated for the campaign code.

Detailed reporting is in development.

EXPERIMENTING TO WIN

Compare the performance of similar campaigns against each other to determine the types of campaigns that perform better

Test campaigns against each other for a certain number of days before cancelling the lower-performing campaign and using the winning one

Campaign A

PACKAGES

View all packages on dashboard >

Arriving Today

Wednesday, Jan 13

SHIPPING SERVICES

123456789123456789123456789123456

SPRING DIAPER SALE

20% off

SHOP TODAY

Campaign B

PACKAGES

View all packages on dashboard >

Arriving Today

Wednesday, Jan 13

SHIPPING SERVICES

123456789123456789123456789123456

SHOP BABY ESSENTIALS

	CAMPAIGN A	CAMPAIGN B
PACKAGES	10	60
EMAIL	9	54
EMAIL OPENS	6	38
EMAIL OPEN RATE	66.6%	70.3%
CLICK THROUGH	0	1
CLICK THROUGH RATE	0%	1.66%

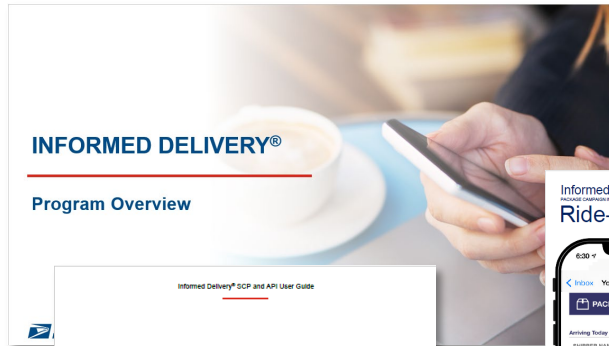
Compare the day-to-day click through rate of your campaigns to understand when your campaigns perform best

HELPFUL RESOURCES

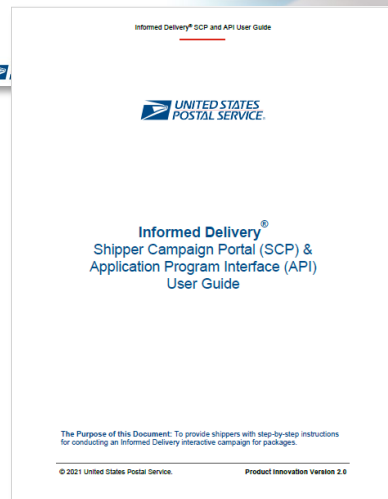
The Informed Delivery for Business Mailers site and the resources that can be helpful as you use Package Campaigns

Visit the [Informed Delivery for Businesses Site](#) to access items A - C

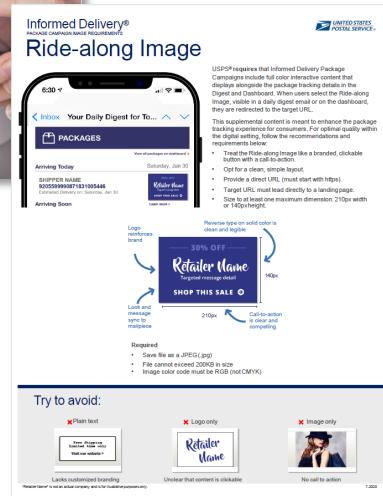
Achieve greater campaign efficiency with tools (D,E) linked below



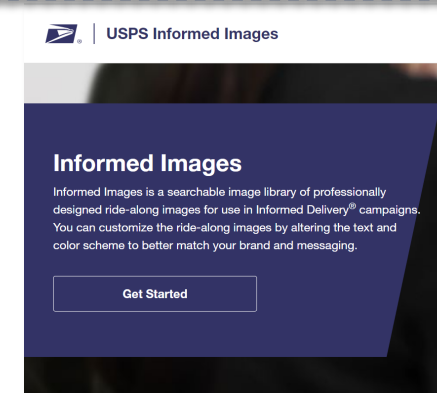
A. Informed Delivery Overview



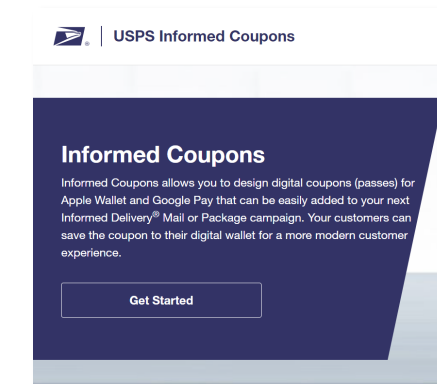
B. Shipper Campaign Portal and Application Program Interface User Guide



C. Package Campaigns Image Requirements



D. [Informed Images](#)



E. [Informed Coupons](#)