

SUMMARY OF KEY METRICS

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



62.4

Million
Users¹



40.4

Billion
Impressions²



30.8%

National
Saturation¹



62.9%

Average Email
Open Rate²



578,865

Campaigns
Completed¹



1:19

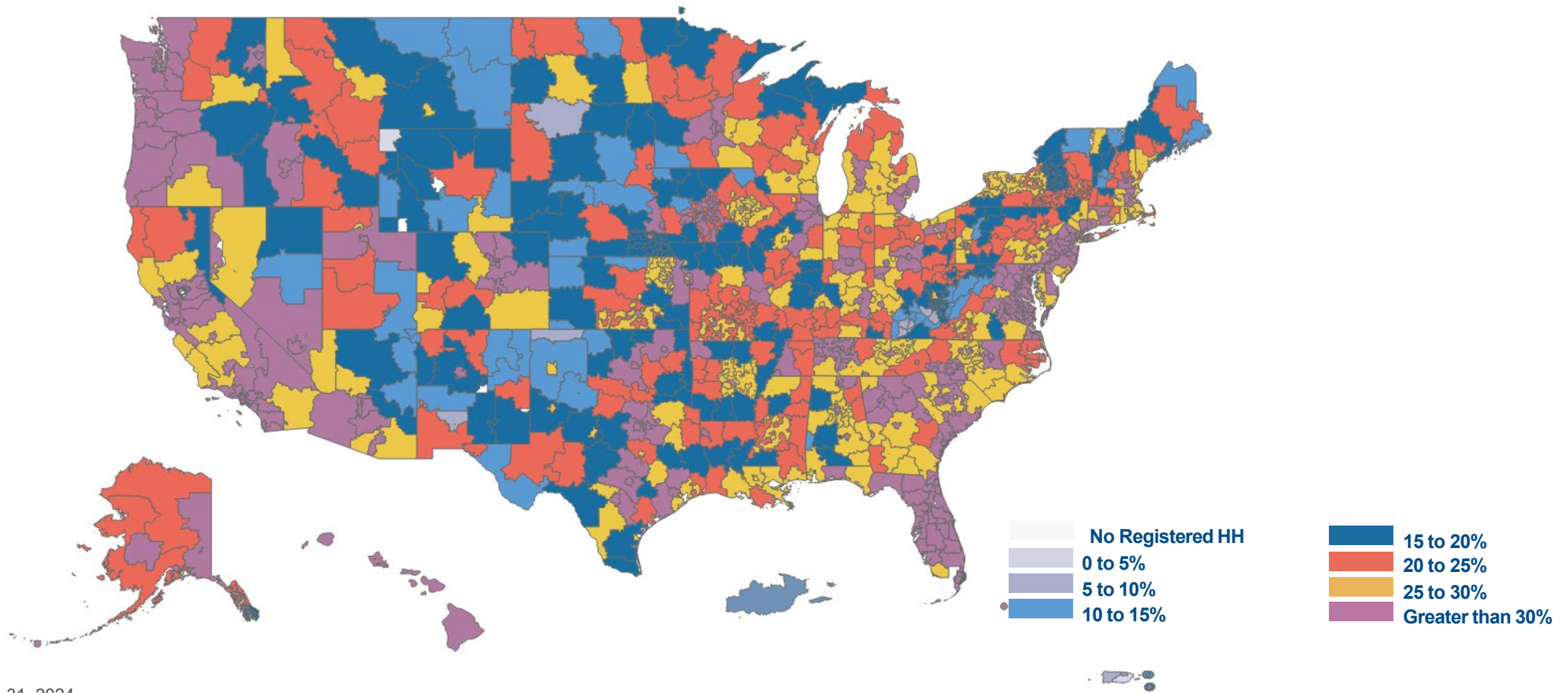
Average Time
Spent on
Dashboard²

¹Internal data as of March 31, 2024

²Internal data between April 1, 2023, and March 31, 2024

INFORMED DELIVERY HOUSEHOLD SATURATION

Informed Delivery has reached 30.8% national saturation of eligible delivery points.

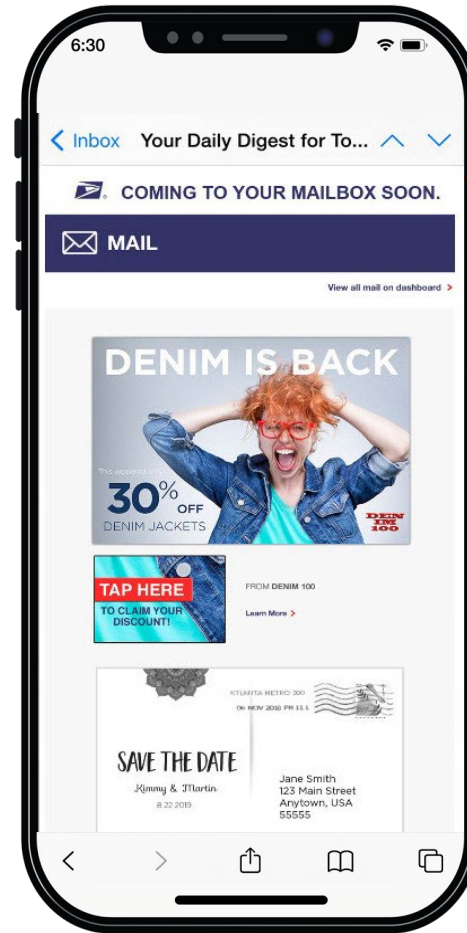
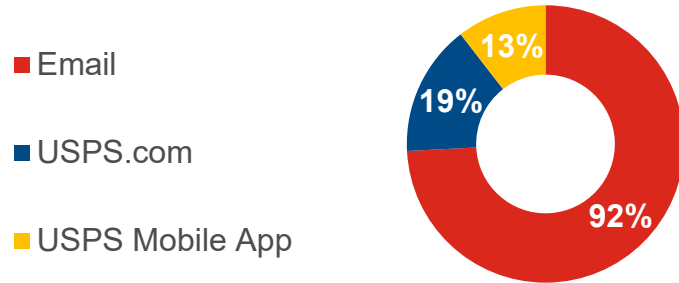


Internal data as of March 31, 2024

CHANNEL USAGE

Majority of Informed Delivery users¹ access Informed Delivery via Daily Digest email, followed by USPS.com, and then the USPS Mobile® App.

92% of Informed Delivery users access Informed Delivery via the Daily Digest email



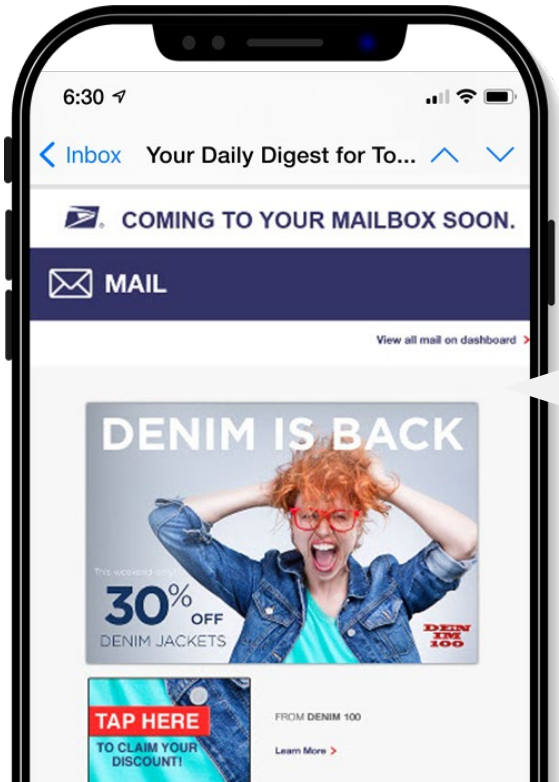
62.9%
Average Informed Delivery Daily Digest email open rate

Email open rate ~3x higher than industry standards²

¹Responses pulled from FY24 Q2 User Survey; Note: Respondents were able to select more than one response type
²Email Open Rate: [Statistics & 17 Best Practices \(2023 Guide\) | Mailmunch](#) (Measured against the average for all industries)

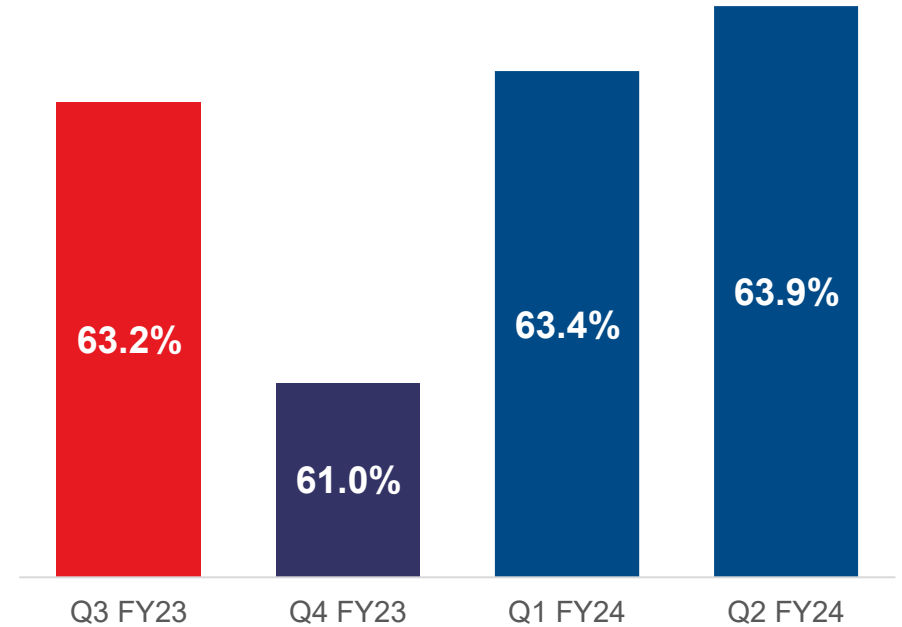
HIGH EMAIL OPEN RATES

Informed Delivery users are heavily engaged with their Daily Digest, as seen by the high email open rate of 63.9% in Q2 FY24. These impressions transform your customer's inbox into a high-performing touchpoint.



63.9%
Q2 Daily Digest
Email Open Rate

Quarterly Email Open Rate
(Q3 FY23 – Q2 FY24)



Internal data as of March 31, 2024