

Informed Delivery APP MTAC Workgroup #174

Session 30

Friday, May 6, 2016

12:00 p.m. – 1:00 p.m. EST

- ❑ Review of Session 29
 - Draft Resolution Statement review
 - WG homework – submit comments on missing items
 - ◆ Open questions, comments, etc.
- ❑ New/Ongoing discussion
 - Program Update
 - Review Critical Success Factors
 - Continue review of draft Resolution Statement
- ❑ Wrap up
- ❑ Next steps



- ❑ USPS Engineering DAR for wide area field of view camera replacement approved
 - Informed Delivery™ is strategically piggy-backing on that DAR and will submit an additional DAR to cover remaining components



Critical Success Factors

- ❑ Sub workgroup listing of Critical Success Factors
 - Started with USPS CSF's as background
 - Subgroup identified additional CSFs, 12 items total
 - Broken down into 3 categories
 - ◆ Marketing & Acquisition
 - ◆ Consumer Experience, Behavior, Retention
 - ◆ Mailer Participation & Results
 - Looking for feedback on missing items or significant concerns with content

- ❑ Let's take a peek at the original list before reviewing the proposed list...



Critical Success Factors

USPS – Originally Identified

Metric	Tracking System	Method	Indicator	Baseline	Goal
Registered User Count	Customer Registration	Track User Registration (Gross Registrations, Net Users Activated)	Registered Users, Gross and Net	Campaign Analytics Report	Sept FY15 100,000 to 250,000 Users, 600K HH by March 2016
Cost Per User Acquired & Activated	Customer Registration	Gross/Net User Registration by Channel/Campaign v Acq Cost	Cost spent in marketing/ number of users	Campaign Analytics Report	<\$7.50 CPUAA, Aggregate
Consumer Adoption & Activation Rate	Customer Registration	Gross Reg/Net Activated By Channel and Campaign, divided by Gross/Net Prospects	%Gross Response v %Net Activated	Campaign Analytics Report	10% Net Activation Rate, Aggregate
User Retention Rate	Customer Registration	Number of Unsubscribes, All Reasons	All Unsubscribes As % of Net Activated	Campaign Analytics Report	>90% Users Retained After Activation
Other Customer Feedback	Survey Monkey or other Medium, Customer Focus Groups	Push Surveys + In-Message Links	User Survey – Qtr 1, CY16	NoVA User Survey - Fall 2014	Statistically Valid Results
Mailer Lift Test Results	Digital Response Tracking Systems (USPS + Mailer)	A/B Test/Control Split Tests	Variance between Test & Control; 10-12 Tests; Natl Mailer Participation	Lift Test 1&2 Analytics Report – Jan 2015	Statistically Valid Data
Mailer Lift Test ROI	Mailer To Track & Provide Summary Results	A/B Test/Control Split Tests	Variance between Test & Control; 10-12 Tests; Natl Mailer Participation	Mailer To Track & Provide Summary Results	Statistically Valid Data



Proposed - Marketing & Acquisition

Metric	Tracking System	Method	Indicator	Baseline	Goal	Comments	Origin
Registered User Count	Customer Registration	Track User Registration (Net Users Activated)	Net Registered Users	New	10% of HH population (as an initial base)	In Progress. The goal for NY/CT was 600K HH. This was not obtained, however, original UA plans, from which these numbers were derived, were not used. UA was halted in February to address and solve email processing issues.	Original USPS Goal
Cost Per User Acquired & Activated	Customer Registration	Net User Registration by Channel/Campaign v Acq Cost	Cost spent in marketing/number of users	National standards	<\$7.50 CPUAA, Aggregate	In Progress. USPS used information gathered in the NoVA and NY/CT pilot to support vision of launching service nationally in 2017. Need to continue to monitor costs as additional UA is completed and new and/or more costly media channels are used.	Original USPS Goal



Proposed - Consumer Experience, Behavior, Retention

Metric	Tracking System	Method	Indicator	Baseline	Goal	Comments	Origin
User Retention Rate	Customer Registration	Number of Unsubscribes, All Reasons	All Unsubscribes As % of Net Activated (over time), based on enrollment only, not usage.	NoVA and New	>90% Users Retained After Activation (based on # months)	In Progress. USPS used information gathered in the NoVA and NY/CT pilot to support vision of launching service nationally in 2017. Recommend keeping "source" of customer acquisition.	Original USPS Goal
Customer Issues	FormSite, ICCC	Number of Customer Inquiries & Issues divided by Total Active Users & By Total Email Enabled Users.	All inquiries and issues reported, by category, in stable environment	NoVA and New	Less than .2% of users p/week	In Progress. USPS used information gathered in the NoVA and NY/CT pilot to support vision of launching service nationally in 2017. Active User = total enrolled (with full access). Email Enabled User = user that has opted in to get emails). NY/CT as of April 2016: 68K Active Users, 34K Email Enabled Users. Approximately 27K emails are sent daily (79%). Daily email open rate of 70%. Average customer support inquiries per week = 115. 115/68K=.0017; 115/34K=.0034; 115/27K=.0043; 115/19K=.0061	Original USPS Goal with Proposed Edits



Proposed - Consumer Experience, Behavior, Retention

Metric	Tracking System	Method	Indicator	Baseline	Goal	Comments	Origin
Other Customer Feedback	Surveys & Customer Focus Groups	Push Surveys	User Survey – Qtr 1, CY16	NoVA and New	Statistically Valid Results, 2-4 surveys per year	In Progress. USPS used information gathered in the NoVA and NY/CT pilot to support vision of launching service nationally in 2017. WG recommends ongoing surveys and comparative surveys to measure same groups over time. Carrie to distribute the actual survey questions conducted in the first survey.	Original USPS Goal with Proposed Edits
Email Open Rates	ID Application	Number of unique emails opened daily for USPS vs. publicly available industry information	Standard email reporting	NoVA and New	To meet or exceed marketplace performance for open rates.	In Progress. Measure over time and include time to open. Based on a "subscriber" type email vs. unsolicited. Would be more comparative to opening general email accounts vs. opening a particular email within an email account. Consider looking at other government agency open rates and monitor in relation to template changes.	Newly Proposed Goal
Click Through Rates	ID Application	Number of total and unique click throughs in total and by mailer	Tracking beacon.	NoVA and New	Monitor over time to see increase, decrease, or changes.	In Progress. Measure over time, including time to click through. Consider number of click throughs available, compared to total number of emails sent with link. Do comparison with USPS and Mailer, where possible, to confirm accurate dataset. Consider changes in technology and format that could impact this area.	Newly Proposed Goal



Proposed - Consumer Experience, Behavior, Retention

Metric	Tracking System	Method	Indicator	Baseline	Goal	Comments	Origin
Impact on Mail Moment	NA	Consumer and/or Mailer feedback	NA	NA	Generate a "new" definition of the Mail Moment	<p>Pending. Recommend tie in to HH Diary study. 04/19/16: use new definition to help measure going forward. Example, amount of time viewed in a browser. Unique opens, unique click-throughs, etc. Overall consumer behavior in digital realm. Could tie in OIG study with neuro-science study. How does (or does) this redefine mail in general?</p> <p>Can be measured differently in digital world vs. hardcopy world. Understand from both marketing and non-marketing standpoint. Professor Dimoka (Temple University). Measuring and reporting the effect of this would be conveyed in the items above and below. Measure and report by class and type of mail (advertising vs. billing). Measure ramp up in electronic adoption.</p>	Newly Proposed Goal



Proposed - Mailer Participation & Results

Metric	Tracking System	Method	Indicator	Baseline	Goal	Comments	Origin
Mailer Response Rates	Digital Response Tracking Systems (USPS + Mailer)	A/B Test/Control Split Tests, by Mailer	Variance between Test & Control; 10-12 Tests	NoVA, existing industry standards, individual mailer #'s	Statistically valid data, => volumes	Pending. Incremental and cumulative over time, include time to respond, not just response rate. Monitor trends. Consider security issues, such as hackers, etc. Have some type of mitigation plan for significant negative impacts.	Original USPS Goal with Proposed Edits
Mailer ROI	Mailer	A/B Test/Control Split Tests	Variance between Test & Control; 10-12 Tests	NoVA and New	Statistically Valid Data	Pending. Ideally, Mailer would measure response rates for Informed Delivery subscribers separately from Informed Delivery non-subscribers.	Original USPS Goal
Impact on Mail Volume	USPS and Mailers	USPS Mail Volume Reports	Difference between existing vs. new mail volumes (+/-)	New	No adverse impact or increased volumes	Pending. How to tell general impacts vs. impacts related to ID, by Mailer, viewed over time, considering prior trends. To the extent that it is possible to measure how much of the hard copy decline is due to "natural" digital diversion vs. the specific result of the Informed Delivery program.	Newly Proposed Goal



Proposed - Mailer Participation & Results

Metric	Tracking System	Method	Indicator	Baseline	Goal	Comments	Origin
USPS ROI	USPS	USPS Revenue Reports	Revenue from the channel	New	New revenue stream	<p>Pending. Need to consider product in market place, people already in the business of providing digital and marketing intelligence, consider both Mailer and USPS marketplace, likelihood to invest in new USPS channel. What's in it for the USPS? New revenue channel, volume retention or growth. Create a goal for the value to the USPS and measure against it. Consumer adoption may not be a business goal? Creating an audience is an asset - you can sell to marketers. Example: retain business customers paying postage by increasing impressions and reactions to mail. What is the # that proves value? Offsetting lost opportunity (digital natives, etc.) Formulate and measure against business value. Keep mail relevant. Baseline = other generations.</p>	Newly Proposed Goal



□ Next Steps

- WG members should submit additional recommendations for the final product
- Looking for feedback on missing items or significant concerns with content
 - ◆ By noon on Thursday, May 12



Resolution Statement

- ❑ Let's continue our review of the draft resolution statement...



Wrap Up & Next Steps

- ❑ Workgroup WebEx – Session 31
 - Friday, May 13, 12:00 noon EST

- ❑ Next Steps
 - Work on Resolution Statement
 - ◆ Only 2 more weeks to WG closure...
 - Review prior minutes to be sure we don't miss anything!!!
 - Use “Word” comment function to add notes/suggestions
 - Submit comments on subgroup work product on CSF's
 - ◆ By COB May 12
 - Consider/plan overview WebEx to share WG recommendations with all of MTAC ahead of July mtg



Historical Issue Log



Issues and General Schedule

#	Issue	Proposed Meeting Date	
7.0	Consumer Pilot Selection Process	09/25/15	✓
8.0	Mailer Pilot Selection Process	09/25/15	✓
3.0	USPS and Industry Critical Success Factors	10/02/15	Subgroup
3.1	Impact on Response Rates	10/02/15	✓
4.0	Timing / Content Discrepancies	10/09/15	✓
4.1	Data Reliability	10/09/15	✓
6.0	Data Security	10/16/15	✓
11.0	Feedback Loop	10/23/15	✓
14.0	Integration with Postal One	10/30/15	✓
5.0	Identity Validation Process	11/06/15	✓
13.0	Mail Moment Impact	11/17/15	✓
12.0	Suppression of Images	12/04/15	✓
12.1	Suppression of Images	12/04/15	✓
12.2	Suppression functionality for mail pieces	12/04/15	✓
9.0	Flats Participation	12/11/15	✓
2.0	Do NOT Mail	12/18/15	✓
1.0	Postal Inspection Service - Surveillance Program/Mail Covers	01/08/16	✓
15.0	Non-Automation Mail	01/12/16	✓
10.0	Change of Address Process	01/22/16	✓

- ❑ Issue 3.0: USPS and Industry Critical Success Factors
 - CSF's were reviewed by the group on 10/2 and 10/9
 - Additional factors will be added as necessary
 - A sub-group is being established to provide more input on what would be necessary to deem the test result CSF's statistically valid
 - ◆ Concerns with MID level being insufficient for testing (as compared to a sequence level within a MID)
- ❑ Issue 3.1: Impact on Response Rates
 - This pilot program will provide input on response rates based on more registered users and more mailer interactivity tests
 - Consider having saturation mailers monitor their response rates in the same ZIP Code locations to see if there is any impact
- ❑ Issue 4.0: Timing / Content Discrepancies
 - USPS will be capturing and measuring customer issues/concerns to help determine the scope of this issue, understand the root cause of these discrepancies, and help determine what can be done to minimize
- ❑ Issue 4.1: Data Reliability
 - In addition to the item mentioned above, WG members can provide more examples of instances where 919 scans were received but the mail piece was reported as undelivered

- ❑ Issue 6.0: Data Security – (consider encryption trending)
 - Information was provided on the security enhancements that the USPS has taken since September 2015, including links to updated handbooks that provide detailed information
 - WG members are welcome to submit any additional key items after reviewing the material provided/referenced

- ❑ Issue 11.0: Feedback Loop
 - The original question posed was whether or not consumers would be able to “refuse” their images in their email and, ultimately, stop the mail piece from being delivered
 - The discussion progressed further, largely broken into two categories and two sub-categories
 - ◆ Consumer facing – customer service and preferences
 - ◆ Mailer facing – operational and marketing

❑ Issue 11.0: Feedback Loop

● Consumer Facing:

- ◆ Blocking images is not in the pilot program. Based on feedback during the meeting, this practice is not generally recommended by the industry.
- ◆ WG members did suggest that there could be action buttons and/or indicators of a “trusted provider” within the email.
 - It was suggested that this could be a way that consumers could report issues to the USPIS.

● Mailer Facing:

- ◆ WG members did feel that data provided back to mailers should include the type of enrollment and the time of delivery, to allow additional digital marketing efforts. This could be done through APIs.
- ◆ The WG had additional discussion on the “Ideal Feedback Loop” on 10/30/15. Discussed the concept of the connected mailbox and the potential benefits to consumers, potential revenue for the USPS, and concerns for mailers in relation to “refusing” mail.
- ◆ Team still needs to think about the Ideal Feedback Loop; initially described as a data transaction, perhaps similar to the IMb tracing capability, indicating the delivery point barcode, date and time of the email delivery.
 - **Additional detailed discussion was held on 11/6. The sub-group will be tasked with capturing the list of feedback loop items desired.**

❑ Issue 14.0: Integration with Postal One

- While not precisely speaking to the “when” such an effort might take place, Angelo noted that it would be likely be included in one of the two major releases scheduled each year.
- Mail.dat & Mail.xml are a given, however, it is not clear how the mail supply chain could benefit from a separate file submission. Workgroup participants were asked to think about that and share any suggestions.
- The question was asked about how the USPS will tie the images or URLs to the mailpiece. Tactically speaking, PostalOne is driven by the job id, so how is the person who didn’t submit the Mail.dat to PostalOne going to know how to tie it to that mailing?
- **The team will want to revisit this discussion when USPS is able to talk about how they imagine creating this connection (which should be in January 2016).** During the pilot, information will largely be managed by email and the MID will be used to connect the dots. Longer term the USPS imagined being able to apply images based on the IMb sequence number range.

❑ Issue 5.0: Identity Validation Process

- Reviewed existing process where USPS will use an Equifax Q&A process for consumers to prove their identity
- A validation letter may be sent as well
 - ◆ Carrie is working on the SOP to address what would happen if an account was set up fraudulently
 - ◆ USPS should use best practices based on expertise in this area and understand that these practices will change going forward
- One additional concern is how to manage minors
 - ◆ Minors can currently go to the mailbox and get mail, however, will they be able to see the emails?
 - There is a rule on this. USPS has policies in place that are stated in online User Agreements that prohibit minors (under 18) from registering. They would also have to pass the Equifax questions.

❑ Issue 13.0: Mail Moment

- Original questions posed:
 - ◆ Will this type of digital imagery have a positive or negative impact on the Mail Moment?
 - ◆ Will there be a loss of value to hardcopy mail?
- Guest speaker – Vicki Stephen, Director Mailing Services
 - ◆ Provided a presentation with data that supports an increased value vs. a loss of value
 - Including studies on neuroscience, etc.
 - ◆ The pilot program will help validate or negate this assumption

❑ Issue 12.0: Suppression of Images

- Questions/comments posed
 - ◆ Some mailers have expressed an interest to have images suppressed.
 - Need to discuss the implications of this and how it would be implemented.
 - ◆ As a follow-up to this, concern on images of envelopes which contain credit cards - these envelopes are commonly plain white -- what is the security to make sure these images cannot be stolen to maintain the mailbox security.
- Asking team to document pros/cons/use cases
 - ◆ From both a customer and mailer perspective
 - Will conduct a WG vote to present with final resolution document

Example	Pros	Cons	Use Cases
Collection Notices	Mailer has confirmation that the consumer opened an email with the image of a mailpiece.	Potential PII breach. During roll out, information is inconsistent across the country.	Item is misaddressed image would go to wrong person, breaching PII. The physical mailpiece would also be given to the wrong person in this case.
Advertising Mail	Multiple touch points, physical and digital	Lose impulsivity and textual impact of mail	Consumer sees B&W image, so doesn't have any urgency to get to actual mailpiece
Embossed credit card number on outside of envelope.		Potential PII breach. If mailpiece image goes to wrong consumer, privacy issues are a concern.	Embossed credit card in an envelope could be pressed against the roller during mail processing such that the numbers are imprinted on the envelope.



Examples

Example	Pros	Cons	Use Cases
Payroll Checks			
Tax refunds			
Subpoena's			
Red Light Tickets			
Certified Mail	Consumers can see image in advance.		Consumer sees an image of their Certified Mailpiece and they know that they have a signature item to pick up at the post office. Saving them time and adding convenience to their daily tasks.
Certified Mail	Mailer has confirmation that the consumer opened an email with the image of a mailpiece.		Mailer sends a Certified item to a consumer. Consumer doesn't pick up item, however, mailer has documentation that the email was opened.



Examples

Example	Pros	Cons	Use Cases
High Dollar Amount Coupons			
CC Convenience Checks	Consumers could see information in advance and take action Consumer could take immediate action to get them out of their mailbox	Consumer could ignore it	Not necessarily just related to this topic.
Mailings from CC companies with their return address		Fraud, theft	I know that AmExp cards come from XX address and I can hack into people's email and see who has a credit card in their mail today. Can we quantify the risk? Can we mitigate the risk without the showing the return address?

❑ Issue 12.0: Suppression of Images

- Some members felt strongly that the Digital delivery of Mailpiece Images to consumers ought to fundamentally be an Opt-In program for business mailers. Business Mailers who pay postage to the USPS for delivery of that physical piece are paying for that service alone.
- Identified several instances of how image suppression might be used to eliminate risks associated with fraud, particularly PII; concerns related to collection notices or Certified Mail; implications to payroll checks, tax refunds, subpoena's, red light tickets or convenience checks (negotiable blank checks sent by credit card companies)
- Could this be a legal issue since mailers are paying for a physical piece to be delivered and nothing else, a digital image is not what they paid for?

❑ Issue 12.0: Suppression of Images (cont'd)

- Technical solution to suppress would be based on Opt-In vs. Opt-Out (for mailers) so compiling a solution may not be feasible for the group
 - ◆ Example would be that STID could be used like it is for other extra services
- Do we need to worry about a future version where Mailer could not send the MP, but just an image with a hardcopy as just backup in some instances?
 - ◆ This would have to be based on USPS policy where images are not derived by a hardcopy mailpiece
- In an opt-in world, question was raised about what it would be like for the consumer, it was suggested that they would adapt to the # of images in the daily email not matching what is in their physical mailbox

❑ Issue 9.0: Flats Participation

- Carrie provided overview of test model and time period
 - ◆ Flats testing can commence in early February 2016
- Want visibility for all flats, including bundles that aren't broken down and processed on equipment
 - ◆ Discussed using a subtractive scanning process; suggested there would be benefits to coordinate with that program, which is being managed by Himesh Patel.
- USPS is still looking for additional flat mail test candidates

- ❑ Issue 1.0 - Postal Inspection Service - Surveillance Program/Mail Covers
 - Recommendation from original issue statement was that USPIS could consider using images to improve the effectiveness of this program
 - ◆ The USPIS agreed that this might complement the covers program, however, there are no changes in the works
 - Maybe the daily notification email could have some type of action button that would allow a subscriber to report an issue
 - Need to keep USPS Public Relations in the mix so they can respond to any type of media inquiries

❑ Issue 15.0 – Non-Automation Mail

- The current logic of showing images for automated letter mail and then a “statement” for flats seems confusing
 - ◆ Especially when the two together don’t match the number of mailpieces that are delivered in a day
 - ◆ Need to add a clarifying statement on the daily notification email (DNE) that not all images are included and that not all mailpieces may be delivered on the same day as the image
- Could possibly include Mailer information in the future, if taken from the existing files submitted prior to mailing
 - ◆ Need to determine if bundle scans from flats (being tested now) will be included in the DNE’s too
 - ◆ Concern that mailer images not included could result in their mailings getting less attention (EDDM)
- Overall concern with consumers possibly being confused with not getting all images

Subject: FW: Informed Delivery Daily Digest

Attachments:  ATT00001.txt (960 B)

Today's Deliveries

12/21/2015

The information below contains images of the letter-sized mail you'll be receiving today.* Look for opportunities to interact with your mail where mailer provided content is available!

[Go to your Informed Delivery Mailbox](#)



A mailpiece for which we do not currently have an image is included in today's mail.



❑ Issue 10.0 Change of Address Process

- Consider integrating automation for Hold Mail and PFS
 - ◆ Example: equipment could hold out mail for carrier; customer could have ability to pick a piece out and expedite delivery
- Integrate the COA process with USPS.com user profile.
 - ◆ Participants update their address manually at this time
 - ◆ Consider COA list cross-reference in the interim
- Finalize SOP for remaining gap for customers who don't file a change of address
 - ◆ Explore what else can be done to ensure that Informed Delivery participants do not get mail that doesn't belong to them.
 - ◆ Privacy is critical to the credibility of the Informed Delivery program. We need to look at both current privacy policies and near term future privacy policies.

- ❑ Issue 10.0 Change of Address Process (cont'd)
 - USPS should consider including individual names in the matching logic\
 - USPS could assign participants a “.post” address
 - ◆ Example: JaneDoe@US.post as a way to link the email address & the physical address to an individual
 - Provide ‘ID’ participants with a simple sort of ACS notice
 - ◆ Example: we attempted to deliver mail but couldn’t for this reason; “We think you moved and didn’t file a COA”
 - Consider a solution at the carrier level
 - ◆ The carrier is aware for example, that after a certain number of days, that the mail has not been collected
 - ◆ Ultimately the mail either follows the resident or it gets returned to the sender – based on the carrier action

- ❑ Issue 14.0: Integration with PostalOne!
 - Long term solution is currently being devised
 - ◆ Will support Mailer campaigns for interactive content
 - ◆ Plan is for API feed between PostalOne! and Informed Delivery™
 - Need to be cognizant of a solution that works for all in the supply chain (mailer, MSP, creative/design, presort bureau, etc.)
 - Need ability to apply campaigns by IMb, not just MID
 - ◆ Applying by MID only creates issues with data sharing for ACS, IMb tracing, and secure destruction
 - Need to engage PostalOne! USPS team to flesh out process flows for all possible scenarios
 - ◆ Who creates mail, who prints mail, who barcodes mail, who submits mail, who submits mail.dat file, whose MID is used, how API data gets back to the mailer, etc.
 - ◆ Consider existing solution and Opt-Out/Opt-In impacts

- ❑ Issue 14.0: Integration with PostalOne! (cont'd)
 - Work with NAPM on issues and flows
 - Work with PostalOne! on issues and flows
 - ◆ USPS, Idealliance, etc.
 - Present to smaller subset of WG and then full WG

- ❑ Work on this issue will result in Workgroup Extension
 - Proposing 2 additional months – to end of May 2016

❑ Subgroup Work Product Review

● Section 2 – Feedback Loop – Short Term

- ◆ Group reviewed subgroup work product in relation to Pre and Post Campaign data sharing
- ◆ Reviewed proposed file formats and content
 - No additional recommendations made
- ◆ Talked about proposed Customer Key that would allow for sharing of data without identification of enrolled users

● Section 3 – Feedback Loop – Long Term

- ◆ Reviewed additional elements proposed for long term solution
 - No additional recommendations made
- ◆ Discussed overall concept of how campaign would be activated and the data elements required
 - Acknowledged outstanding issue of how Presort Bureaus would be able to support Mailer participation in campaigns
 - Resolved outstanding issue of ensuring that campaigns do not adversely impact ability for IMb tracing, ACS or secure destruction

❑ Subgroup Work Product Review

● Section 4 – Response Rates

◆ Sections 4.1 – 4.3 (2/26/16)

- Larger workgroup is in general agreement with the subgroup work product
 - ❖ Agree that demographics is important
 - ❖ Understands that data may not be statistically valid, however, shows an early compelling story and is transparent
- No documented changes or updates
- Need more mailers to participate in test to get more data!

◆ Section 4.4 (3/4/16)

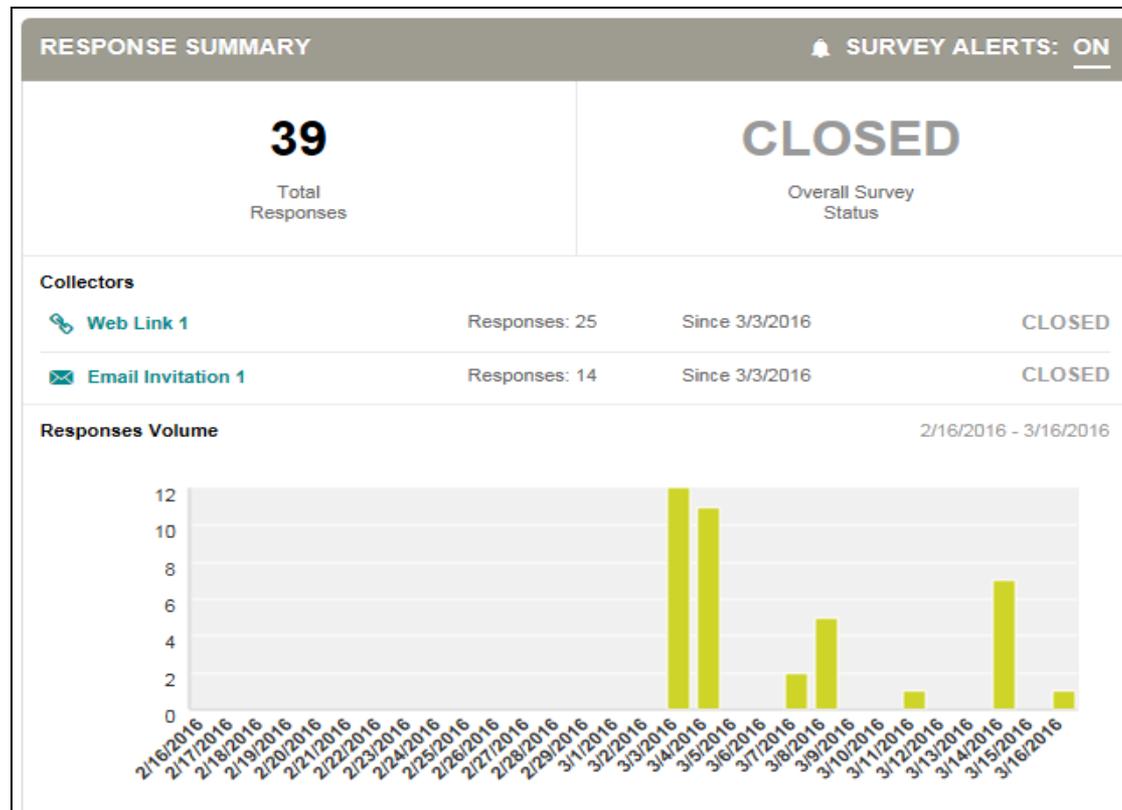
- Agreed that position with email could have an impact
- No additional documented changes or updates
- Discussed overall concept of USPS providing digital interactivity
 - ❖ Acknowledged and documented concerns about unfair competition, negative impact on future mail volumes, and postage prices

- ❑ Subgroup Work Product Review
 - Section 4 – Response Rates
 - ◆ Sections 4.5 – 4.6 (03/11/16)
 - Reviewed proposed high level test plans and sample data sharing file format
 - No additional documented changes or updates to subgroup work product



Suppression Survey Update

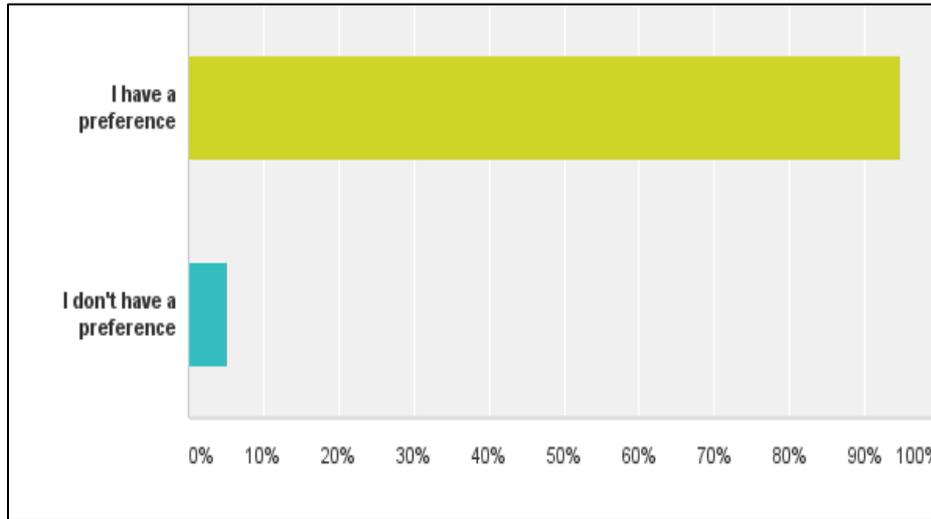
- ❑ Image Suppression Survey closed yesterday – 3/17
 - 39 responses





Suppression Survey Update

Results



Q1: Currently, Informed Delivery is set up to include images of the front/address side of all letter-sized mail pieces that are destined to the address of an enrolled consumer. Please indicate below whether or not you have a preference for a long term solution related to the display or suppression of images. Note that no cost implications have been identified at this time.

Answer Choices	Responses
I have a preference	94.87% 37
I don't have a preference	5.13% 2
Total	39

Answered: 39
Skipped: 0



Suppression Survey Update

Base Results from Survey Monkey

	1	2	3	Total	Score
I think that Mailers should be given the choice to Opt-Out of having their mail piece images included in daily notifications.	39.39% 13	51.52% 17	9.09% 3	33	2.30
I think that all images should only be shown if Mailers Opt-In to having them displayed in daily notifications.	42.42% 14	39.39% 13	18.18% 6	33	2.24
I think that all mail piece images should be shown to consumers - as programmed today.	18.18% 6	9.09% 3	72.73% 24	33	1.45

Q2: Please rank the following statements in terms of importance to you. The highest ranked statement (i.e a "1") means you agree most with this statement.

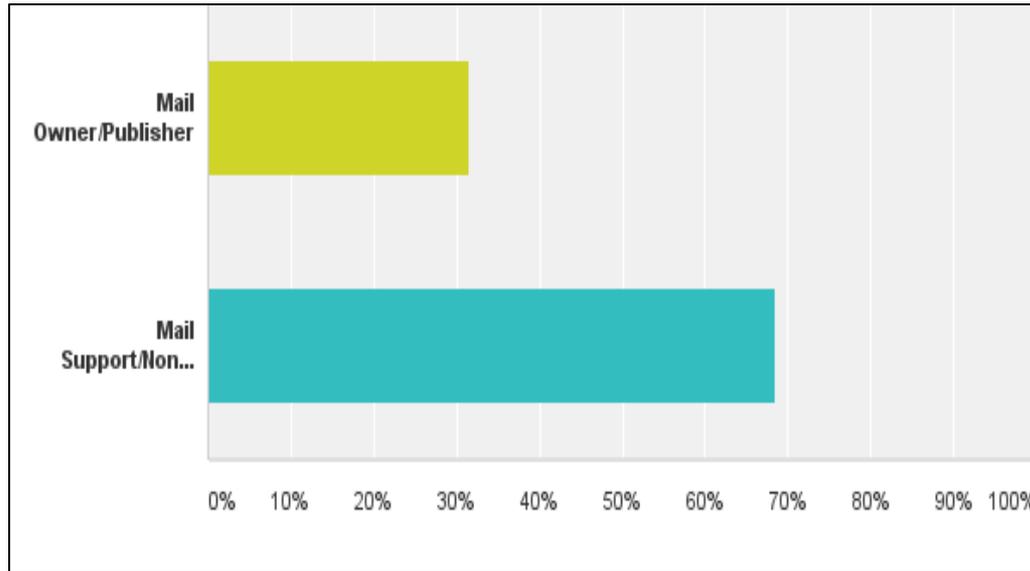
Results based on Total WG Universe

RANK THE FOLLOWING STATEMENTS	Total Responses	% To Total
I think that Mailers should be given the choice to Opt-Out of having their mail piece images included in daily notifications.	13	22.03%
I think that all images should only be shown if Mailers Opt-In to having them displayed in daily notifications.	14	23.73%
I think that all mail piece images should be shown to consumers - as programmed today.	6	10.17%
Did Not Answer/Provide a Ranking	6	10.17%
Did Not Respond to Survey	20	33.90%
Total WG Members Sent Survey	59	

Answered: 33
Skipped: 6



Suppression Survey Update



Q3: Please indicate your participation role in WG 174

Answer Choices	Responses
Mail Owner/Publisher	31.43% 11
Mail Support/Non Mail Owner	68.57% 24
Total	35

Answered: 35
Skipped: 4



Commingled Mail Flows

- ❑ Proposed flows were reviewed week of 3/18
 - No additional comments or changes from WG members



Commingled Mail Flows

Informed Delivery™ - Mailer Campaign Flows – w/PostalOne! Integration – DRAFT – V6_031616

Note: The LH column represents all possible participants in the Supply Chain. In some cases, a single entity would provide multiple service (such as someone providing both Printer and Presort Bureau services, etc.)

