



# Informed Delivery

Through Informed Delivery integration, add an additional touchpoint and full color clickable ad through the USPS's daily mail preview sent via email giving direct mail recipients a simple way to respond and convert. Receive a list of who on the mailing list received the email, opened it, and clicked on the ad to show campaign attribution.



## Reach Engaged Consumers

Tap into an engaged user base that delivers astronomical email open rates for an omnichannel presence. Increase interaction with engaged users, encourage faster responses to campaigns, reach customers digitally from their physical address, and gain more returns on campaigns. Offers, interactive content, and a clear call-to-action help increase consumer response.



## Trackability

This physical-to-digital pathway enhances customer engagement and allows for trackable interactions. Informed Delivery allows marketers to track user impressions, engagements, explore insights, and increase interactions with their brand by increasing response and, ultimately, profitability.