



INFORMED DELIVERY®

CREATING AN INNOVATIVE CUSTOMER EXPERIENCE

Nothing replaces the tactile value of hardcopy mail. In particular, direct mail continues to serve as a key driver in most multichannel marketing plans. On the other hand, the Postal Service™ understands consumers' increasing desire to interact and communicate digitally with everything, including their mail.

To strengthen the value of mail in the digital world, the Postal Service is making investments to help bridge the gap between the physical and digital worlds to create an innovative experience for consumers.

One of those major investments is Informed Delivery, an innovative feature that allows consumers to preview their incoming mail and manage their packages. The feature is available to residential consumers in the majority of ZIP Codes™ across the country. More than 6.4 million consumers are signed up for Informed Delivery, and the number keeps growing.

As more consumers and Postal Service employees sign up—yes, Postal employees are eligible—it's important to know all the facts about Informed Delivery. These frequently asked questions explain how Informed Delivery helps you preview mail and track packages.

HOW DOES INFORMED DELIVERY® WORK? WHAT WILL I SEE?

Informed Delivery allows users to preview their incoming mail and manage their packages in one convenient, online location. Users receive email notifications containing grayscale images of the exterior, address side of incoming letter-size mailpieces that are arriving soon. These images

are also accessible on the Informed Delivery dashboard at informedelivery.usps.com. (Images of larger mail, such as catalogues or magazines, are only provided if the business mailer conducts a synchronized digital marketing campaign.)

For items with USPS Tracking®, users will be able to view delivery status of packages, provide USPS Delivery Instructions™, manage their notifications, and schedule redelivery from the dashboard. Most USPS® domestic packages tied to the address associated with a USPS account will be automatically available on the Informed Delivery dashboard. Users can also receive USPS Tracking updates for incoming packages via separate email or text notifications.

The Informed Delivery dashboard displays mailpiece images for a seven-day period, while package information displays for 15 days after each package has been delivered. Users can also opt-in to receive email or text notifications for status updates on incoming packages.

WILL I SEE IMAGES OF ALL MY MAILPIECES?

At this time, images are provided for mailpieces that are processed through USPS automation equipment. Not all flat-sized mail is processed through automation equipment; some flat mailings will display a notification stating, "A mailpiece for which we don't currently have an image is included in today's mail."

HOW OFTEN ARE INFORMED DELIVERY EMAIL NOTIFICATIONS SENT?

The Postal Service generates an email each day your household receives letter-size mail that is processed through

the USPS automation equipment. If no mail is processed through automation that day, you will not receive an Informed Delivery notification. Notifications are not sent on days when there is no mail to be delivered, Sundays, or federal holidays.

HOW DO I RECEIVE EMAIL NOTIFICATIONS?

Informed Delivery notifications containing images of your letter-size mailpieces are sent to your email inbox using the email address in your personal usps.com® account profile. If you receive over 10 pieces of mail, you will see 10 mailpieces in the email notification and will be provided a link to see the remainder of your household's mailpieces on the dashboard at informedelivery.usps.com. For packages and traceable indicias, you may also designate a separate email from the one listed in your usps.com account profile to receive notifications; to view this option, navigate to your Informed Delivery dashboard and select "Settings."

WHAT WILL I ACTUALLY SEE IN THE NOTIFICATIONS?

Informed Delivery notifications include an image of the exterior, address side of the mailpiece, which generally includes the sender address. The inside contents of the mailpiece are not imaged, and the notifications do not include any information about the contents. In some instances, business mailers will provide colorful, clickable content that will appear in place of or alongside your mailpiece images. This supplemental content is interactive and allows you to take immediate action on a mailpiece. Notifications for packages are received separately from mailpiece notifications and include status updates (not images) via email or text message. See the



"Package Features" section of the Informed Delivery FAQs for more information.

HOW DO I SIGN UP FOR INFORMED DELIVERY®?

Your ability to sign up for Informed Delivery is dependent on living at an eligible residential address and the ability to verify your identity. You will also need to create a personal usps.com® account if you do not already have one. Go to informedelivery.usps.com and select "Sign Up For Free" to get started. Detailed sign up instructions are provided in the *Informed Delivery FAQs*.

HOW CAN I TRACK INCOMING USPS PACKAGES?

Most USPS domestic packages tied to the address associated with your usps.com account will be automatically available on your Informed Delivery dashboard. You can also manually enter USPS Tracking numbers to add packages to your dashboard. By opting-in to notifications in your Informed Delivery settings, you can receive tracking updates on incoming packages directly to your email or via text message to your mobile device—you don't even need to enter a tracking number!

CAN I MANAGE THE DELIVERY OF A PACKAGE THROUGH INFORMED DELIVERY?

Yes! You can leave delivery instructions to let your carrier know where to leave your package using USPS Delivery Instructions or you can schedule a package to be redelivered if you miss a delivery.

CAN I ALSO AUTOMATICALLY TRACK PACKAGES I SEND?

For outgoing packages, you can add a tracking number to your Informed Delivery dashboard, and set your preferences to receive updates (via email, text message, or both) on outgoing packages throughout every step of the delivery process!

SINCE THE TRACKING NUMBER DOESN'T TELL ME WHAT'S IN THE BOX, HOW CAN I IDENTIFY WHAT'S BEING DELIVERED?

You can personalize your incoming or outgoing packages by adding a "Nickname." Navigate to your Informed Delivery dashboard, select the Packages tab, choose a package and select "Add Nickname +."

IS INFORMED DELIVERY ONLY AVAILABLE ONLINE?

You can manage your account online at informedelivery.usps.com, or, you can download the Informed Delivery app to your mobile phone or tablet.

Informed Delivery is a great way to be ready for this holiday shopping season. Sign up today at informedelivery.usps.com!