

# **INFORMED DELIVERY®**

## **YEAR IN REVIEW**

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**April 2024 – March 2025**

**Informed Delivery by USPS**

Published Quarterly | Updated March 2025





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# EXECUTIVE SUMMARY

The Informed Delivery® feature continues to provide value for brands by offering an additional touchpoint to re-engage customers, expand reach, and boost engagement.



## CONTINUED GROWTH

*The Informed Delivery user base has grown to 72.9M active users (+17% YoY).<sup>1</sup>*



## STRONG EMAIL OPEN RATE

*Email open rate for Daily Digest emails has consistently outpaced the industry average at above 58%.<sup>2</sup>*

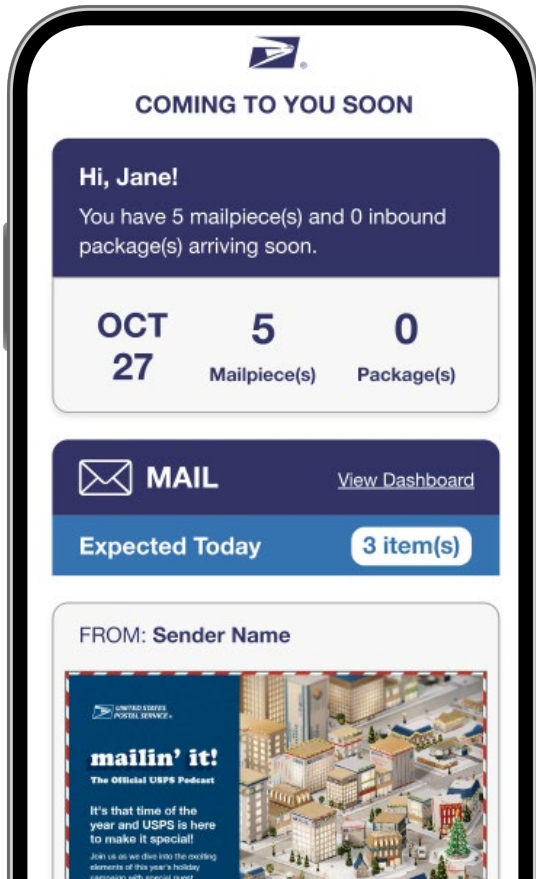


## VALUABLE IMPRESSIONS

*Informed Delivery campaigns generate over 7.9B impressions<sup>2</sup>, creating an opportunity for brands to expand their reach.*

<sup>1</sup>Internal data as of March 31, 2025

<sup>2</sup>Internal data from April 1, 2024 – March 31, 2025



# SUMMARY OF KEY METRICS

The numbers below summarize key metrics that make the Informed Delivery® feature a powerful digital marketing tool.



72.9

Million  
Users<sup>1</sup>



45.1

Billion  
Impressions<sup>2</sup>



34.7%

National  
Saturation<sup>1</sup>



58.6%

Average Email  
Open Rate<sup>2</sup>



1,025,694

Campaigns  
Completed<sup>1</sup>



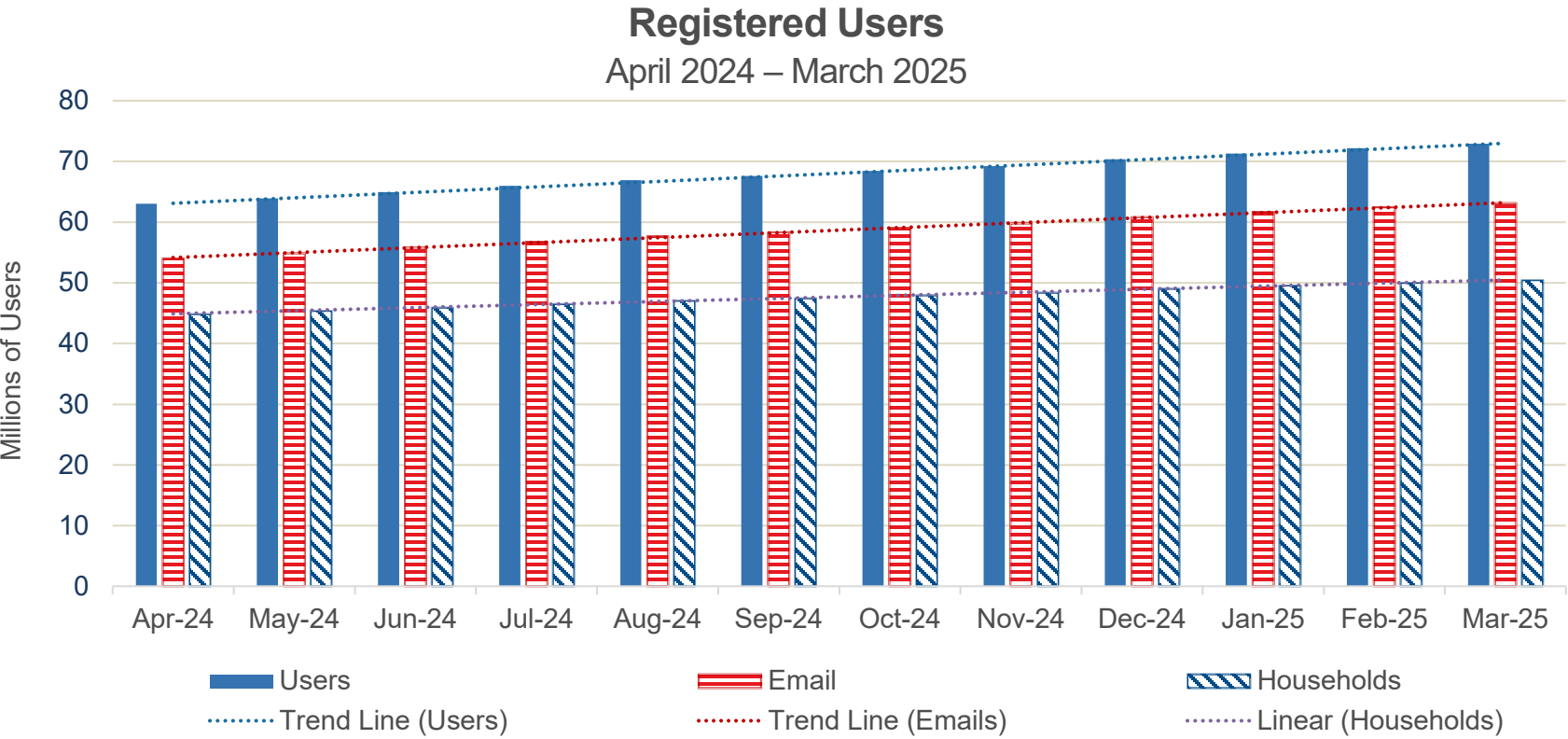
1:13

Average Time  
Spent on  
Dashboard<sup>2</sup>

<sup>1</sup>Internal data as of March 31, 2025  
<sup>2</sup>Internal data between April 1, 2024 – March 31, 2025

# GROWING USER BASE

With a growing user base of 72.9M active users, Informed Delivery® provides brands an opportunity to reach a large population of highly engaged customers.



**Informed Delivery User Base**

**72.9M** Users  
*+17% Growth YoY*

**50.5M** Households  
*+13% Growth YoY*

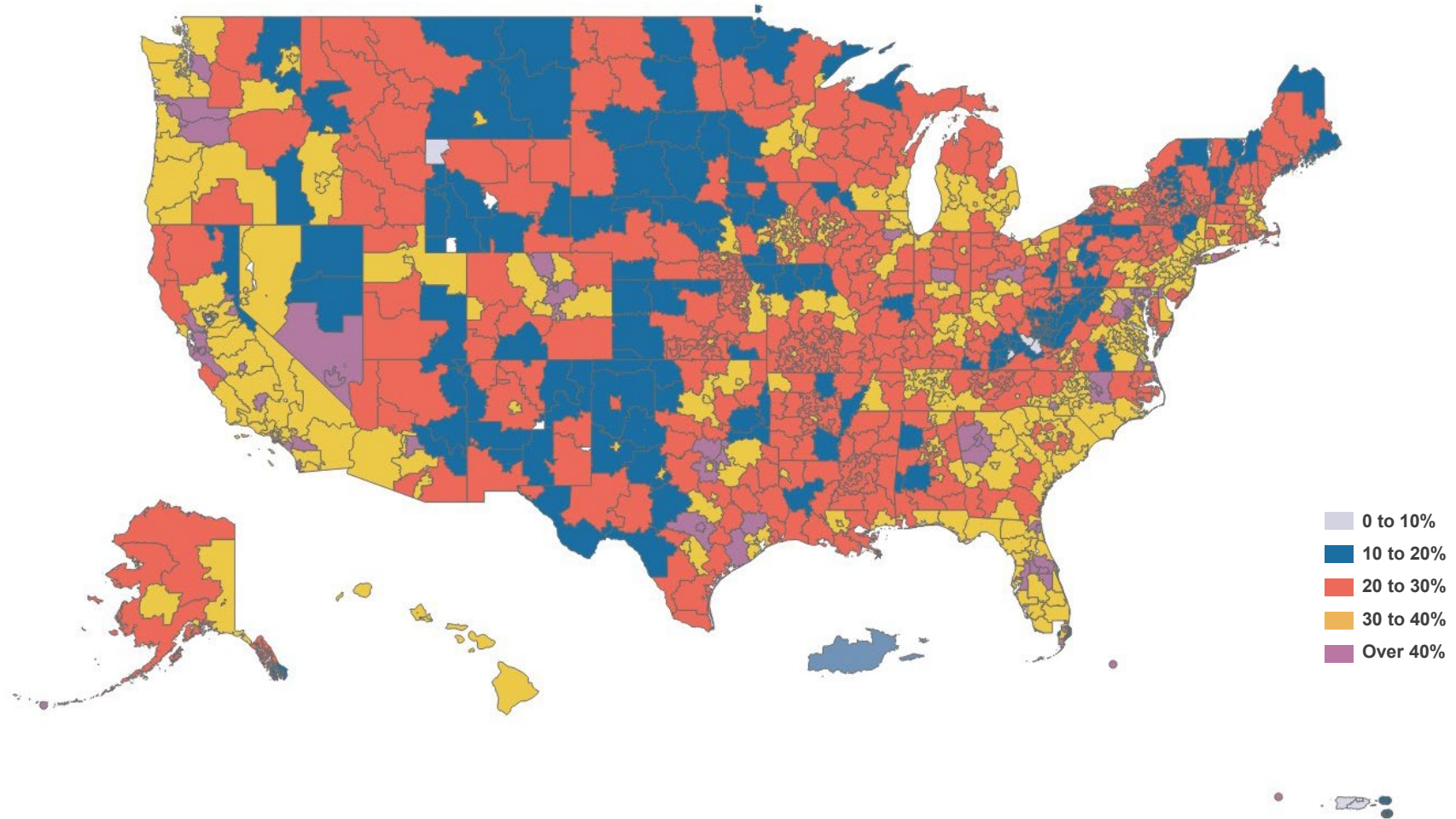
**63.1M** Email-enabled Users  
*+18% Growth YoY*

Internal data as of March 31, 2025



# INFORMED DELIVERY® HOUSEHOLD SATURATION

Informed Delivery has reached 34.7% national saturation of eligible delivery points.



Internal data as of March 31, 2025




# HIGH REACH AND ENGAGEMENT

Impressive email open rates indicate that users are actively engaging with Informed Delivery® notifications.


Informed Delivery Daily Digest Emails

Brands can leverage Informed Delivery to reach this highly engaged audience...



13.8B

Total Daily Digest Emails Sent



8.0B

Total Daily Digest Emails Opened

Informed Delivery Feature Totals

April 2024 – March 2025

Month	Mailpieces (Billions)	Emails Sent (Billions)	Emails Opened (Billions)
Apr-24	2.7	1.2	0.6
May-24	2.7	1.0	0.6
Jun-24	2.6	1.0	0.6
Jul-24	2.7	1.0	0.6
Aug-24	2.7	0.2	0.6
Sep-24	2.7	1.1	0.6
Oct-24	3.8	1.2	0.6
Nov-24	3.1	1.1	0.6
Dec-24	2.7	1.2	0.6
Jan-25	3.0	1.1	0.6
Feb-25	2.6	1.1	0.6
Mar-25	2.9	1.3	0.7

■ Mailpieces

▨ Emails Sent

▤ Emails Opened


..... Trend Line (Pieces)

..... Trend Line (Emails Sent)

..... Trend Line (Emails Opened)

Internal data between April 1, 2024, and March 31, 2025

7 ©2025 UNITED STATES POSTAL SERVICE

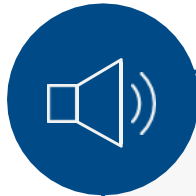


# CONSISTENT USER SATISFACTION

User surveys indicate that 94% are satisfied or very satisfied with the feature and 93% are likely to recommend it to friends, family, or colleagues.



**94% of users<sup>1</sup>** are satisfied or very satisfied with the Informed Delivery<sup>®</sup> feature



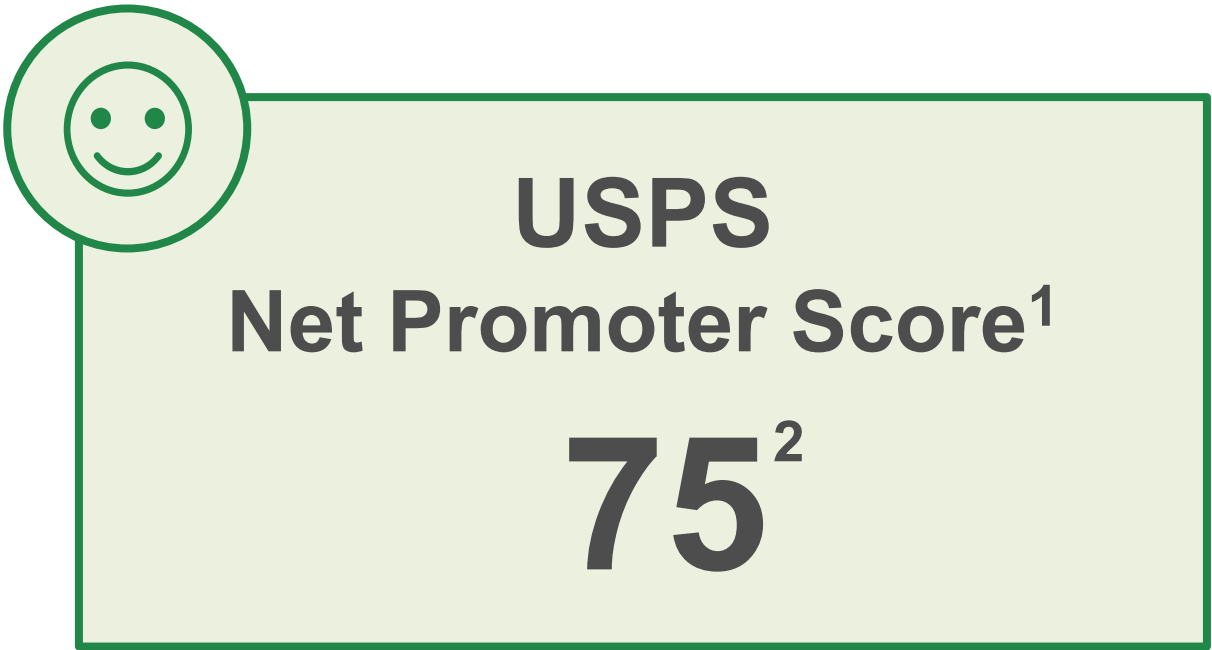
**93% of users<sup>1</sup>** would recommend the Informed Delivery feature to friends, family, or colleagues

<sup>1</sup>Survey results collected from FY25 Q2 User Surveys



# HIGH NET PROMOTER SCORE

Users are highly likely to recommend Informed Delivery® to others, leading to more awareness and a potential increase in the user base.



Compared to NPS® scores for other industries<sup>3</sup>

<sup>1</sup>The Net Promoter® Score (NPS) is an industry metric measured by asking users how likely they are to recommend a product, service or company to a friend or colleague. To calculate, visit [NPS Calculator: Calculate and Benchmark Your Net Promoter Score \(retently.com\)](#). Net Promoter® and Net Promoter Score® are registered trademarks of Bain & Company, Inc.

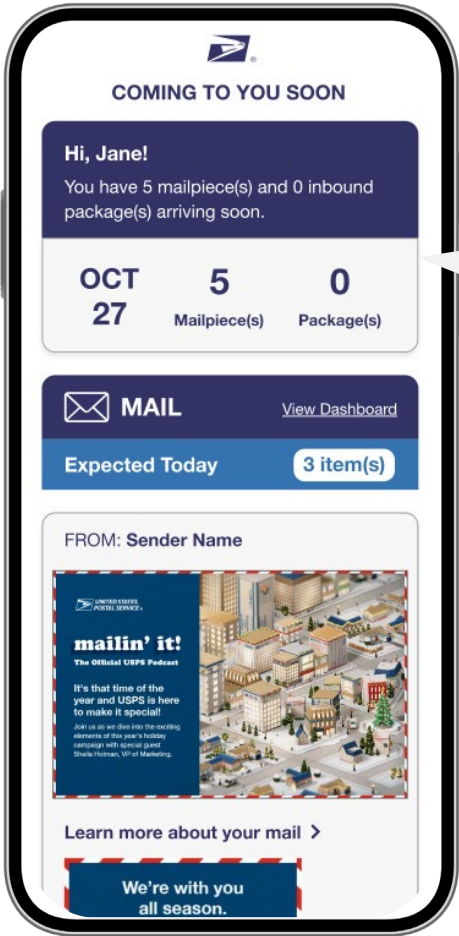
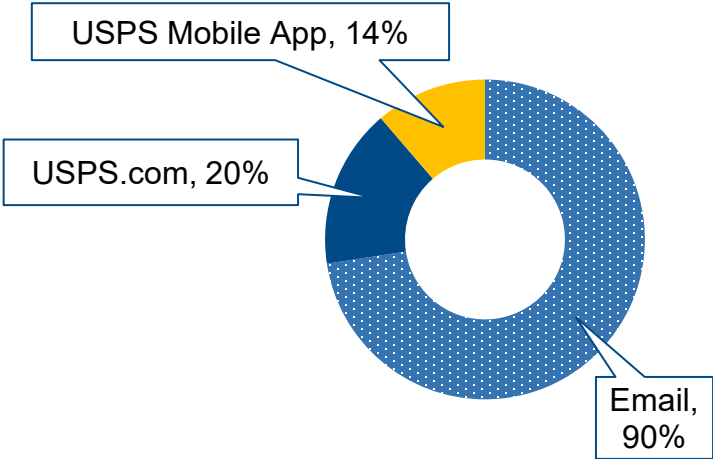
<sup>2</sup>Data from FY25 Q2 User Survey

<sup>3</sup><https://www.retently.com/blog/good-net-promoter-score/>

# CHANNEL USAGE

Majority of Informed Delivery<sup>®</sup> users<sup>1</sup> access Informed Delivery via Daily Digest email, followed by USPS.com<sup>®</sup>, and then the USPS Mobile<sup>®</sup> App.

90% of Informed Delivery users access Informed Delivery via the Daily Digest email



**58.6%**  
Average Informed Delivery Daily Digest email open rate<sup>3</sup>

Email open rate more than double industry standards<sup>2</sup>

<sup>1</sup>Responses pulled from FY25 Q2 User Survey;  
Note: Respondents were able to select more than one response type  
<sup>2</sup>Email Open Rate: [Email Open Rate: Statistics & 17 Best Practices \(2025 Guide\) | Mailmunch](#)  
<sup>3</sup>Internal data between April 1, 2024, and March 31, 2025

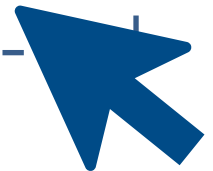
On average, users spend more time on the Informed Delivery<sup>®</sup> dashboard than the average time spent on-page for 10+ industries.

Average of...

**1:13 minutes**

*spent on the Informed Delivery dashboard<sup>1</sup>*

vs. 0:52 seconds average page view across sites of other industries<sup>2</sup>

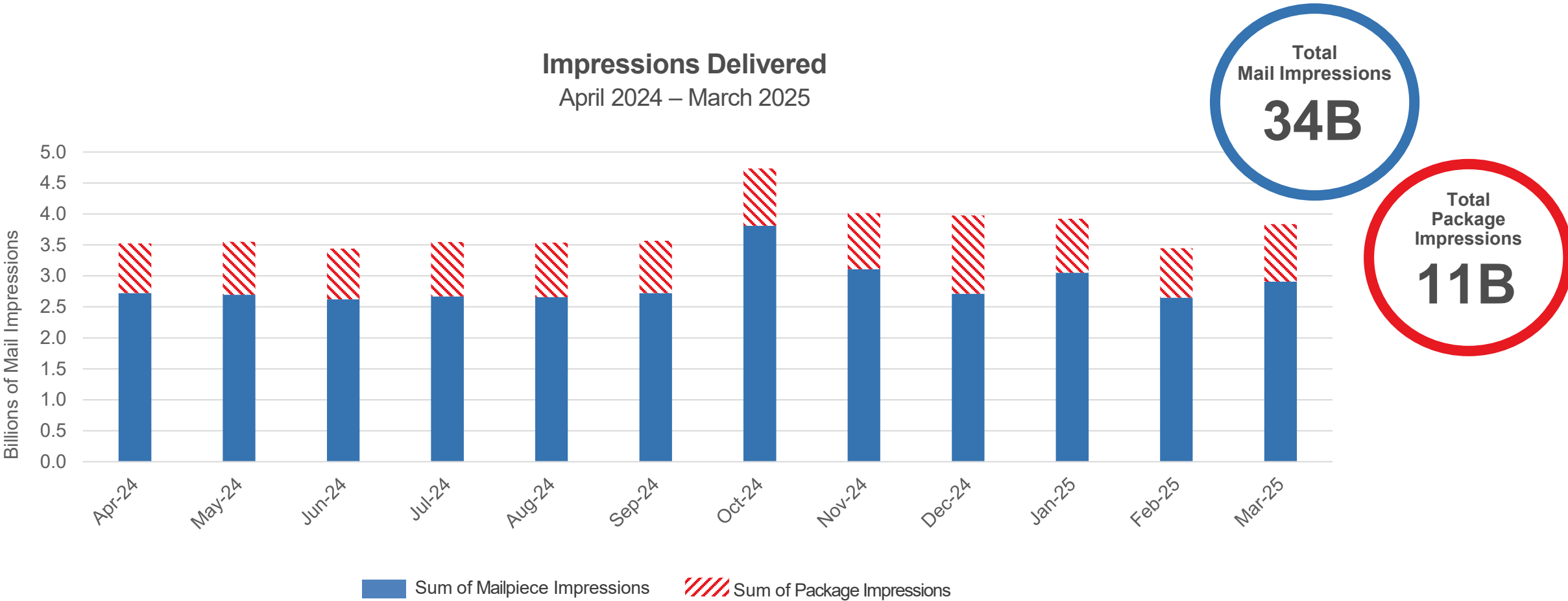


<sup>1</sup>Informed Delivery Feature Google Analytics Data October 1, 2023 – September 30, 2024

<sup>2</sup>[2023 Digital Experience Benchmark: Global CX Performance Across 10+ Industries](#)

# GENERATING SIGNIFICANT IMPRESSIONS

Daily Digest emails have generated 45 billion mailpiece and package impressions in the past year.

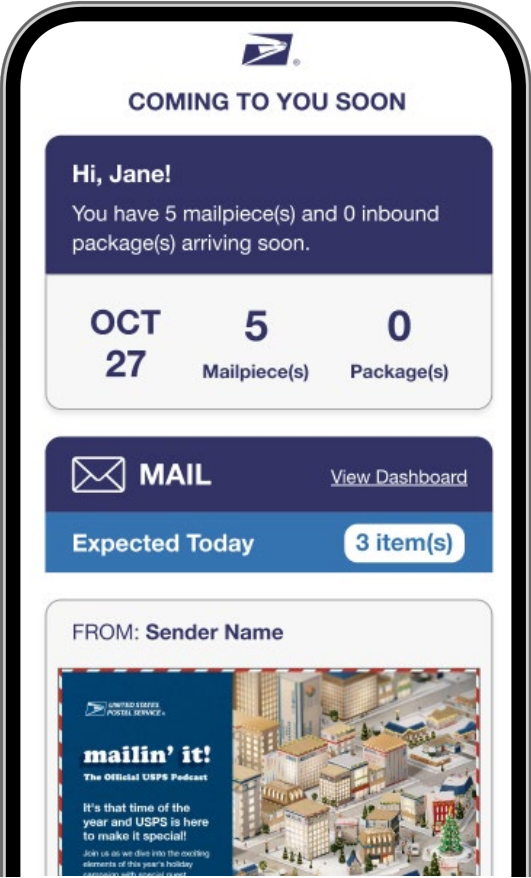


Internal data from October 1, 2023 – September 30, 2024



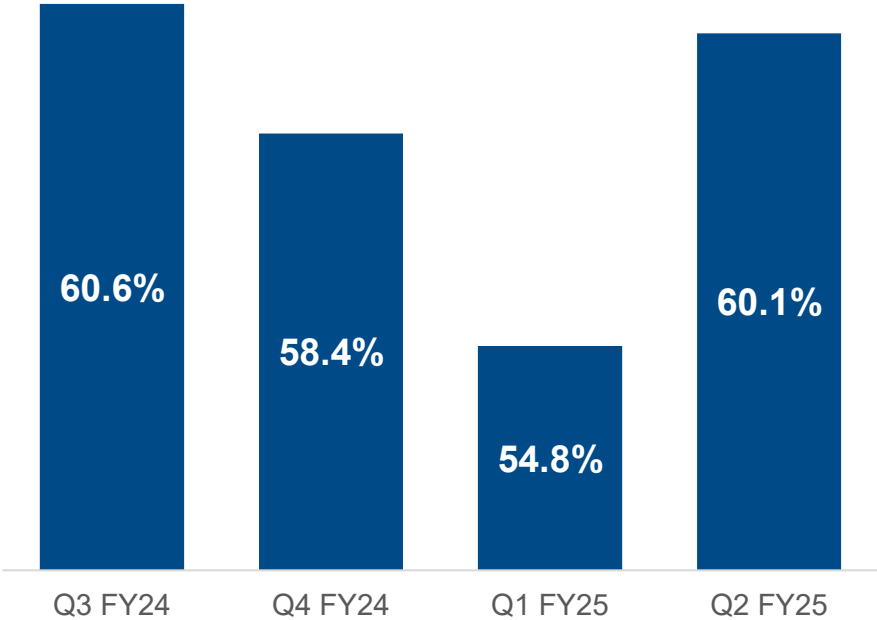
# HIGH EMAIL OPEN RATES

Informed Delivery® users are heavily engaged with their Daily Digest, as seen by the high email open rate of 60.1% in Q2 FY25. These impressions transform your customer’s inbox into a high-performing touchpoint.



**60.1%**  
Q2 Daily Digest  
Email Open Rate

Quarterly Email Open Rate  
(Q3 FY24 – Q2 FY25)

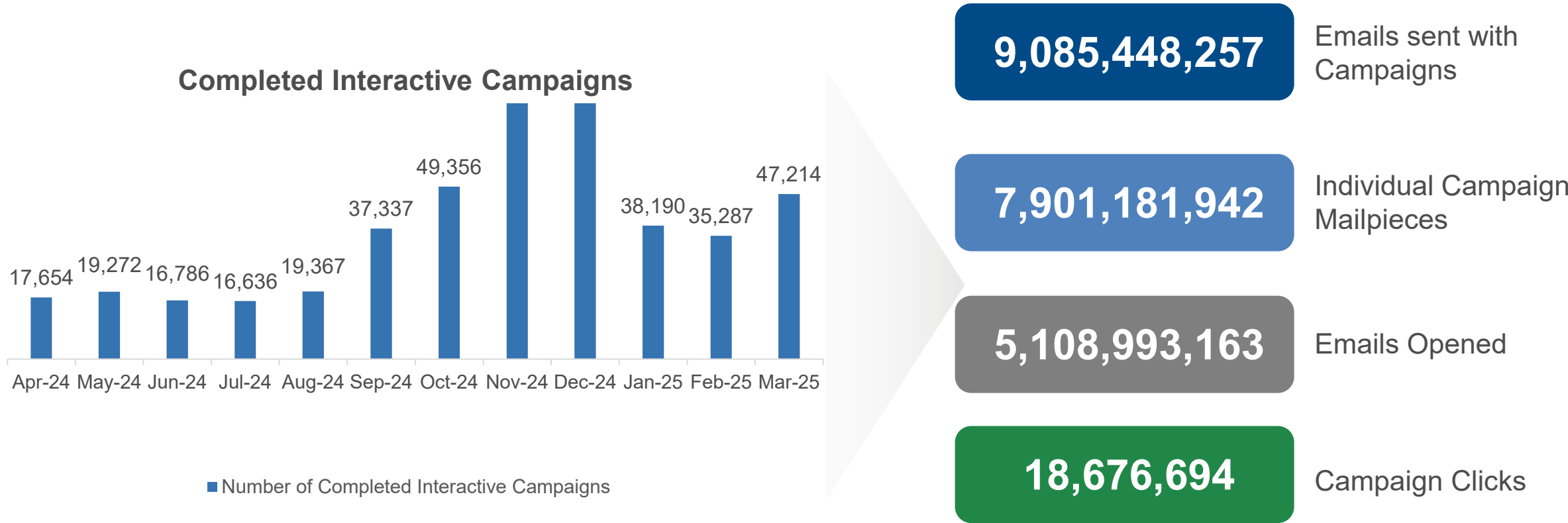


Internal data from October 1, 2023 – September 30, 2024



# INTERACTIVE CAMPAIGN IMPRESSIONS

Through the integration of hardcopy mail and digital marketing, the Informed Delivery® feature continues to provide increased impressions for mailers.



Internal data from April 1, 2024 – March 31, 2025



# INFORMED DELIVERY® AS A MARKETING CHANNEL

Business mailers and shippers can engage users through an integrated mail or package digital marketing campaign that generates additional consumer impressions, interactions, and insights.



## Save Advertising Dollars

Informed Delivery campaigns provide a **free marketing channel** for businesses to promote custom messages. Brands can elevate their hardcopy mail campaigns by pairing them with a digital experience at no additional cost.



## Expand Reach and Boost Engagement

Campaigns allow brands to generate **additional digital impressions** for intended recipients. **With over 72M<sup>1</sup> active users and an average email open rate of 58.6%<sup>2</sup>**, Informed Delivery provides brands an opportunity to reach an already engaged audience.



## Gain Customer Insights and Data

Brands can leverage campaign data to **gather insights on how customers interact with the brand**, along with key performance metrics (i.e., open rates, click-through rates).



## Elevate the Customer Experience

Customers can **take action on their mail piece immediately**—regardless of whether they retrieve mail from the physical mailbox. This in turn allows brands to see results faster than with traditional mailer campaigns.

*To learn more about Informed Delivery campaigns, visit our [Informed Delivery for Business Mailers and Shippers page](#).*

<sup>1</sup>Internal data as of March 31, 2025

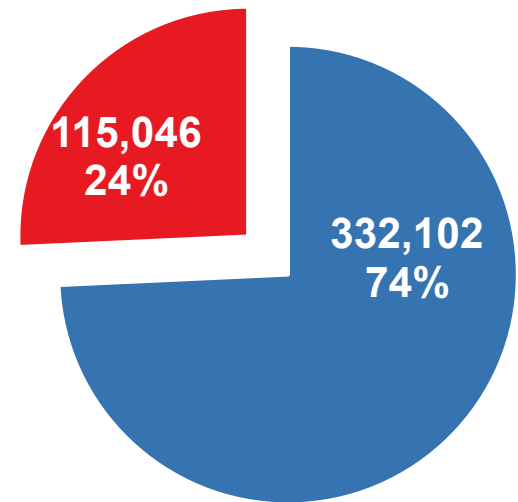
<sup>2</sup>Internal data from April 1, 2024 – March 31, 2025



# OPPORTUNITY FOR INTERACTIVE CAMPAIGNS

Mailers can create and launch interactive campaigns to reach and re-engage their customers.

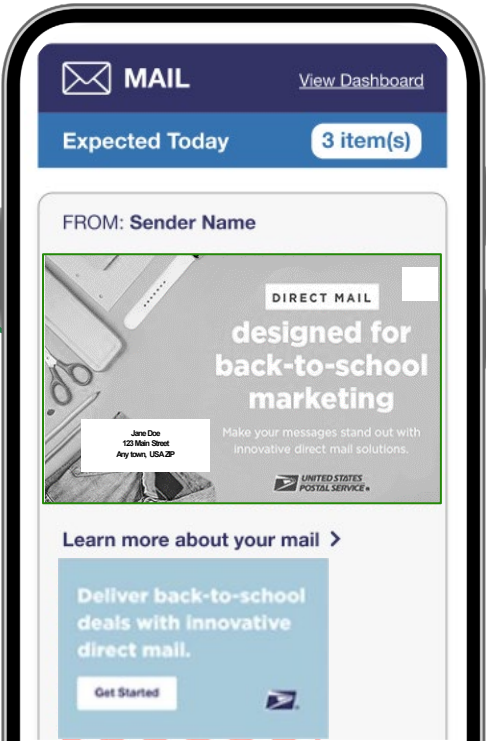
Total # of Campaigns  
April 2024 – March 2025



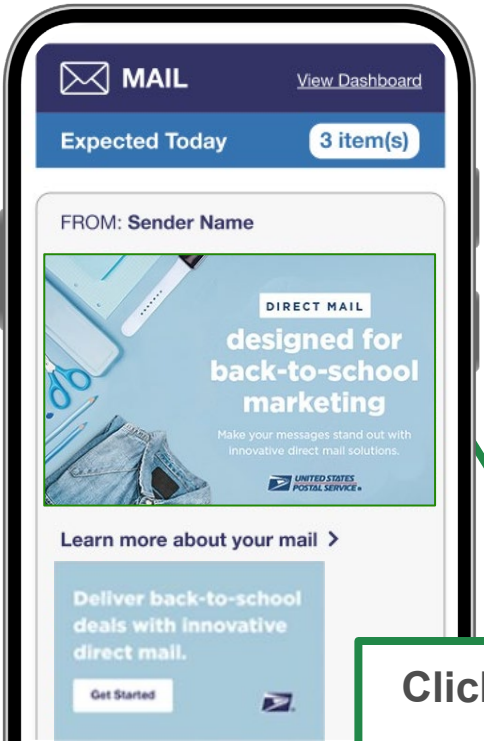
■ Dual Campaigns      ■ Basic Campaigns

Click Through Rate  
0.22%

BASIC CAMPAIGN



DUAL CAMPAIGN



Click Through Rate  
0.26%

Internal data from April 1, 2024 – March 31, 2025

# CALCULATE YOUR POTENTIAL RETURN ON INVESTMENT

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Find out your potential return from a direct mail campaign that uses Informed Delivery with our helpful Informed Delivery® Return on Investment Calculator here:

<https://www.uspsdelivers.com/informeddelivery-calculator/>

Discover the additional reach, attention, response, and conversions your direct mail campaign can garner by using the Informed Delivery feature.



# PACKAGE CAMPAIGNS

Shippers can also create and launch interactive campaigns to reach and re-engage their customers.



5,005

Total Package Campaigns<sup>1</sup>



9.2M+

Packages Associated to Campaigns<sup>1</sup>



46.6K+

Total Click Throughs<sup>1</sup>



0.5%

Click Through Rate<sup>1</sup>



58.6%

Email Open Rate<sup>2</sup>

<sup>1</sup>Internal data as of March 31, 2025  
<sup>2</sup>Internal data from April 1, 2024 – March 31, 2025

**Sign Up**

**More Info**

Anyone interested in signing up for Package Campaigns should **email us** at [IDPackageCampaigns@usps.gov](mailto:IDPackageCampaigns@usps.gov).

For those seeking more information, check out the **Shipper Campaign Portal (SCP) Guide** on the Informed Delivery<sup>®</sup> for Business Mailers website: <https://www.usps.com/business/informed-delivery.htm>