

Ask the USPS: Live Q&A

Direct Marketing Day @ Your Desk Virtual Conference & Expo
Live Session
March 12, 2015

A Special Thank You To:



Your Partner in Data Quality



Today's Speaker



Betty Su

Executive Director, Brand Marketing
USPS

Moderator



Heather Fletcher

Senior Content Editor
Target Marketing



Ask the USPS: Live

Betty Su, Executive Director, Brand Marketing, USPS

Why should we consider Direct Mail as part of an overall marketing mix?



It's popular.

98% of consumers bring their mail in the day it is delivered, with 72% bringing it in at the first opportunity

It's effective. 76% of consumers look at or read their Direct Mail, and 55% read catalogs they receive in the mail.



Consumers receiving a catalog are **twice** as likely to make a purchase at a retailer's website



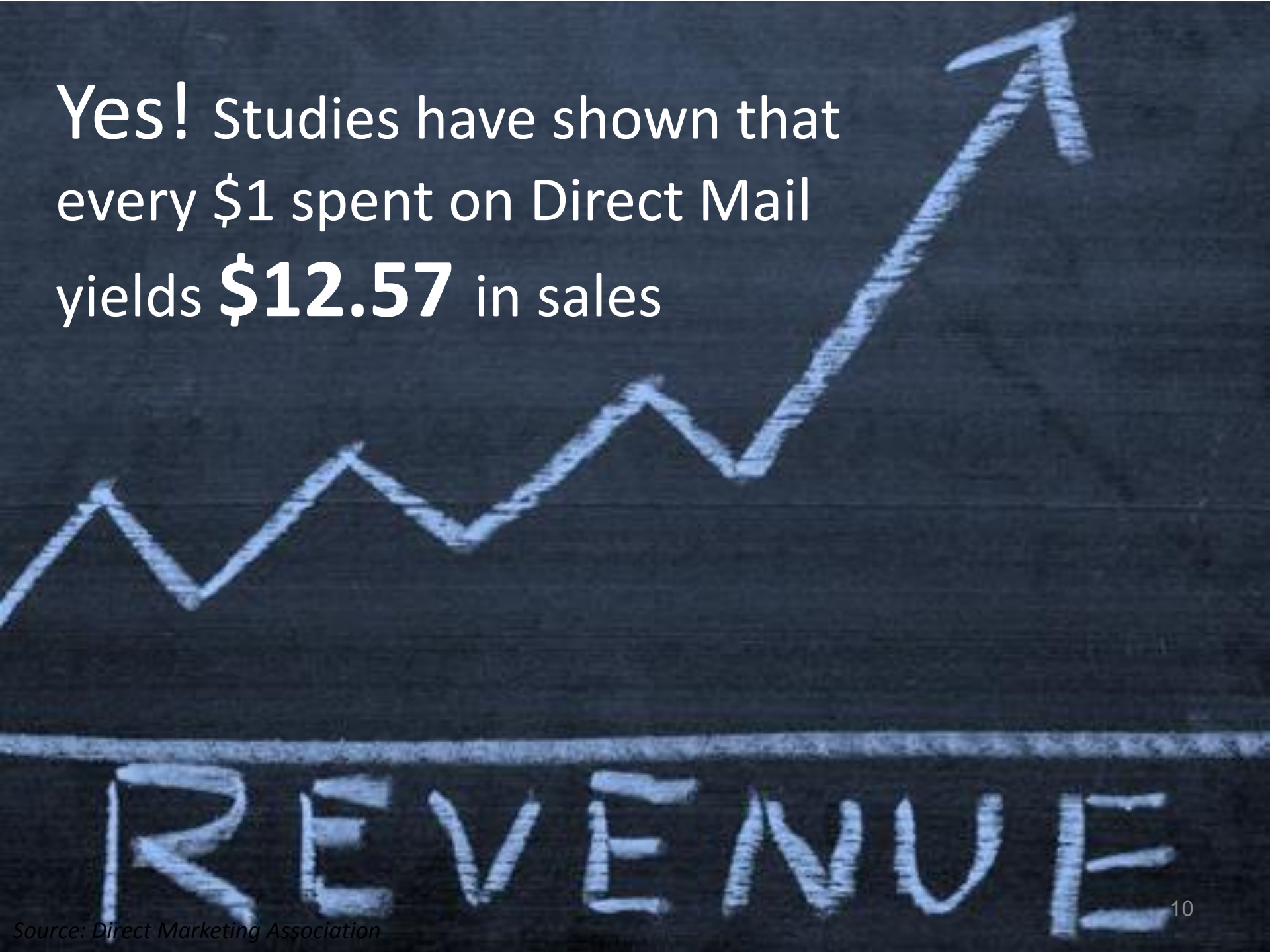


It's focused.

Delivers a targeted message to a selected audience, so you can focus on the people who are most likely to respond

Can Direct Mail really get the message delivered to “the” target audience?

Yes! Studies have shown that
every \$1 spent on Direct Mail
yields **\$12.57** in sales



Maximizing results.

Tips for generating the best ROI.



Be Selective



Know Your
Audience



Personalize

How is direct mail holding up
in the digital age?

While marketing channels have evolved over the decades so has **DIRECT MAIL.**

1984

AMERICA'S HIGHEST MILEAGE 6-PASSENGER CARS.



**PLYMOUTH RELIANT-K
WITH FRONT-WHEEL-DRIVE.**

41 25
EST. HWY EPA EST. MPG

FRONT-WHEEL-DRIVE AND HIGH MILEAGE.

The Plymouth Reliant has the highest mileage rating of any six-passenger car in America. 41* estimated highway (25) EPA-estimated MPG. Plymouth's advanced front-wheel-drive technology provides more effective engine power, and reduces weight by eliminating heavy drive shaft parts.

*Passenger Wagon: 40 est. hwy, 23 EPA est. MPG. Use EPA est. MPG for comparison. Your mileage may vary depending on speed, weather conditions and trip length. Actual highway mileage will probably be less. California estimates lower.

FRONT-WHEEL-DRIVE AND SIX-PASSENGER ROOM.

Reliant's engine and transmission are mounted sideways over the front wheels along with the rest of the powertrain. This leaves room for a passenger compartment that comfortably seats six. It also gives Reliant far better traction than that of conventional cars because all of the engine and transaxle weight is over the drive wheels.

FRONT-WHEEL-DRIVE AND QUALITY.

Reliant is built in America's most advanced assembly plant. Over 9,000 quality inspections are performed

Today



ALL THE FIT, FUNCTION & FASHION
YOU EXPECT FROM THE WORLD
LEADER IN BRAS, NOW IN SPORT.

VICTORIA'S SECRET

Victoria's Secret Makes a Connection

Utilizing Augmented Reality
with their Print Catalog to Drive Interaction and Sales.

CATALOGUE + MOBILE =
MORE TO LOVE

SIMPLY DOWNLOAD THE VS SMARTPHONE
APP & SCAN TO SEE MORE PHOTOS & SHOP
RIGHT FROM YOUR MOBILE DEVICE.



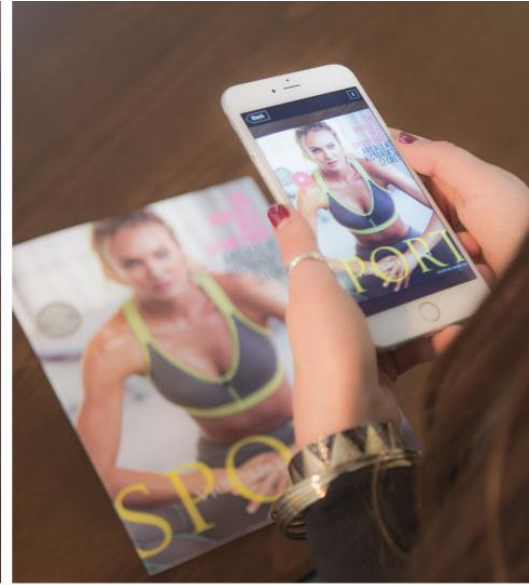
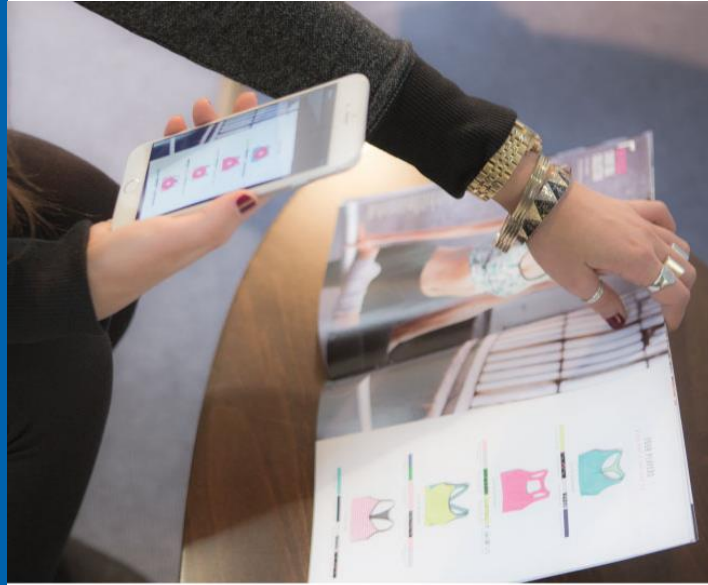
1 SCAN
a catalogue
cover

2 POINT
scanner at
any image

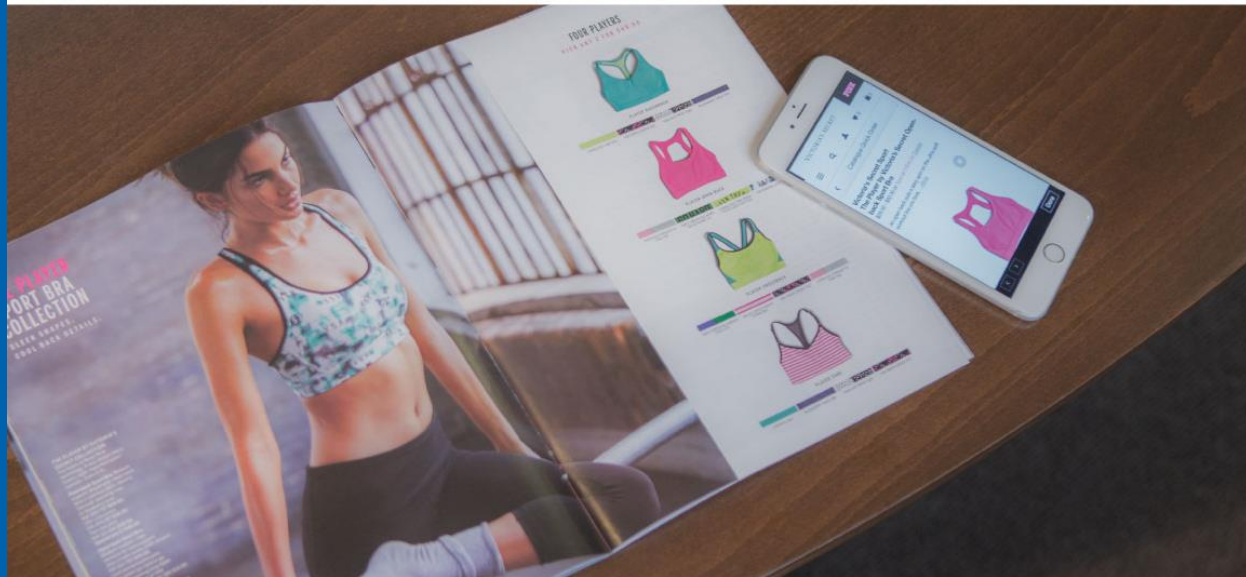
3 TAP
button to shop
or view content



Augmented reality can dramatically enhance users' ability to interact with print mail they receive.



Here, the user can shop in a customized, fun, and interactive way from the comfort of her couch.





Google

Google Shares the Power of Adwords

With an interactive learning tool
that spans the physical and digital realms –
delivered in the form of a mailed box.

95%

experienced Adwords
and opened the box.

51%

Went online and took
the survey. 10x the
normal response rate.

ROI of

9000%

90x the investment in
the campaign.



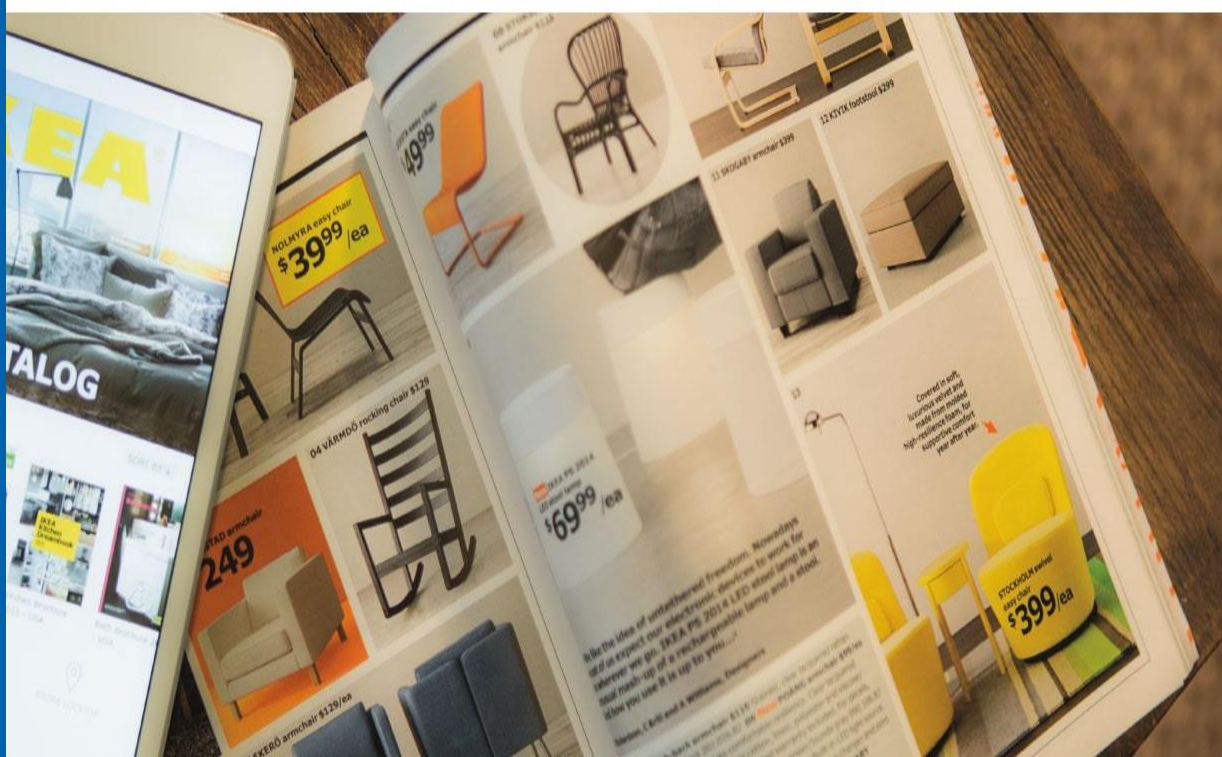
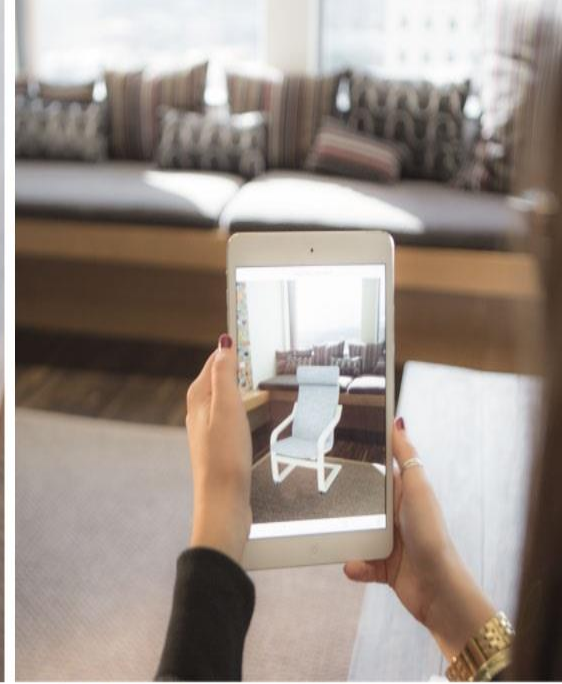


Ikea Helps Customers Reimagine Their Homes

Using fun, digital interaction
that brings their print catalog to life

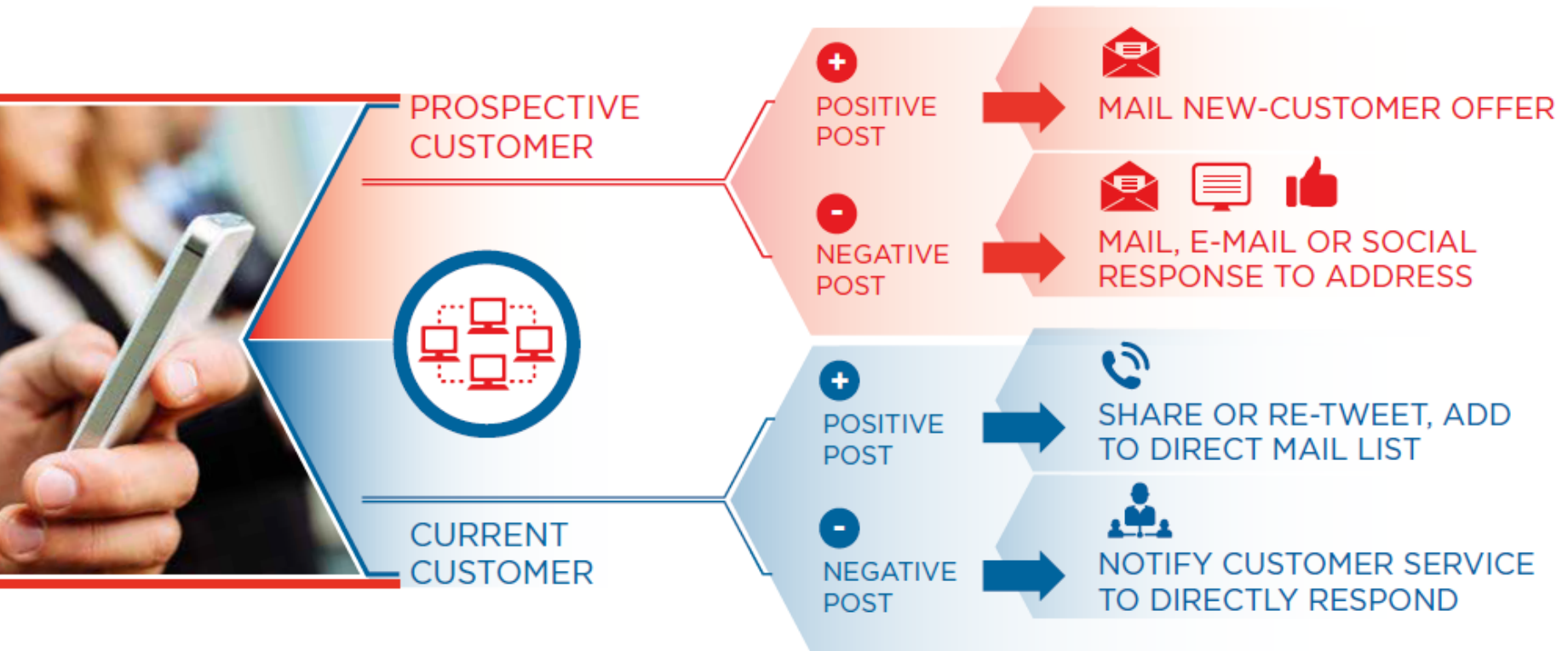
Using an innovative augmented reality app, users can scan an Ikea print catalogs to get a little help visualizing new furniture in the room of their choice.

It's the ultimate personalized shopping tool, showing customers exactly how Ikea can enhance their homes.



Using Social Media Technology

to trigger either a digital or Direct Mail response to customers



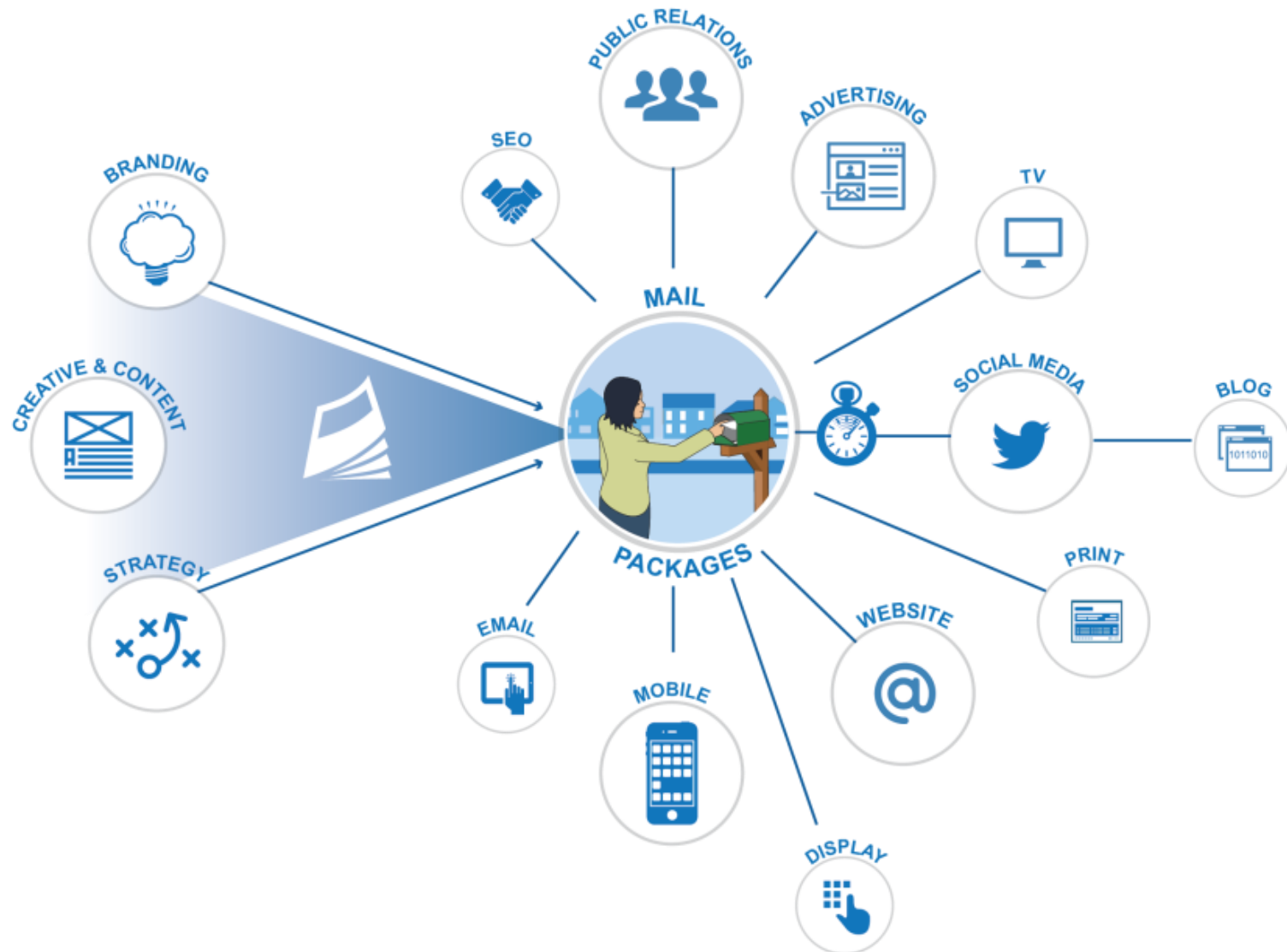
A woman with long brown hair, wearing a dark blue t-shirt and jeans, is leaning forward and smiling while looking at a smartphone. She is standing next to a black mailbox mounted on a white brick wall. The mailbox has a decorative black post with a pointed top. The entire image is overlaid with a semi-transparent blue filter.

**Today, mail and technology
make a major impact together.**

And the integration potential is still evolving.

How do you see direct mail fitting into integrated marketing campaigns?

Direct Mail can be the lynchpin for integrated marketing campaigns



USPS practices what it preaches

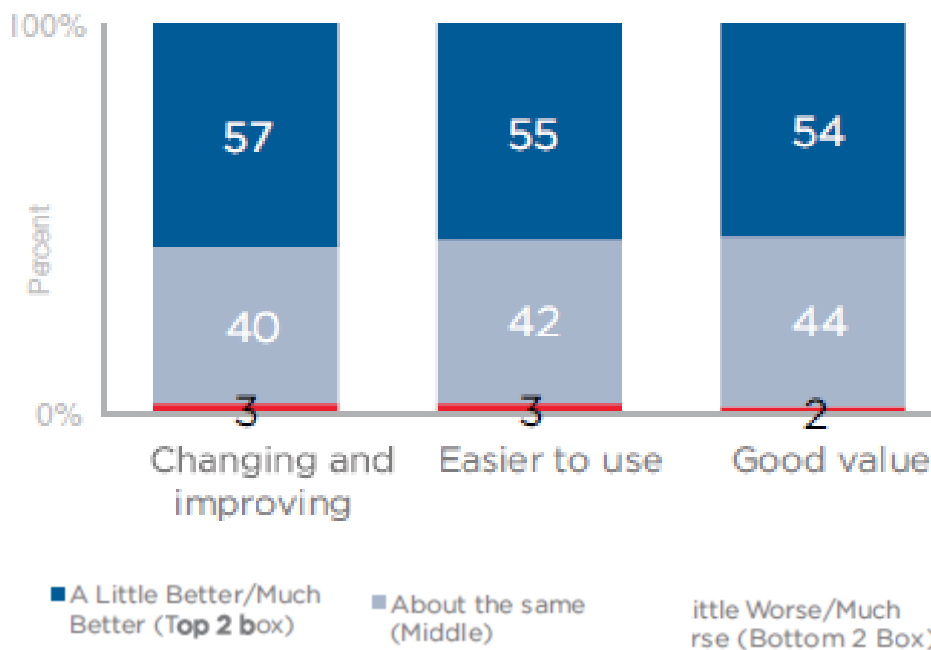
Mailed its Holiday Playbook to approximately 129 million households as part of its integrated 2014 holiday campaign



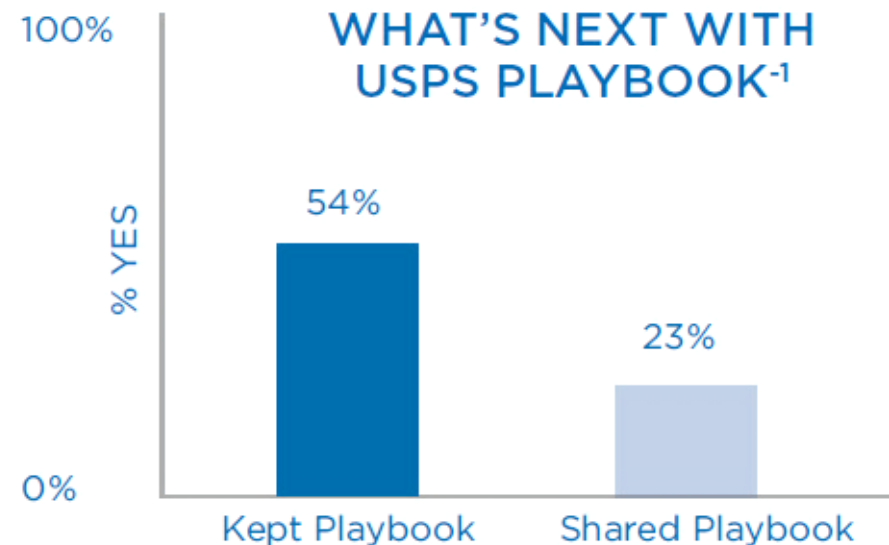
USPS Holiday DM Results

15% of the population surveyed, recall receiving the Playbook.
Average response rate according to DMA is 3.4%.

Positive effect on USPS brand



Used as a resource guide



USPS Holiday Microsites

Mobile Optimized landing pages for digital interaction with USPS Holiday Playbook

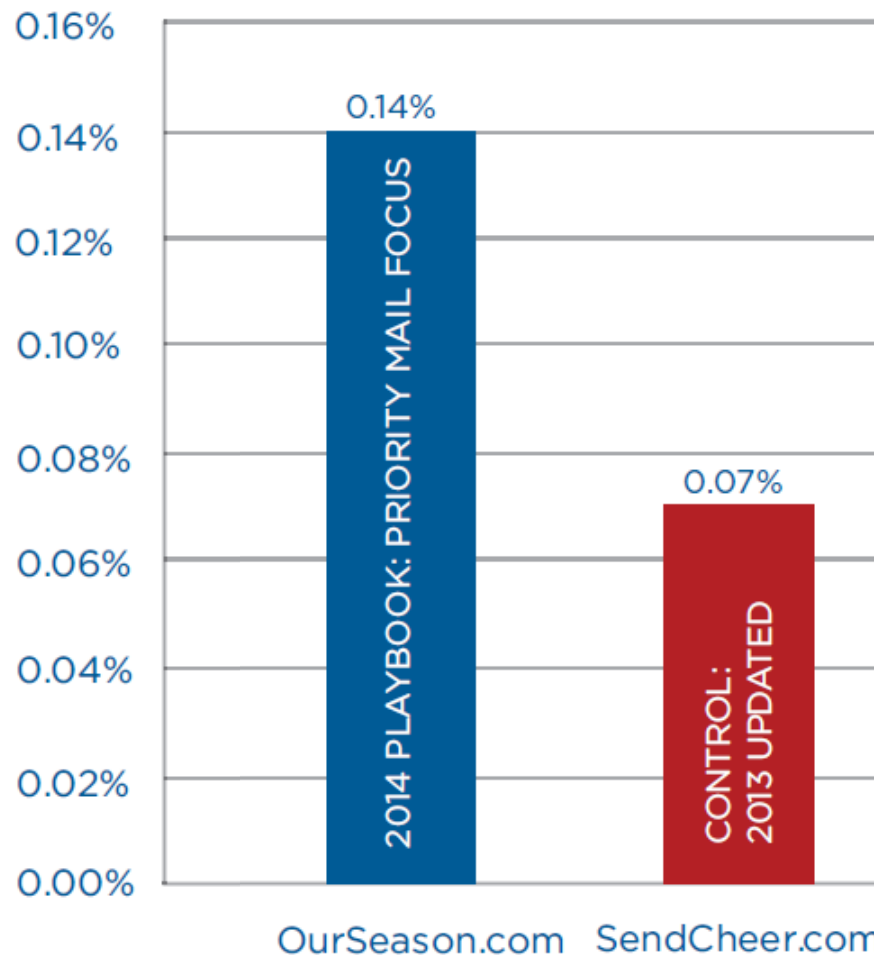


USPS Holiday DM Results

Holiday microsite visits; Outperformed control by nearly double

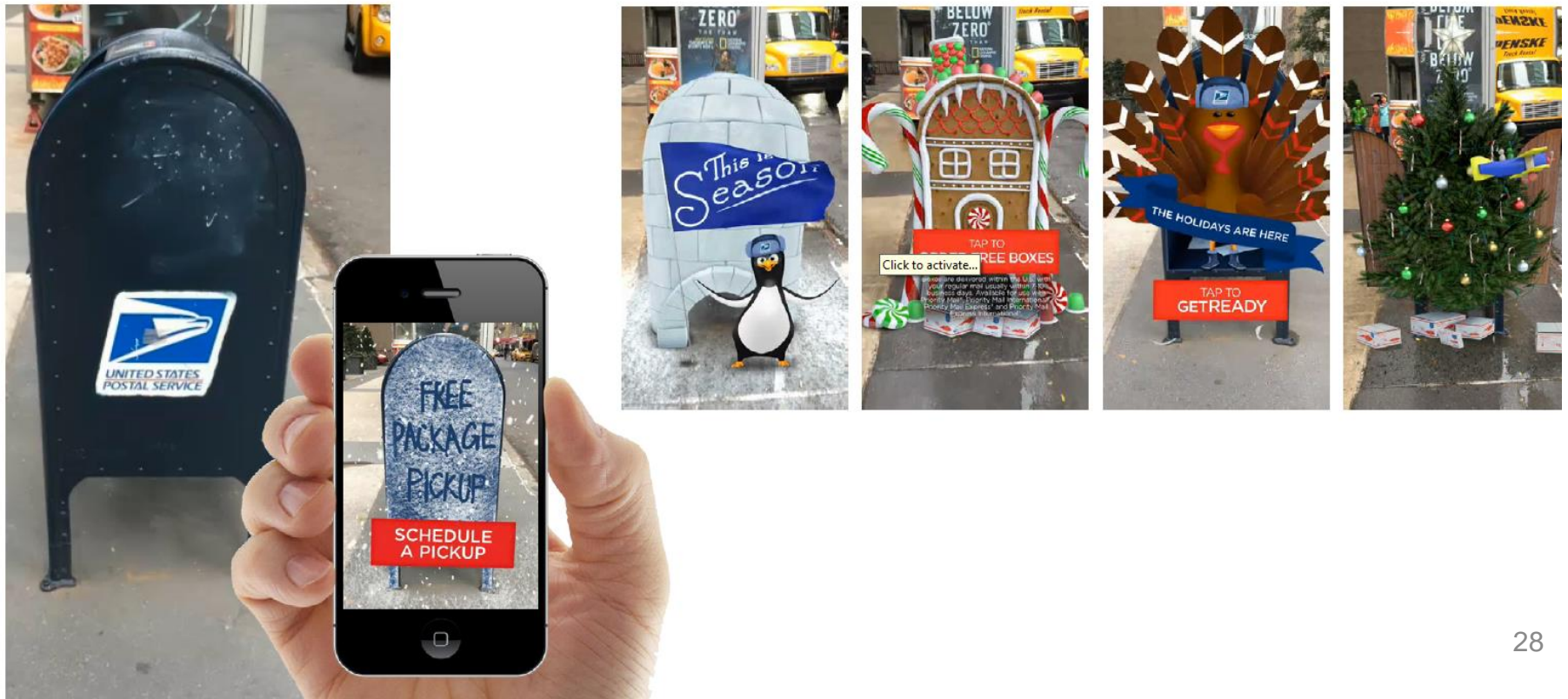
DM HOLIDAY URL
VISITORS: 181,162

% Number of visitors /
DMs Dropped



Utilized Augmented Reality

Trigger from Direct Mail and iconic blue boxes



USPS Holiday DM Results

Augmented reality drove digital interaction

	Recall	Used the Feature	
Scheduling a free pickup of packages for shipping	64	20	
Buying Rudolph Holiday Stamps	64	21	
Ordering free Priority Mail boxes for shipping needs	61	18	
Tracking packages	62	37	One-third used the USPS AR app
Shipping items through Priority Mail Express	61	30	

How has E-commerce affected the U.S. Mail?

It has reinvigorated Direct Mail.

78% of consumers react to direct mail immediately

44% visit a brand's website when receiving mail

**Nearly
1 in 3** of consumers have a retailer's catalog handy
when making an online purchase

58% of online shoppers browse catalogs for ideas

52% of companies have incorporated quick
response (QR) codes in catalogs or direct mail

Mail is driving online traffic.

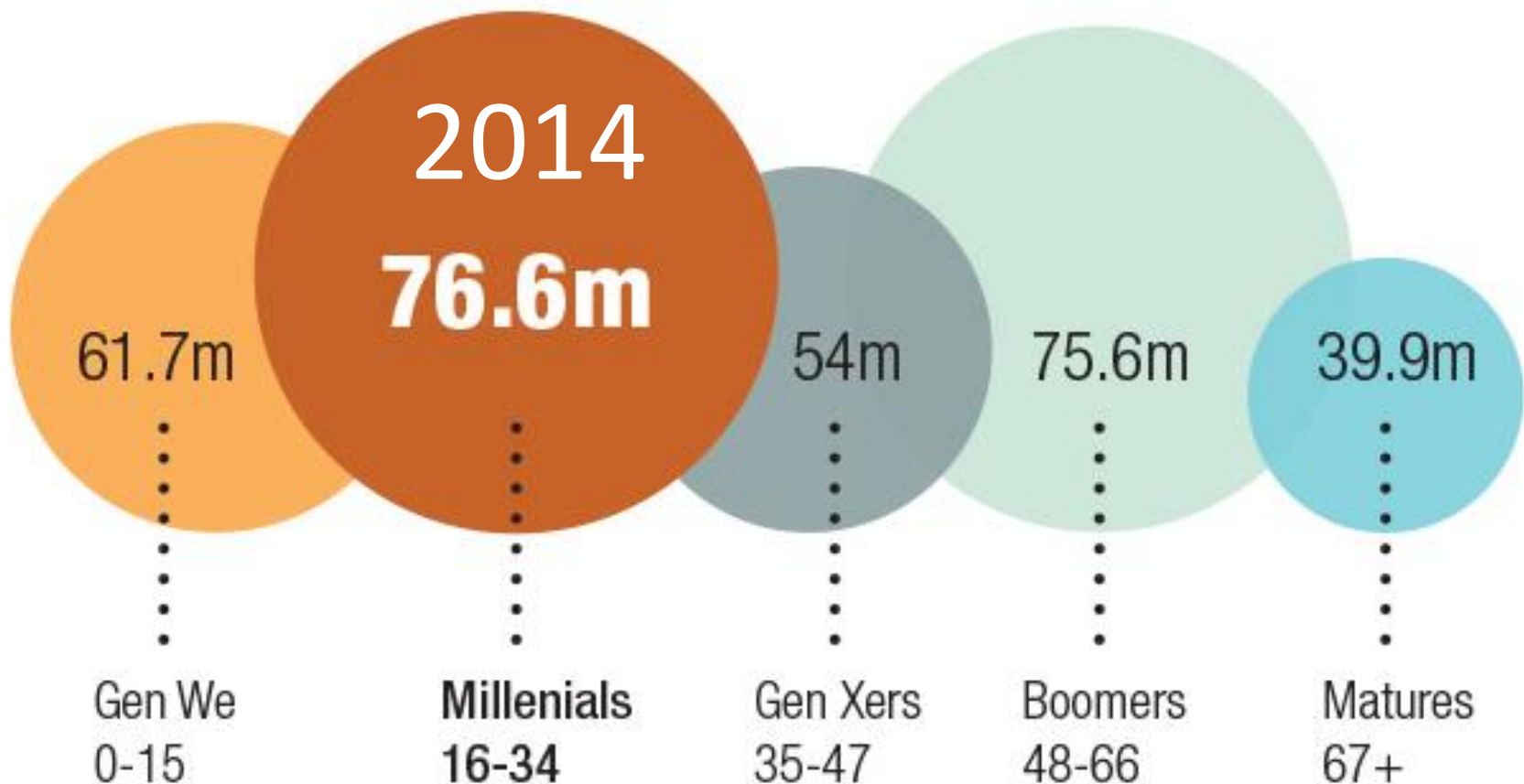
QR codes, augmented reality, PURLS, and intelligent print imaging have closed the gap between the physical and digital space.



What consumer group will be a
“sweet spot” for direct mail in the future?

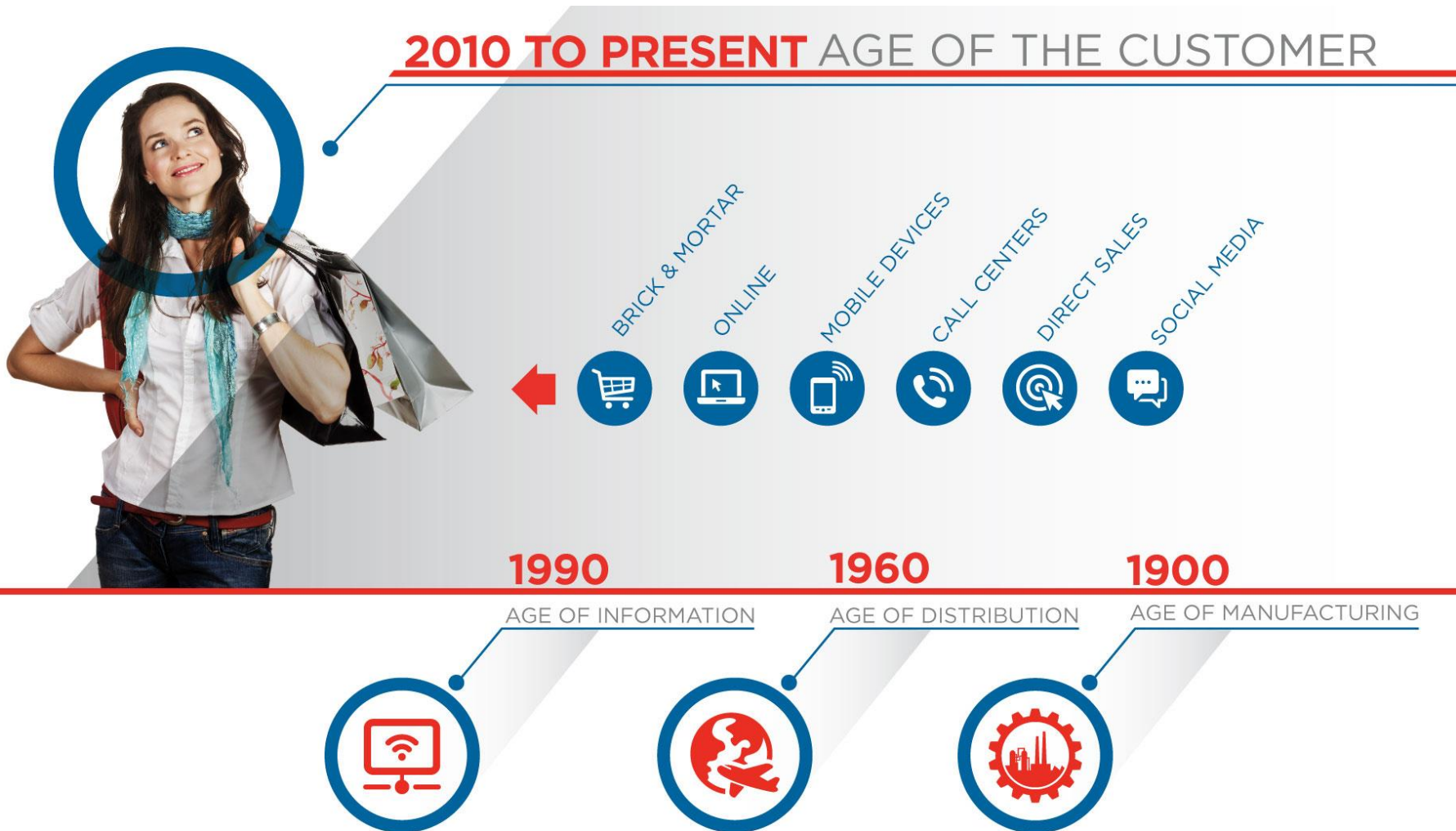
Millennials

By 2030 will outnumber BOOMERS by 22 Million



Millennials

Age of the Connected Customer



Growing up in the digital age,
do millennials care about mail?

Millennials

75% find mail they receive as valuable



Millennials

92% influenced by direct mail to make purchase decisions,
only 78% by email



Millennials

Preference for receiving sales promotions:

90% prefer by postal delivery

70% prefer via email/other digital delivery



What Is Every Door Direct Mail?

17.5¢

★ COULD IT DELIVER A NEW CLIENT? ★



It can if you know where to look. **Every Door Direct Mail-Retail*** service from USPS® is an efficient and affordable way to reach the potential clients who matter most. For as low as 17.5¢ per piece. Our **free online mapping tool** helps you select mailing routes, plus lets you narrow the selection by household age range, income and average household size.* It even displays the total postage cost per route, so you can be sure your marketing dollars work harder. **That adds up.**

To learn more and get your
FREE EVERY DOOR DIRECT MAIL-RETAIL* ADVERTISING KIT†,
fill out the reply card or go to usps.com/everydoor.



Try our **FREE**
online mapping tool.



**UNITED STATES
POSTAL SERVICE**

Every Door Direct Mail®

is an efficient and affordable
way to pinpoint and reach the
potential clients for as low as
17.5¢ per piece.

EDDM: Free online mapping tool

- helps you select mailing routes
- filter by household, age range, income
- Displays postage cost per route



1 ENTER YOUR BUSINESS ADDRESS

2 SELECT POSTAL ROUTES BASED ON SPECIFIC DEMOGRAPHICS

3 HONE IN ON YOUR POTENTIAL CUSTOMERS

TRY THE **FREE ONLINE MAPPING TOOL**.
GO TO usps.com/tryeddm

Light 2013, Among Businesses with Under 20 Employees.
U.S. Census.

Every Door Direct Mail.

No fuss. No lists, names, or permits required. Full area saturation.



Can you expand on the whole idea of the Intelligent Mail Barcode (I.M.B.) and the value it can bring to a marketer?



IMb is driving innovation
at USPS. Opening up new
possibilities. Utilizing data
to personalize an end-to-end
**customer
experience.**

Full Service IMb saves money, drives better ROI

- Access to lowest possible rates and mailing incentives
- Track when payments are sent
- Eliminates permit fees; Use of One Permit Across All Mailing Locations (“Mail Anywhere”)
- Improved ROI on Mailings



Full Service IMb strengthens mail as a marketing channel

- Coordinate cross-channel marketing, know exact in-home dates
- End-to-end tracking and visibility
- Improved response rates and performance measurement
- Quickly respond to customer inquiries with accurate status



OTHER QUESTIONS?

Question & Answer Session

If you haven't done so already,
please take this time to submit
questions to our speakers using the
“Ask a Question” box on your console.

Thank You

Thank you for taking the time to attend this session today!

Want to discuss this presentation with fellow attendees?

Head to the Networking Lounge to chat with peers!

Remember to check out the other great sessions on our show agenda!

