

Minutes for Workgroup #174 – Informed Delivery APP

Session 6: 12:00 – 1:00 p.m. WebEx

Carrie opened up the meeting with a clarification based on the discussion of the prior week. The USPS Holiday mailing is going out in a week or so. The customer acquisition delay for the NY area pilot will not effectively enable that holiday mailing to be in the pilot program results. As in the northern Virginia pilot, it may be possible to create their own campaign like the click & ship postcard. The USPS pilot team still plans to measure open and click through rates with Mailer content too. At this point the team is working through the legal agreement and having conversations with interested partners. Next goal is to build the user base to enable the ability of mailers to conduct testing.

There were no new questions so the group moved to review the topic of the Feedback Loop and finalizing the issue log. The original question posed was whether or not consumers would be able to 'refuse' specific images in their email and potentially stop the delivery of the physical mailpiece. The conversation has brought us to a consensus recommendation against building out that functionality. Sam comments then under this consumer facing program, 'Do Not Promote / Do Not Mail' is off-the-table. There is a commitment that mail is delivered, once the USPS is paid.

In response to the question about the possibility of this program generating interest in Do-Not-Mail legislation, Alfie noted there are 4-5 states will Do-Not-Mail bills in play today and we expect the battle to continue at the state level. They need a quick way to combat a rapid response from any growth of Do-No-Mail Legislation. Jody suggested putting a deck together to educate the State Level on the Informed Delivery App program as one tool for representatives monitoring/managing state legislative affairs. This should be a deliverable of the workgroup because by March, based on the materials gathered during the workgroup, we are likely to be in a good position to share a simple educational deck with associations who engage and/or support lobbying activities such as the DMA state legislative committee.

Sam suggested we keep a file of the political mail we receive and Alfie responds with Yes, the political mail hits close to home as many politicians use the mail for campaigning. There is also the impact of mail on the economy, the number of jobs in the politician's area, etc. We need to anticipate taking the conversations in such directions.

Carrie emphasizes now that the sign up process is "Opt-In" and the user has not been auto-enrolled to participate, concerns about consumers saying I don't want that mail ought to be severely diminished.

Dylan noted that we may see a small ripple effect on the Do-No-Mail file as the general public is not aware of DMA and the Do-Not-Mail channel. Action buttons on a piece level might be good for "Forward to a Friend" functionality. Consideration of users ability to report issues directly

to the postal inspection service is a potentially valuable functionality when the mature program is available nationwide.

Future functionality might enable a registered user to manage email preferences for when they are out of town in a low bandwidth area where a text only option would be preferred to the text with rich images version of the email that would bog down the user.

Today a 919 scan is shared with the mailer via IMb tracing. It is still TBD as to what additional information will be provided back to mailers. Further discussion will be raised in the analytic subgroup as to what the mailers would like to get back. While there may be a big difference between what the USPS collects and what the USPS can share, the discussion refocused on data elements of potential value to the mailer (and/or the marketplace).

Lee Garvey pointed out from a digital marketing perspective, the type of device is important (desktop vs. mobile, etc). If mobile, then tablet vs. phone, Apple vs. Droid, etc. He also thought the geo-location of where the email was opened would be beneficial.

Lee added from a practical perspective, if I most often open up the email on a mobile device then we need to make sure that the message is designed accordingly; we want the consumer to be able to read it. Alfie agreed that geo-location was important and valuable to businesses.

Carrie pointed out that the USPS Privacy Act is from 1974. The Privacy department's interpretation of that law is that the USPS cannot give the delivery point barcode to the mailer despite the fact that the mailer clearly had the delivery point barcode to begin with as the 11D is equal to an address. If USPS provided information at the 11D level, they would be basically telling mailers who is participating in the program, which is prohibited in 412. With the new approach using an Opt-In policy, the privacy statement could inform the registrant that the USPS is collecting the information to share with Mailers for the purpose of improving the customer experience.

Dylan noted that in the business case scenario where the USPS is charging mailers the details of what elements can be shared in the feedback loop will impact the business proposition. Carrie acknowledges that she sees it that way as well. Mailers expressed the need for both the Mailer ID and the sequence number to make sure test results are readable and that campaigns can be managed more easily. Carrie is still looking at the use cases as a way to get past the general objections.

The team moved on to review the bulleted items noted from the previous discussion on PostalOne! In the next month or so the postal pilot team will explore how the program might leverage PostalOne! For example, the FAST system enables an initial file to be sent and then updates are submitted through a 'separate file'. The USPS pilot team is considering an API data exchange for sharing ride along content and submitting interactive campaign information. This could be in place of or along with mail.dat/xml.

Wendy raises concern about the presort bureau model that largely impacts first class billing/statement mail. Carrie notes this ties to the question raised about how to enable

different parties in the supply chain to tie the creative preview art to the existing job in PostalOne! Further discussion will be needed with the MLOCR groups. Jody will reach out to Steve Krejick of AMEE and Bob Galaher of NAPM.

Out of time, the team deferred discussion of the identity validation process for next week.