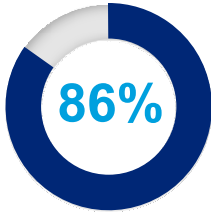
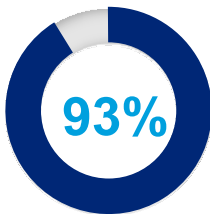


SATISFACTION & ENGAGEMENT



are **satisfied or very satisfied** with Informed Delivery.



would **recommend** Informed Delivery to friends, family, or colleagues.

INFORMED DELIVERY BEHAVIORS

How Users are Viewing their Notifications



Daily Digest Email



10%

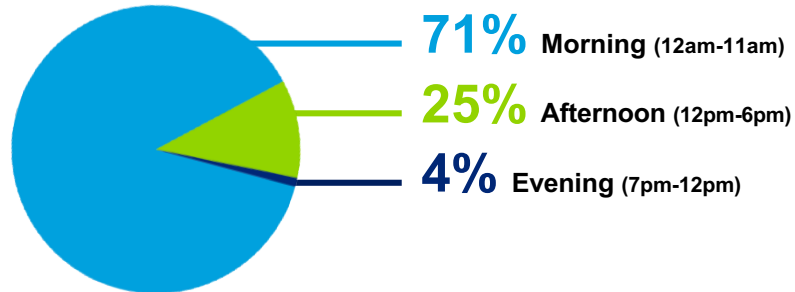
Informed Delivery Mobile App



12%

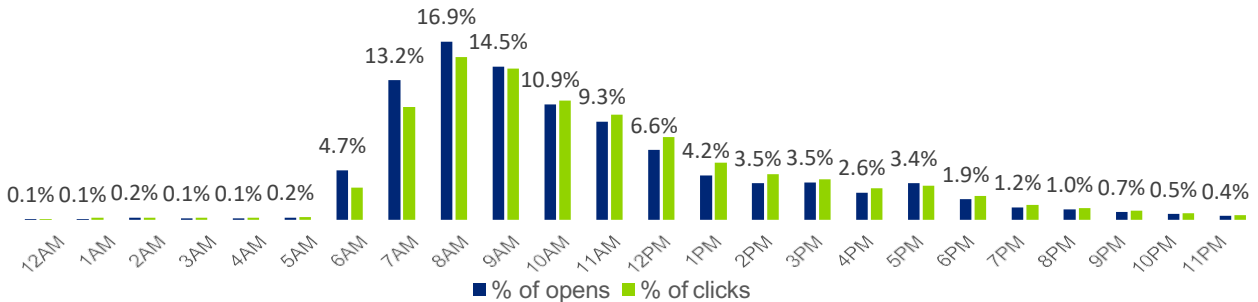
Informed Delivery Dashboard

Time of Day to View Notifications



ENGAGEMENT

Informed Delivery Daily Digest Opens & Clicks by Time of Day



VALUE

"I'm in a **very rural area** and my mailbox is a mile and a half away, with informed delivery I know **what's supposed to be in my mailbox** when I drive to pick it up"

"We have a **problem with theft** in building so this helps me to get **packages right away**"



Respondents value being able to anticipate, track, and act on incoming mail sooner.

"My son had gone to bootcamp for USMC and I **wanted to know** when a letter was coming."

"I'm disabled and it's difficult to get my mail sometimes, I **need to know** when it's **important** to pick up my mail"

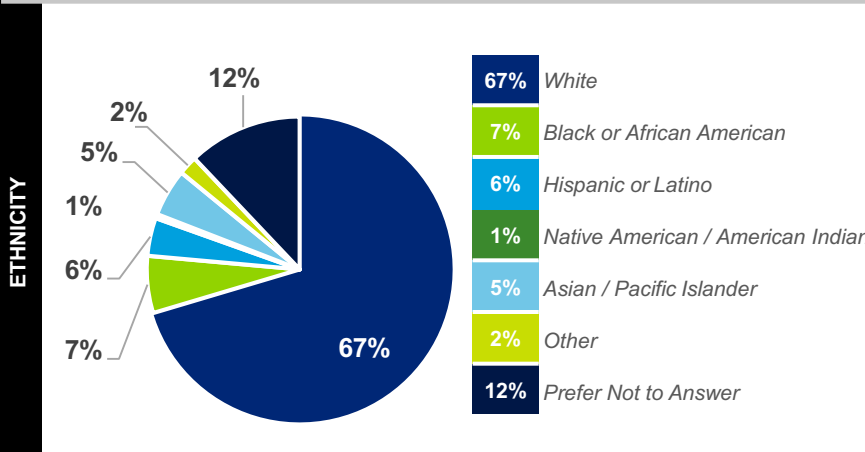
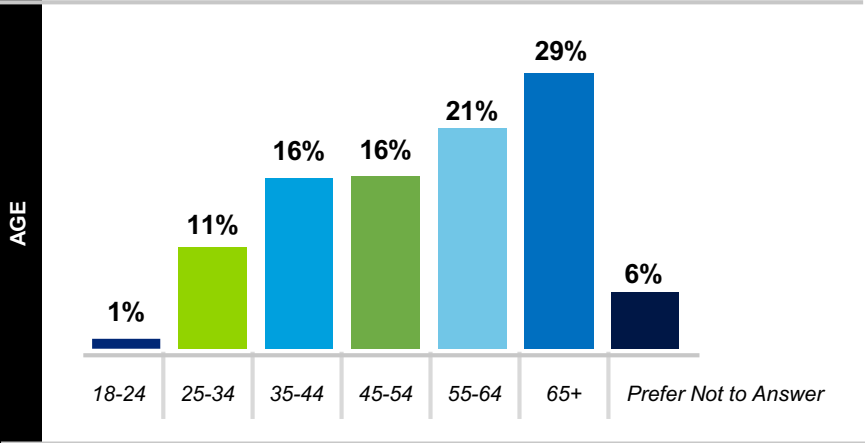
"If I see a **check is coming**, I can wait for the mail so I can **get it to the bank the same day.**"

Reasons for Using Informed Delivery

76% Know what mail is arriving as soon as possible

67% Make sure I don't miss anything important and be more aware of my mail and packages

65% Know what packages are arriving as soon as possible



GENERAL BEHAVIORS

