

**Minutes for Workgroup #174 – Informed Delivery APP**

Session 20: 12:00 noon – 1:00 p.m. EST WebEx

Carrie opened up the meeting by providing a program update. Registered users blossomed to 65,000 in the NY pilot area; one third of them are email enabled. Angelo asked for clarification on dashboard vs email enabled. Carrie explained that subscribers have the option of viewing mailpieces images on the dashboard or getting email notifications. Carrie shared management's vision to expand the service nationwide.

Sam asked if there will be enough time to read the results to understand the impact to response rates. Carrie suggested it depends on how many mailers sign up to test, she shared that she has a couple now. The postal pilot team has encountered challenges with larger mailers vetting the Informed Delivery program throughout their organizations and getting firm commitments and that data sharing is a major concern with these larger mailers. The USPS goal is to get at least 10-12 mailers to test.

The Informed Delivery pilot team has re-engaged the sales team to talk about how we can get clients engaged. The big thing is to find out who is the account manager for the mailers mailing into the area. And the Mailing Service Provider may be a good way to bring clients in. Carrie has a Mail Service Provider actively bringing a client to the postal team to consider a test; it's a 70,000 piece mailing in March and a 120K piece mailing in April and May. Another flat test mailer is planning a March 15/16 drop. Matt Holben, Bob Dixon and Carrie continue to facilitate these conversations. Strategic account managers, field reps, Jim O'Brien, etc., are working all angles, looking to get to next level. The postal team has sent legal agreements to 6 companies that may do some testing. It might be that with the improved enrollment, that we have enough subscribers to interest mailers in testing.

The team is also reaching out to NY Area USPS Marketing Managers to see if they have any information on upcoming local mailings that may be willing to participate in the pilot. In relation to saturation of subscribers compared to mailer lists, in one list that the team tested with a flats periodical mailer there was a match with 2.3% total subscribers and 1% email enabled against a list of 70K. These numbers are low, however, are encouraging for early penetration rates. Additional customer onboarding efforts include targeting [usps.com](http://usps.com) users (previous efforts were directed at [my.usps.com](http://my.usps.com) subscribers). The third group is everyone else, the remaining 4-5 million households out there.

The workgroup will share the concern about unknown impacts to mailer response rates in the MTAC resolution document. USPS is currently engaged in an operational test. The next potential step is a market test; however, the Postal Service would generally only go to PRC for a market test if they are considering charging for the service. If there is no charge, then a PRC ruling on market test may not be necessary.

Carrie continued by reviewing the suppression survey. She shared the screen shots. The first question asks you to indicate a preference or no preference. If you have a preference then you are asked to rank the three options on how the program ought to be structured: status quo would be as the pilot is launched, presenting all mailpiece images to the subscriber, one possibility enables Mail Owners to opt out and the most significant program change would require any participating Mailer to Opt in. The last

question enables the survey participant to indicate if he/she is a mail owner or not a mail owner. The survey will be sent out soon.

The Issue log for the Feedback Loop is unchanged from last week. We reviewed the feedback loop for the short term and the long term. As an industry, we've asked for more robust data such as IP address and geo location. What we really need to work on at this point in time; however, is how to activate the campaign. We have a meeting scheduled to discuss how to enable presort bureaus/mailers to participate. We did resolve the issue of not impacting the IMb tracing, ACS. To reiterate, as long as we have a registered MID, all the information will flow through. Last week we spoke about an overriding concern with Black & White images/digital content of mail. The deck and notes are posted on RIBBS.

In relation to ongoing Privacy discussions, the postal team is meeting again with their Privacy group this coming week. Matt Connolly was assigned to the project previously; however, Nan McKenzie is currently acting in the role. Carrie is going to investigate getting information back on the IMb level (like with COA) and if we can't, she is pushing to get information back on the Customer Key level.

Carrie is going to propose looking at returning information at the IMb level, similar to what is done for ACS. There are things that USPS does at a consumer level that are permissible outside of Section 412 of Title 39. The USPS understands marketing and data analysis has changed by leaps and bounds in the last decade. It's much more sophisticated today. We'd like to be able to measure the differences. In some respects the whole concept of measuring the response rates is not relevant until we are able to finish the operational testing.

The key would be provided by the mailer and within that key there would be several subscriber categories. If/when there is only one subscriber in a key, the information will be rolled up to the aggregate level. We talked about how Test mailers are gathering the information with USPS and that sharing of information is to be determined by specific individual mailers and the intention is to share at a high level.

For long term, the expectation is that information would be shared. Wendy Smith expressed her concern that the fact that USPS is grappling with sharing detailed information is not encouraging for the long term future of the program. Carrie acknowledged the concern is understood and it's being actively worked on. Wendy stressed it would be a major concern if the Informed Delivery program can't share information. She added that it's almost a wasted effort if USPS isn't going to share the information.

Carrie continued to review the sub-workgroup document on Response Rates. The response analysis information is more valuable with more detail; there are several categories besides shape of letters/flats, the class of mail and then the type of content such as advertising, bills/statements, etc. Carrie invited workgroup members to share their thoughts on the document & discussion continued to acknowledge the impact the creative and the placement of the name and address can have on the response rate analysis. No additional thoughts were shared.

We also looked at respondent method. While recognizing there are multi-channel response options, such as mail, the pilot is primarily looking at testing interactive content that will drive to a website.

The USPS goal is to work with each test mailer and to test program functionality and basic criteria such as open rates, click through rates, and image clarity and presentation. In relation to valid data, an example would be where we have 20 responders to a 100,000 regional mailing, which would be too low of a response rate to be statistically valid. We acknowledge that getting statistically valid results is going

to be difficult during this phase. Knowing the numbers are small, we are hoping for an early compelling story. We also talked about the daily notification email and discussed the need to find people who are not subscribers to serve as a control group.

A lot of folks have asked if we have demographics on our users. We don't. USPS does not gather this information at registration. We can provide block level demographic information. We are also doing surveys of new users testing the new service in the NY pilot area. These surveys ask the respondent to provide general demographic info.

Carrie said that USPS Consumer Insights group is working on this and the survey results may give us some insight. Wendy said she got the Informed Delivery survey last week.

There is a request on the table for USPS to share who was offered to participate in the informed delivery pilot and who declined. Noting that it is important information to have, the conversation moved on to the last piece in section 4.3. We will start on section 4.4 next week.

With the March test mailer, we are using normal response rates as a baseline for the test. Anticipate results may be different for house lists vs outside lists or existing customer's vs prospects. How can we measure the difference between registered and non-registered users? And again, at this point, keep in mind we are not gathering demographic data on users. Mailers can profile recipients using their own intelligence.

Concern continued to be expressed that without a holdout of registered users we may not be able to get a true reading of the results. Today Carrie doesn't have capability to do that kind of complex testing, while she did express recognition for the importance of control panels in testing,

Angelo asks what we are doing to capture the speed of response rates. If they get the email, are they responding to the offer in the mail faster than consumers not getting the email? Angelo added that millennials might only hit mailbox once a week and maybe the email would get them to the mailbox faster. Carrie explored the notion of timing - this customer converted at 3:45 pm and the email was opened at 11am. Can we say they are correlated? Maybe; maybe not. For example, if a customer converted at 9:45am and they are not an Informed Delivery subscriber, then it has an impact. A lot of this really gets down into the weeds.