UNITED STATES POSTAL SERVICE ®

Real Mail Notification

Program Overview

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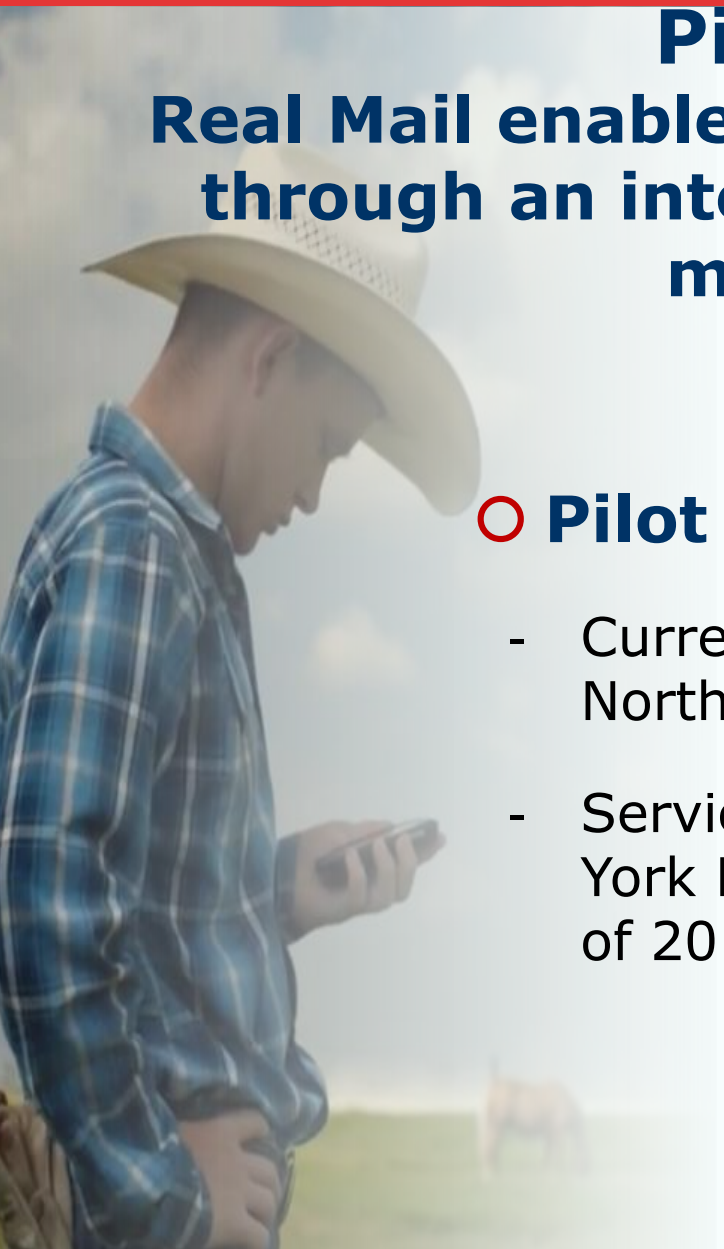
Pilot Overview

Real Mail enables mailers to engage consumers through an integrated direct mail and digital marketing channel



- **Pilot**
  - Currently being piloted in Northern Virginia
  - Service will expand to New York Metro Area in the fall of 2015.

Real Mail - Mailer Benefits

- **Generate multiple impressions from a single channel**

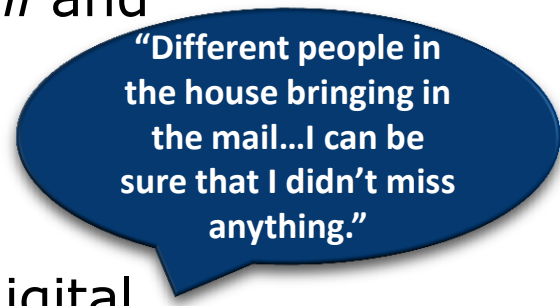
  Recipients view mail pieces both via *Real Mail* and physical delivery

- **Make mail more interactive**

  Engage users and drive site traffic through digital content (e.g., link, video)

- **Reach your target whenever, wherever**

  Connect with customers via their mobile devices 24x7, even as they travel



Real Mail – Consumer Receiver

- **Consumers can interact with image of the mail piece**

  The image of the physical mail piece can be accompanied by digital interactive content

- **Access to the mailbox is available even when travelling**

  Subscribers can review the contents of the mailbox even when not at home

- **The entire household can have a quick view of mail**

  All members of a household can see what's arriving so they don't miss anything intended for them

Real Mail – Northern Virginia Pilot

- *Real Mail Images delivered daily before 9 am ET*
- *~4,400 active recipients*

- *ZIP Codes: 201, 220-223, 226-227*
- Images are static except when active response testing is happening.
- Tested 3 scenarios

  Mail piece only.

  Mail piece with static scanned image.

  Mail piece with interactive scanned image.

Real Mail Notification Results

"...this service is absolutely brilliant.... I didn't know I needed this..."

6%
RESPONSE
Direct Mail

1.3X
RESPONSE INCREASE
Direct Mail + Email

1.4X
RESPONSE INCREASE
Direct Mail + Email + Web

> 2.0 X
RESPONSE INCREASE
Direct Mail + Real Mail

Consumers like Real Mail Notification

93% check their alerts every day/ whenever they arrive

How often do you check and view your Real Mail Notification alerts?

Every Day	89%
Whenever they arrive	4%
2-4 times per week	5%
Once per week	0.4%
Rarely or never	0.3%
Other	0.8%

92% are likely to continue using Real Mail

Will you want to continue to receive Real Mail Notification if it becomes an official USPS service?

Very likely	80%
Likely	12%
Moderately likely	5%
Slightly likely	1%
Unlikely	1%

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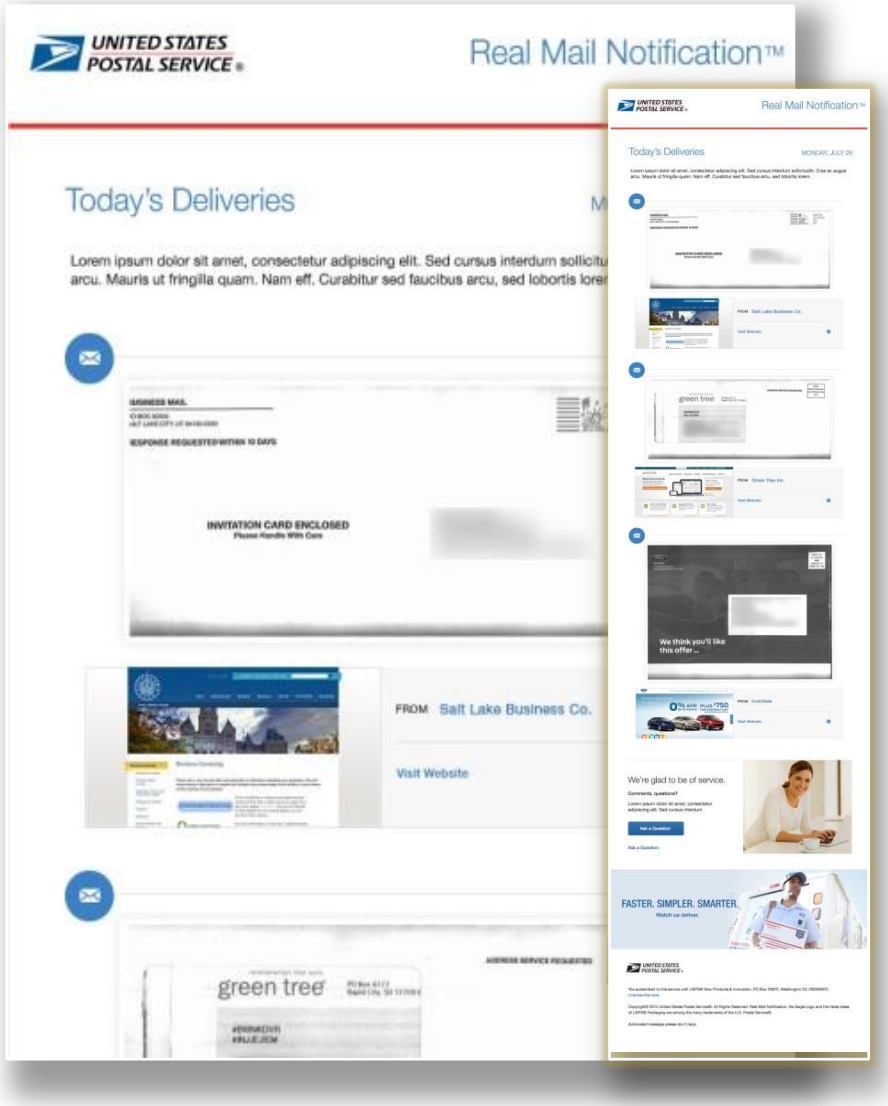
Real Mail – NYC Pilot: First Phase

- Recruiting in progress for recipients.
- ZIP Codes: 066, 069, 110-119
- Capability for supplemental, linked content will be available.
- Data will be provided to mailers describing open rates and click-through.
- Capabilities will be extended to Northern Virginia.



Participation in Metro NY Pilot

- Mailer willing to send at least one letter-sized test mailing in NYC November – February
- Test mailing to be sent to USPS provided list of Real Mail Users
- Mailing must be designed to drive traffic to a website so response rates can be tracked
- Mailers must allow USPS to use information on response rates in white papers and promotional materials. Business sensitive information will be obfuscated.
- Mailers must be willing to work closely with USPS throughout the process

"I am 96 years of age and having this info early in the day means a lot to me."

How to Participate?

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