

# **INFORMED DELIVERY<sup>®</sup>**

## **YEAR IN REVIEW**

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**April 2025 – March 2026**

**Informed Delivery by USPS**

Published Quarterly | Updated April 2026



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Reach Millions of Users

Reach Engaged Users

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# EXECUTIVE SUMMARY

The Informed Delivery feature continues to provide value for brands by offering an additional touchpoint to re-engage customers, expand reach, and boost engagement.



## CONTINUED GROWTH

*The Informed Delivery user base has grown to 78.7M active users (+6.8% YoY).<sup>1</sup>*



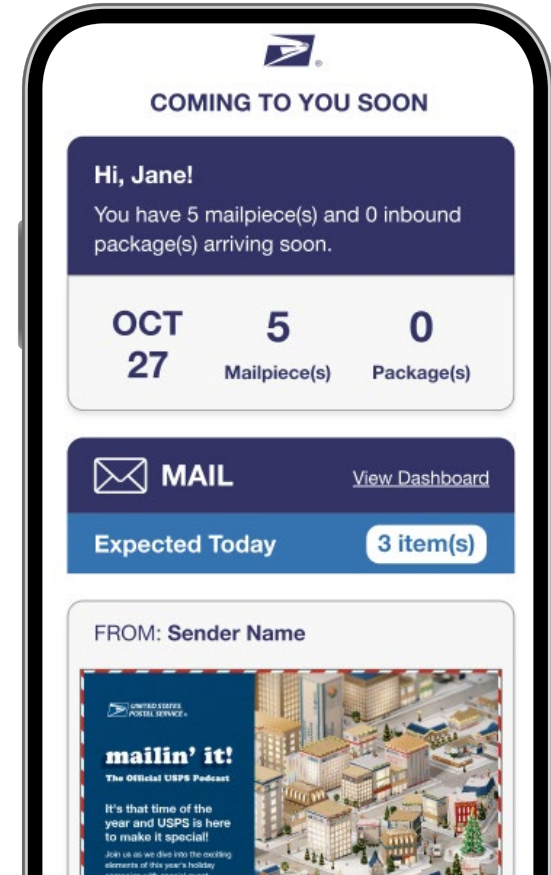
## STRONG EMAIL OPEN RATE

*Email open rate for Daily Digest emails has outpaced the industry average at above 62.1%.<sup>1</sup>*



## VALUABLE IMPRESSIONS

*Informed Delivery campaigns have generated over 10.6B impressions<sup>2</sup>, creating an opportunity for brands to expand their reach.*



<sup>1</sup>Internal data as of March 31, 2026

<sup>2</sup>Internal data from April 1, 2025 – March 31, 2026

# SUMMARY OF KEY METRICS

The numbers below summarize key metrics that make the Informed Delivery feature a powerful digital marketing tool.



**78.7**

Million  
Users<sup>1</sup>



**37.1**

Billion  
Impressions<sup>2</sup>



**36.2%**

National  
Saturation<sup>1</sup>



**62.1%**

Average Email  
Open Rate<sup>2</sup>



**653,328**

Campaigns  
Completed<sup>1</sup>



**2:25**

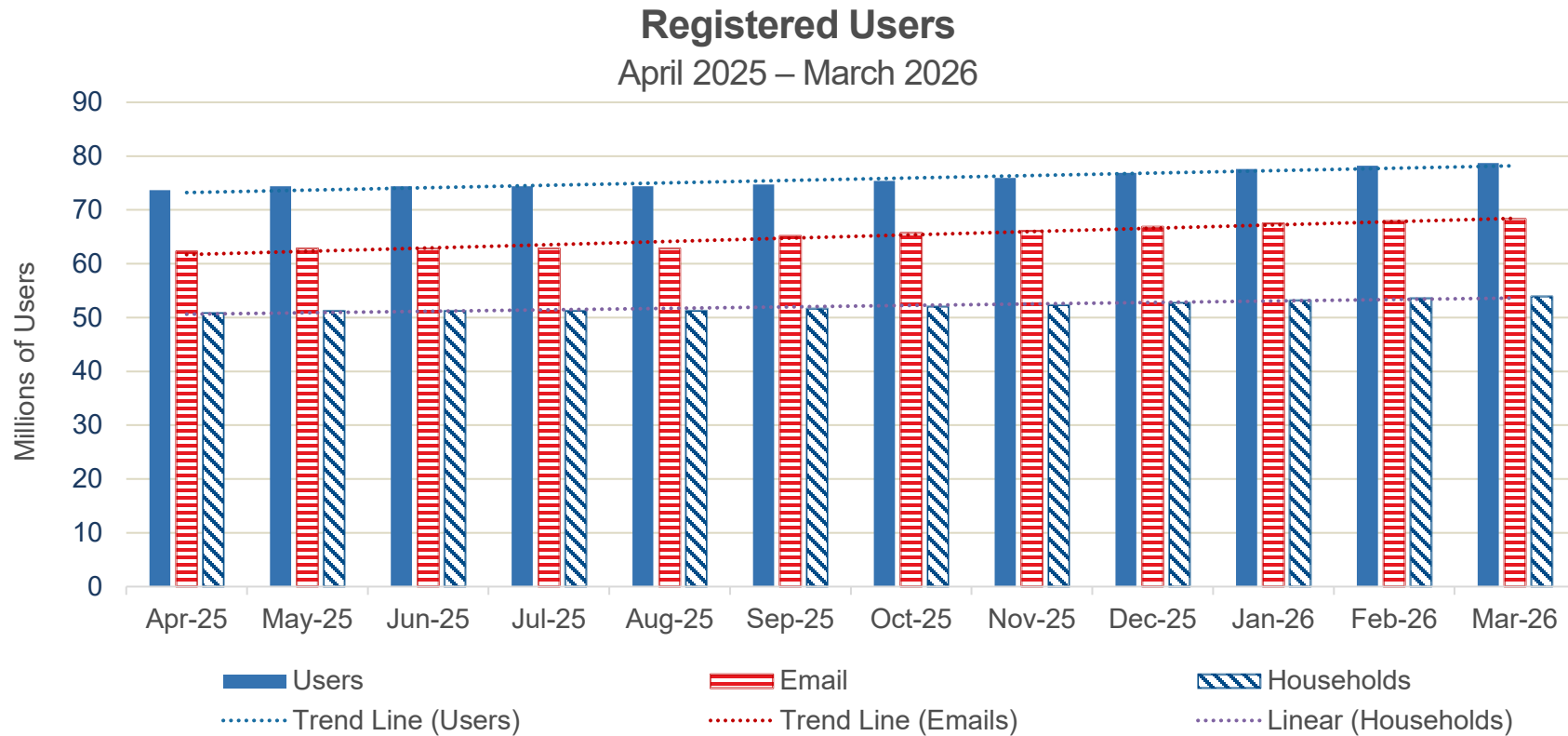
Average Minutes  
Spent on  
Dashboard<sup>2</sup>

<sup>1</sup>Internal data as of March 31, 2026

<sup>2</sup>Internal data from April 1, 2025 – March 31, 2026

# GROWING USER BASE

With a growing user base of 78.7M active users, the Informed Delivery feature provides brands an opportunity to reach a large population of highly engaged customers.



### Informed Delivery User Base

**78.7M** Users  
 +6.8% Growth YoY

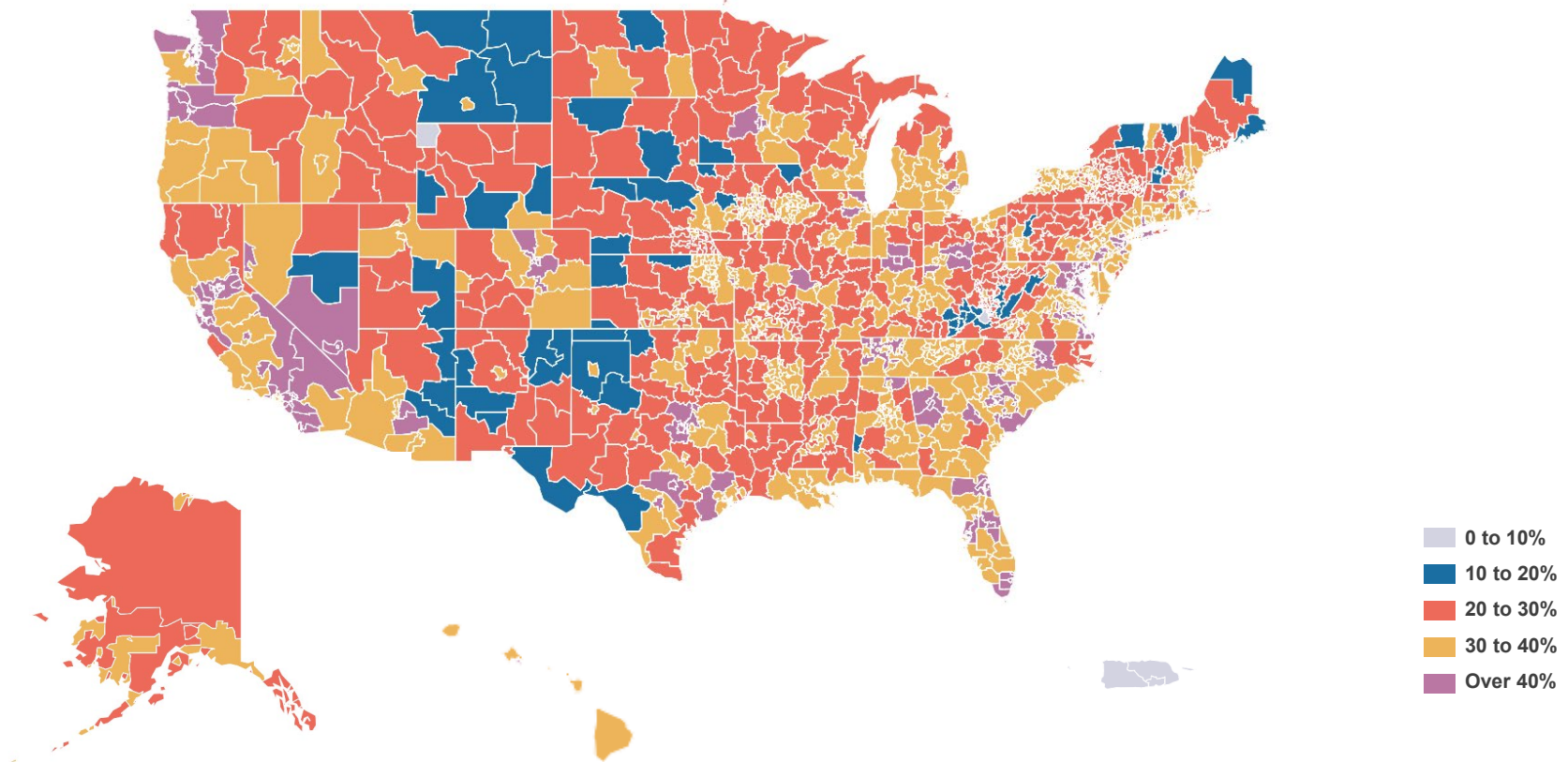
**53.9M** Households  
 +5.9% Growth YoY

**68.3M** Email-enabled Users  
 +9.7% Growth YoY

Internal data from April 1, 2025 - March 31, 2026

# INFORMED DELIVERY HOUSEHOLD SATURATION

The Informed Delivery feature has reached 36.2% national saturation of eligible delivery points.




Internal data as of March 31, 2026

# HIGH REACH AND ENGAGEMENT


Impressive email open rates indicate that users are actively engaging with Informed Delivery notifications.

**Informed Delivery Daily Digest Emails**

*Brands can leverage the Informed Delivery feature to reach this highly engaged audience...*



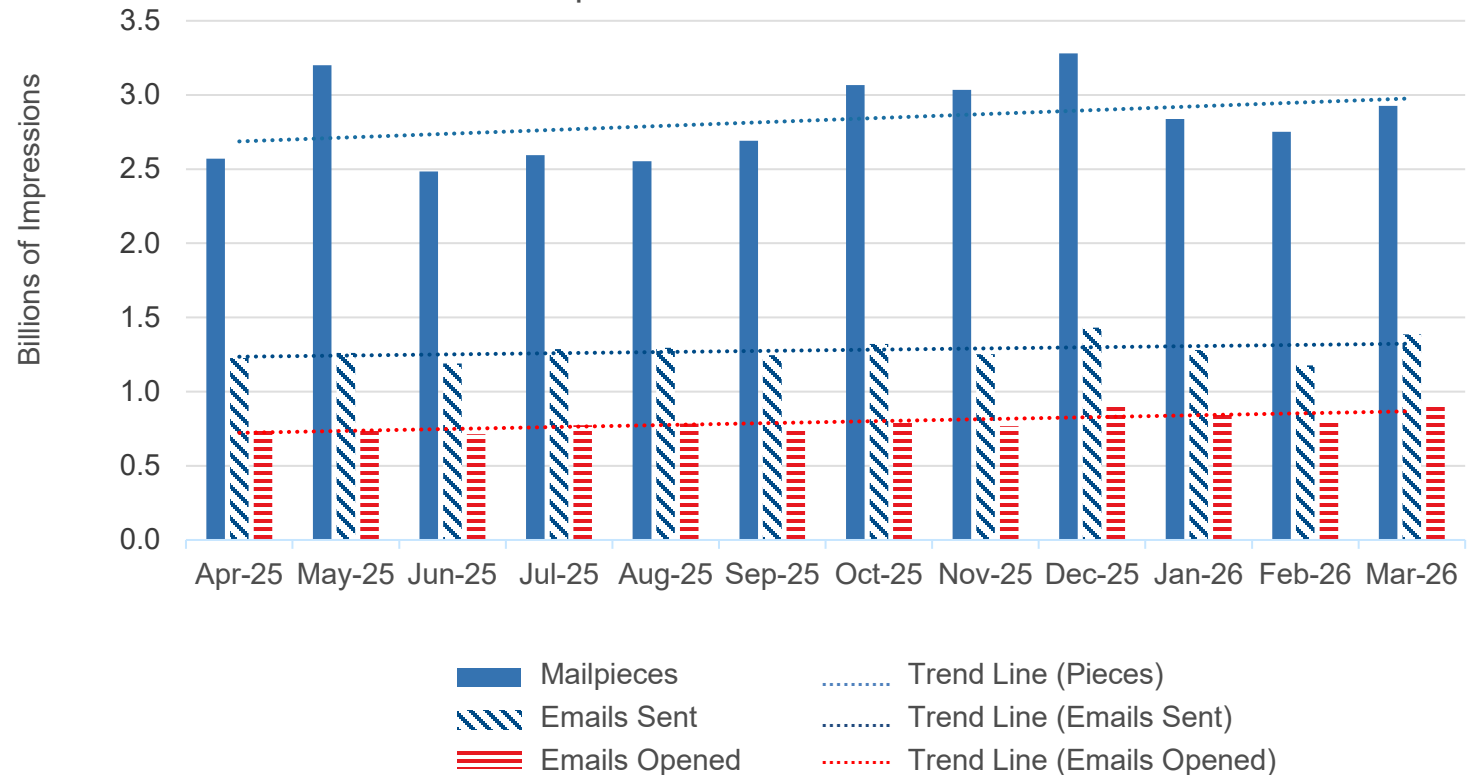
**15.4B**  
Total Daily Digest Emails Sent



**9.5B**  
Total Daily Digest Emails Opened

## Informed Delivery Feature Totals

April 2025 – March 2026



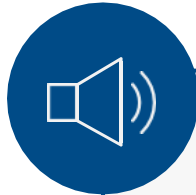
Internal data from April 1, 2025 – March 31, 2026

# CONSISTENT USER SATISFACTION

User surveys indicate that 91% are satisfied or very satisfied with the feature and 67% are likely to recommend it to friends, family, or colleagues.



**91% of users<sup>1</sup>** are satisfied or very satisfied with the Informed Delivery feature

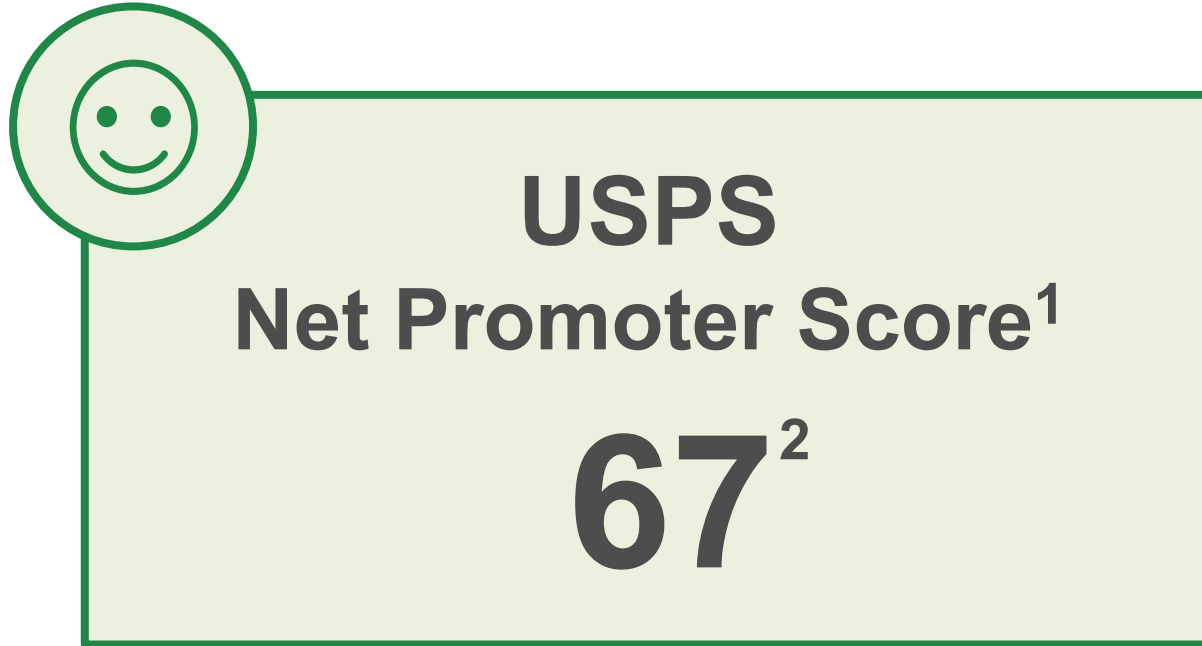


**67% of users<sup>1</sup>** would recommend the Informed Delivery feature to friends, family, or colleagues

<sup>1</sup>Data from FY26 Q2 User Survey

# HIGH NET PROMOTER SCORE

Users are highly likely to recommend the Informed Delivery feature to others, leading to more awareness and a potential increase in the user base.



Compared to NPS<sup>®</sup> scores for other industries<sup>3</sup>

<sup>1</sup>The Net Promoter<sup>®</sup> Score (NPS) is an industry metric measured by asking users how likely they are to recommend a product, service or company to a friend or colleague. To calculate, visit [NPS Calculator: Calculate and Benchmark Your Net Promoter Score \(retently.com\)](https://www.retently.com/nps-calculator). Net Promoter<sup>®</sup> and Net Promoter Score<sup>®</sup> are registered trademarks of Bain & Company, Inc.

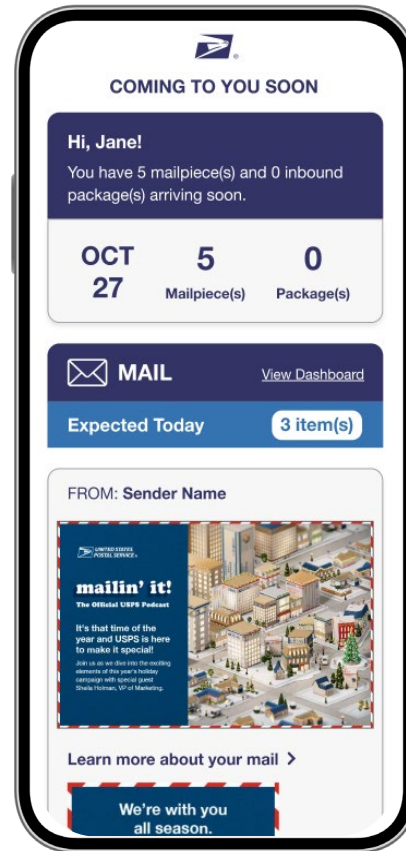
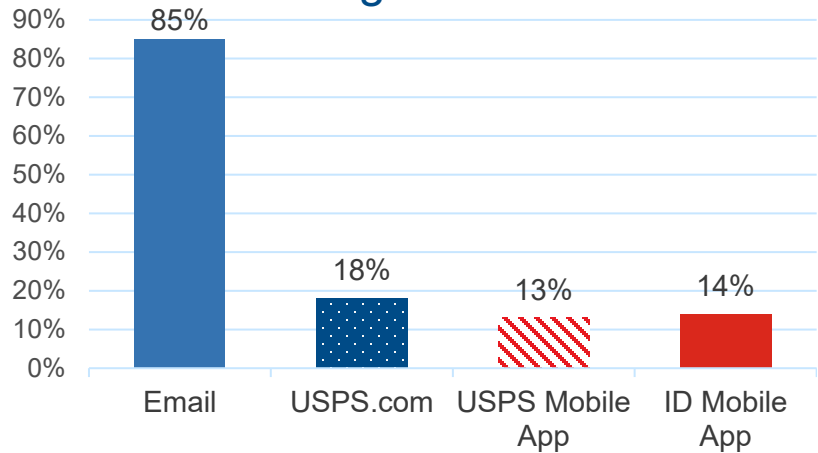
<sup>2</sup>Data from FY26 Q2 User Survey

<sup>3</sup><https://www.retently.com/blog/good-net-promoter-score/>

# CHANNEL USAGE

Majority of Informed Delivery users<sup>1</sup> access the Informed Delivery feature via Daily Digest email, followed by the USPS.com<sup>®</sup> website, and then the Informed Delivery Mobile app and USPS Mobile<sup>®</sup> App.

**85% of Informed Delivery users** access the Informed Delivery feature via the Daily Digest email



**62.1%**  
Average Informed Delivery Daily Digest email open rate<sup>3</sup>

Email open rate more than double cross-industry average<sup>2</sup>

<sup>1</sup>Responses pulled from FY26 Q2 User Survey

Note: Respondents were able to select more than one response type

<sup>2</sup>Email Open Rate: [What the Latest Data Tells Us About Email Open Rates in 2026 \(And How to React\)](#)

<sup>3</sup>Internal data from April 1, 2025 – March 31, 2026

# ID MOBILE APP

The Informed Delivery Mobile app allows users to view their mail and package updates directly from their mobile device.

**705,318<sup>1</sup>**

Total App Users

**161,465<sup>1</sup>**

New ID Users from App

**8.1M<sup>1</sup>**

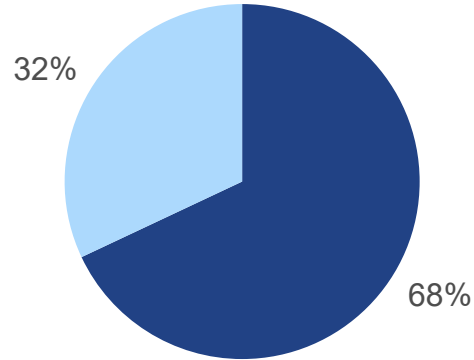
Mobile Logins

**251,348<sup>2</sup>**

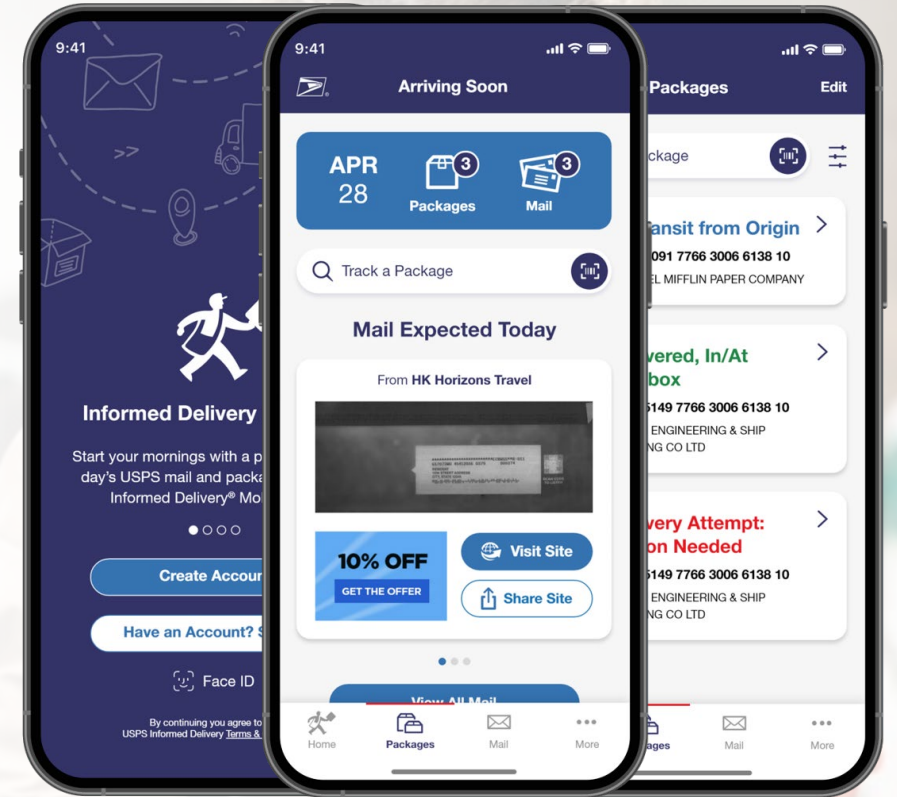
Active Users

**3.9<sup>1</sup>★**

Avg. All Time App Rating



■ Apple ■ Android



Scan to go to the Apple App store

Download the Informed Delivery Mobile app today.



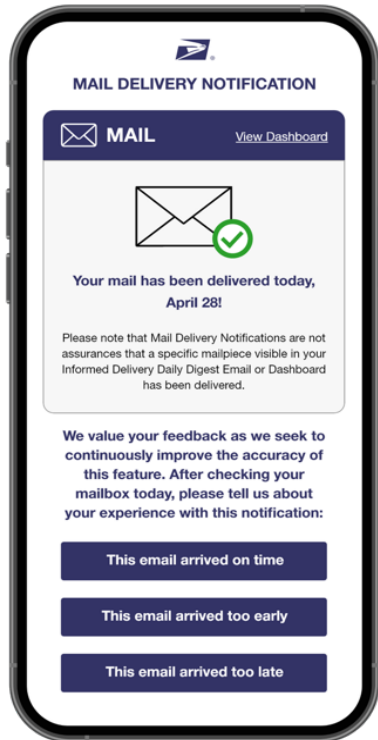
Scan to go to the Google Play store

<sup>1</sup>Internal Data as of March 31, 2026

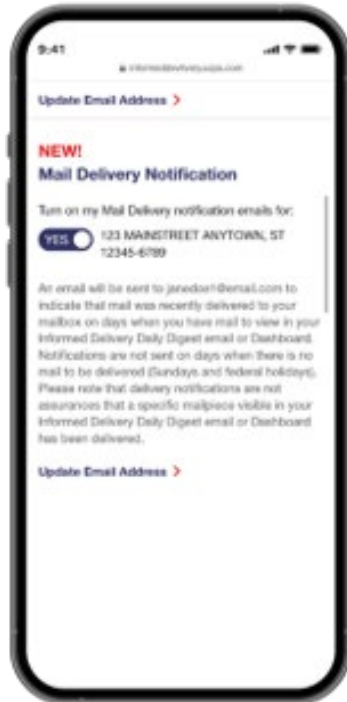
<sup>2</sup>Internal Data from April 1, 2025 - March 31, 2026

# MAIL DELIVERY NOTIFICATION

MDN sends an email notification alerting opted-in users that their daily letter mail has been delivered to their mailbox.



Mockup of MDN Email



Mockup of ID Settings Page

## Current Enrollment & Stats

**1,699,369**  
+100.8% YoY

Users Opted-In<sup>1</sup>

**58.6%**  
-7.8% YoY

Email Open Rate<sup>2</sup>

**22,151,680**

Emails Sent in Mar<sup>2</sup>

**86.3%**  
+5.6% MoM

Say Email Arrived On Time<sup>2</sup>

**~21 min**  
+16% MoM

Average MDN Processing Time<sup>2</sup>

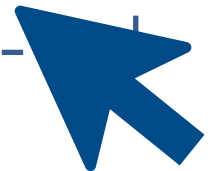
On average, users spend more time on the **Informed Delivery dashboard** than the average time spent on-page for 10+ industries.

*Average of...*

**2:25 minutes**

*spent on the Informed Delivery dashboard<sup>1</sup>*

*vs. 54 seconds average page view across sites of other industries<sup>2</sup>*

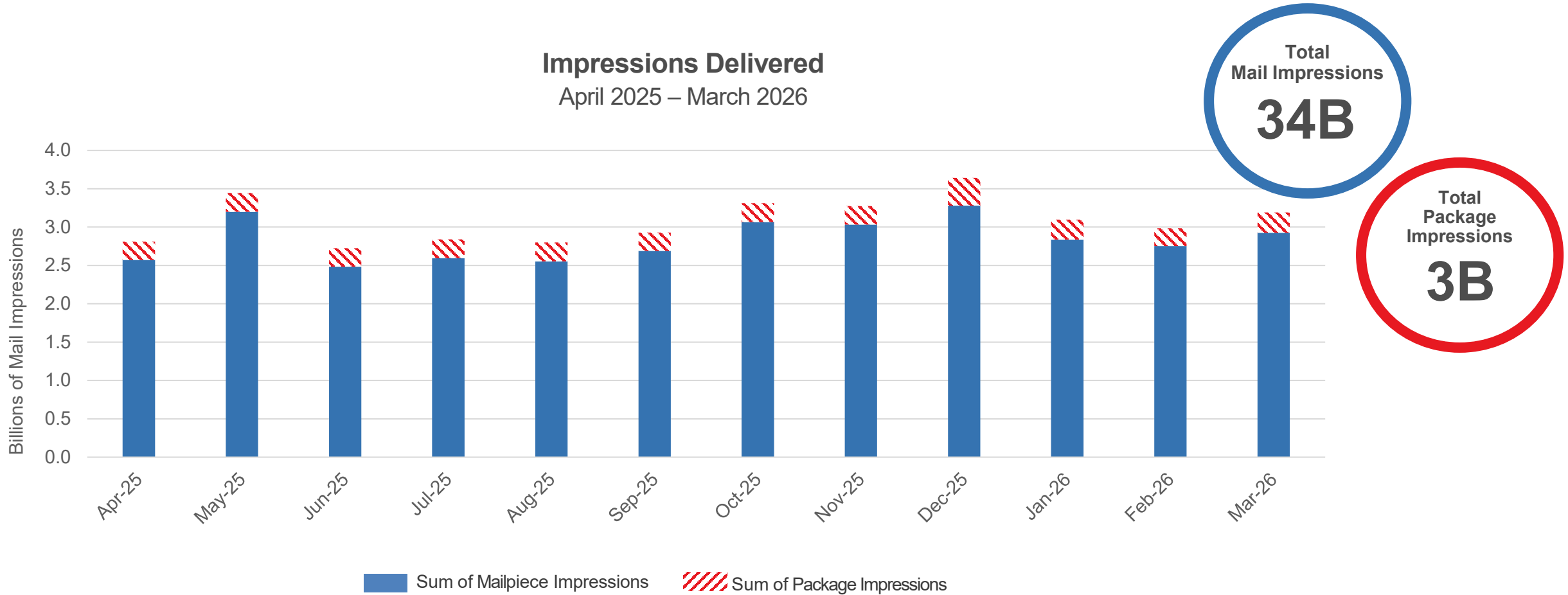


<sup>1</sup>Informed Delivery Feature Google Analytics Data from April 1, 2025 – March 31, 2026

<sup>2</sup>Average Time on Page Analysis | Umbrex

# GENERATING SIGNIFICANT IMPRESSIONS

Daily Digest emails have generated 37 billion mailpiece and package impressions in the past year.



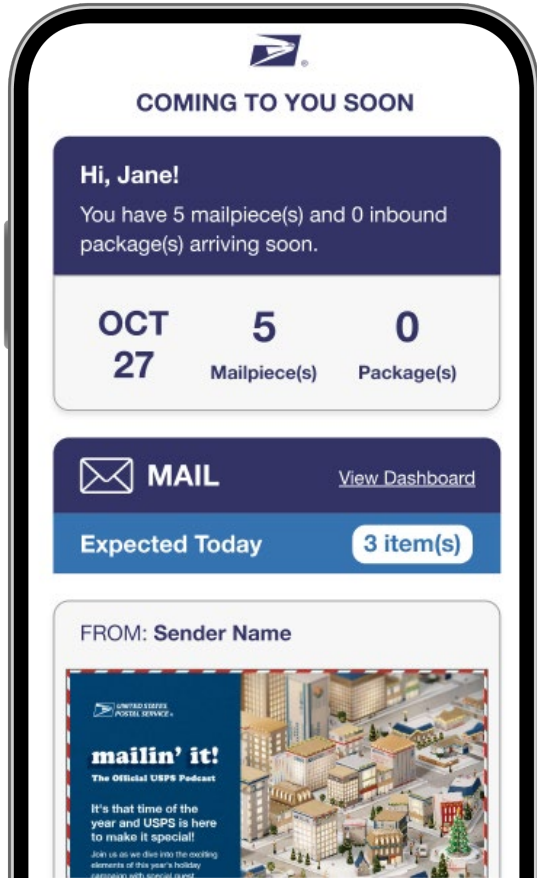
Internal data from April 1, 2025 – March 31, 2026

Note: The Informed Delivery Program Office changed the way the data is collected. Package impressions are now based on unique package counts, previously package impressions were based on how many times a package was scanned during USPS processing.



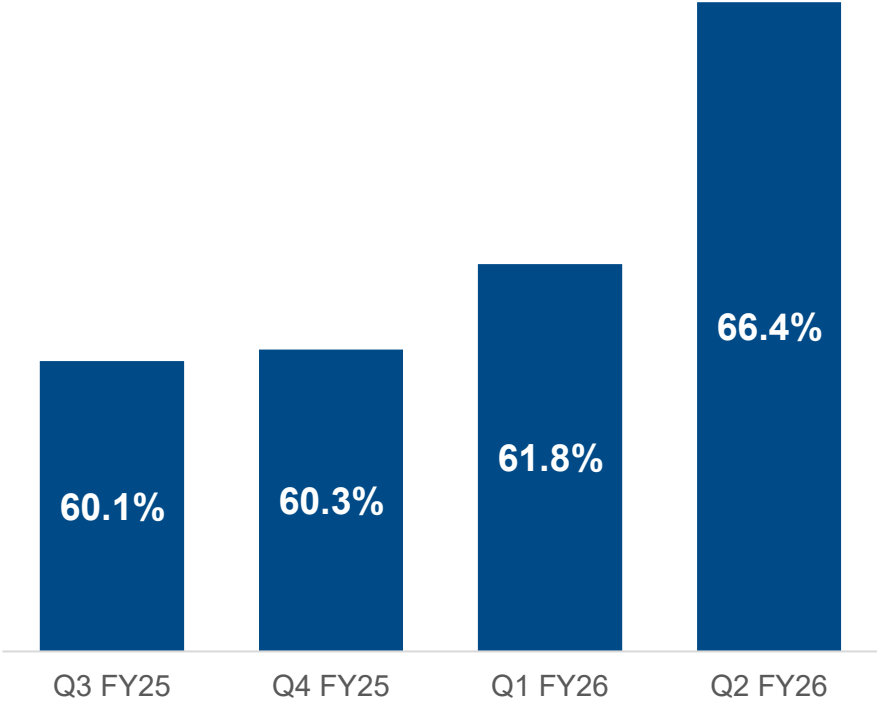
# HIGH EMAIL OPEN RATES

Informed Delivery users are heavily engaged with their Daily Digest, as seen by the high email open rate of 66.4% in Q2 FY26. These impressions transform your customer's inbox into a high-performing touchpoint.



**66.4%**  
Q2 Daily Digest  
Email Open Rate

Quarterly Email Open Rate  
(Q3 FY25 – Q2 FY26)

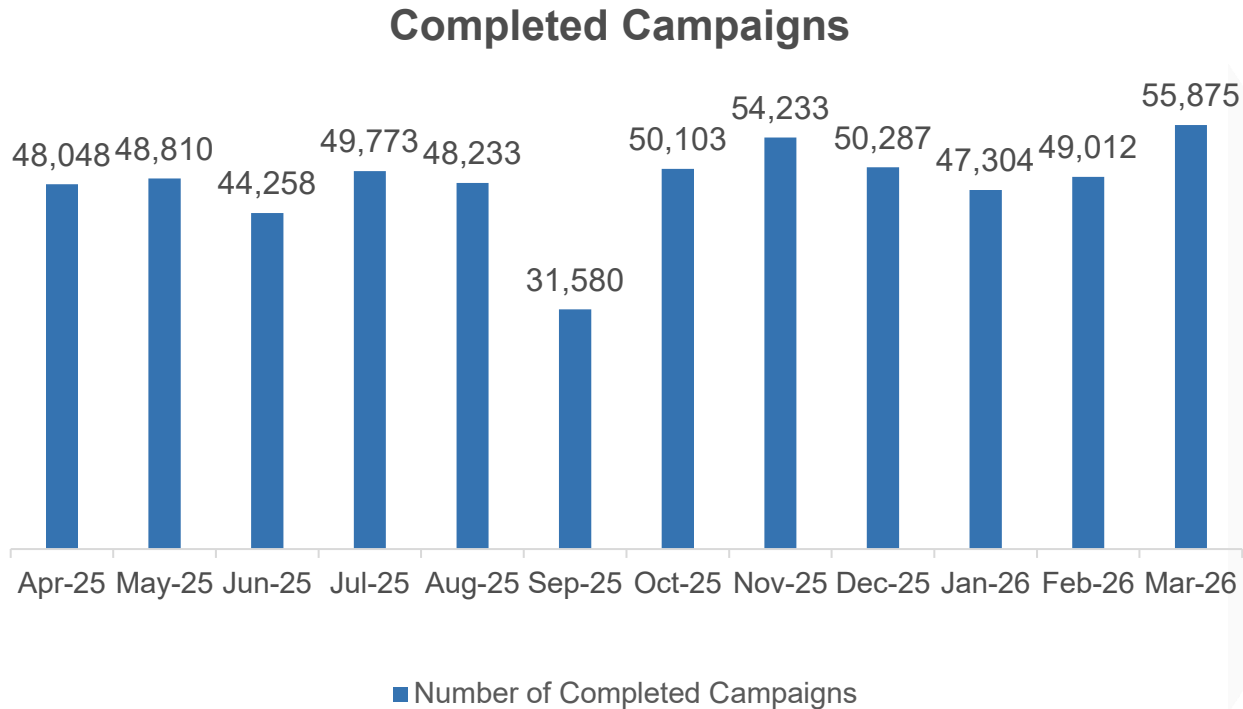


Internal data from April 1, 2025 – March 31, 2026



# MAIL CAMPAIGN IMPRESSIONS

Through the integration of hardcopy mail and digital marketing, the Informed Delivery feature continues to provide increased impressions for mailers.



**12,622,438,307**

Emails sent with Campaigns

**10,640,838,462**

Individual Campaign Mailpieces

**7,665,096,158**

Emails Opened

**17,096,597**

Campaign Clicks

Internal data from April 1, 2025 – March 31, 2026

# INFORMED DELIVERY AS A MARKETING CHANNEL

Business mailers and shippers can engage users through an integrated mail or package digital marketing campaign that generates additional consumer impressions, interactions, and insights.



## Save Advertising Dollars

Informed Delivery campaigns provide a **free marketing channel** for businesses to promote custom messages. Brands can elevate their hardcopy mail campaigns by pairing them with a digital experience at no additional cost.



## Expand Reach and Boost Engagement

Campaigns allow brands to generate **additional digital impressions** for intended recipients. **With over 78M<sup>1</sup> active users and an average email open rate of 62.1%<sup>2</sup>**, the Informed Delivery feature provides brands an opportunity to reach an already engaged audience.



## Gain Customer Insights and Data

Brands can leverage campaign data to **gather insights on how customers interact with the brand**, along with key performance metrics (i.e., open rates, click-through rates).



## Elevate the Customer Experience

Customers can **take action on their mail piece immediately**—regardless of whether they retrieve mail from the physical mailbox. This in turn allows brands to see results faster than with traditional mailer campaigns.

*To learn more about Informed Delivery campaigns, visit our [Informed Delivery for Business Mailers and Shippers](#) page.*

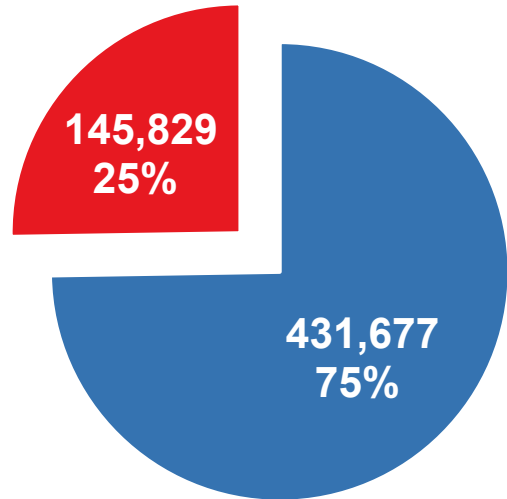
<sup>1</sup>Internal data as of March 31, 2026

<sup>2</sup>Internal data from April 1, 2025 – March 31, 2026

# OPPORTUNITY FOR INTERACTIVE CAMPAIGNS

Mailers can create and launch interactive campaigns to reach and re-engage their customers.

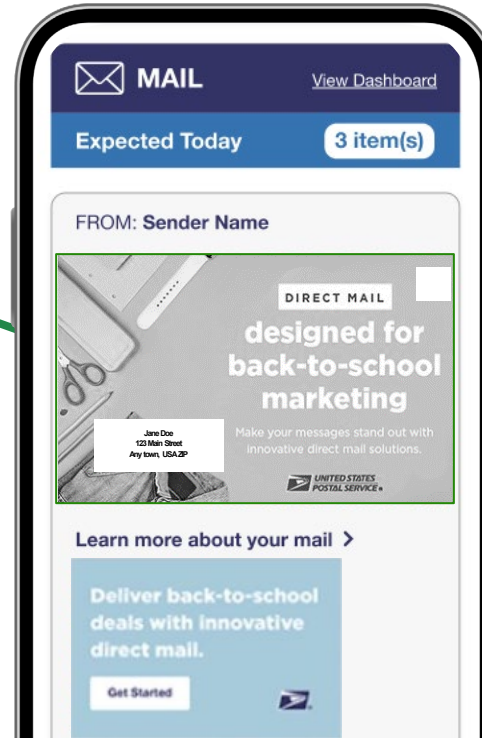
Total # of Campaigns  
April 2025 – March 2026



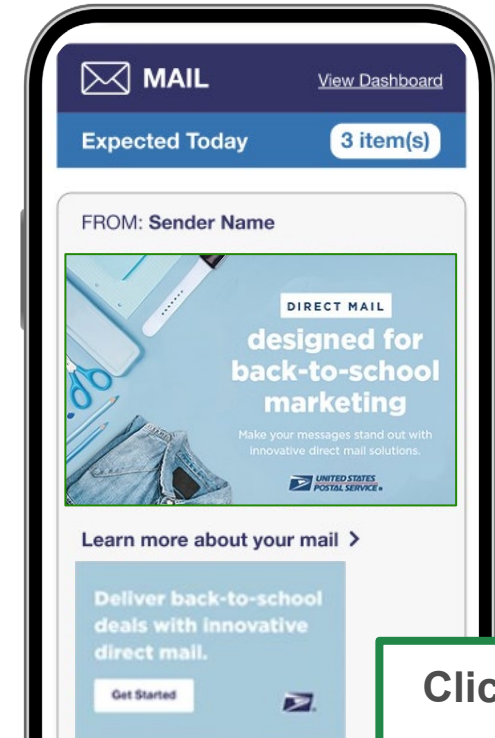
■ Dual Campaigns ■ Basic Campaigns

Click Through Rate  
0.16%

BASIC CAMPAIGN



DUAL CAMPAIGN



Click Through Rate  
0.17%

Internal data from April 1, 2025 – March 31, 2026

# CALCULATE YOUR POTENTIAL RETURN ON INVESTMENT

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Find out your potential return from a direct mail campaign that uses the Informed Delivery feature with our helpful Informed Delivery Return on Investment Calculator here:

<https://www.uspsdelivers.com/informeddelivery-calculator/>

**Discover the additional reach, attention, response, and conversions your direct mail campaign can garner by using the Informed Delivery feature.**



# PACKAGE CAMPAIGNS

Shippers can also create and launch interactive campaigns to reach and re-engage their customers.



**65,665**

Total Package Campaigns<sup>1</sup>



**136M+**

Packages Associated to Campaigns<sup>1</sup>



**741K+**

Total Click Throughs<sup>1</sup>



**0.54%**

Click Through Rate<sup>1</sup>



**38.6%**

Email Open Rate<sup>1</sup>

<sup>1</sup>Internal data from April 1, 2025 – March 31, 2026

## Sign Up

Anyone interested in signing up for Package Campaigns should **email us** at [IDPackageCampaigns@usps.gov](mailto:IDPackageCampaigns@usps.gov).

## More Info

For those seeking more information, check out the **Shipper Campaign Portal (SCP) Guide** on the Informed Delivery for Business Mailers website: <https://www.usps.com/business/informed-delivery.htm>