



**UNITED STATES
POSTAL SERVICE®**

National Postal Forum 2019



Details

- NPF 2019 at the Indiana Convention Center and JW Marriott: May 5-8, 2019
- 4,000+ Attendees
- 100+ Exhibitors
- 4 Days of Education and Networking
- Entire spectrum of mailing shipping supply chain present
- Theme: Growth Driven: Fueling your Mailing and Shipping Success



PROGRAM HIGHLIGHTS

- PMG Keynote Address and CCMO General Session
- National Meeting of Areas Inspiring Mail Focus Groups
- PCC Opening Session
- Workshops
- NPF Welcome and Area Receptions
- Officer Led Sessions
- Certifications
- Exhibit Hall
- Partnership Luncheon & Award Ceremony



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Physical Infrastructure

USPS Footprint

634,000



Employees

159M



Delivery points

146.4B



Volume

\$70.6B



Revenue

31,324



Post Offices

285



Processing centers

232,000



Vehicles

1.5B



Miles driven per
year to deliver mail

Note: All figures as of September 2018

Sensitive Commercial Information – Do Not Disclose / Attorney-Client Privileged / Attorney Work Product

February 7, 2019



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Digital Infrastructure

USPS Footprint

6M



Daily visits to
usps.com

260K



Mobile delivery
devices

4B



One-second breadcrumbs
captured each day

\$983K



Daily online sales

15.5M



Informed Delivery
subscribers

28K



Virtual and
physical servers

90 PB



Petabytes of data

12M



Corporate emails
daily

Note: Informed Delivery users as of Feb. 2019. All other figures as of Sept. 30, 2018.



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Customer Experience



**Customer
Receiving Journey**



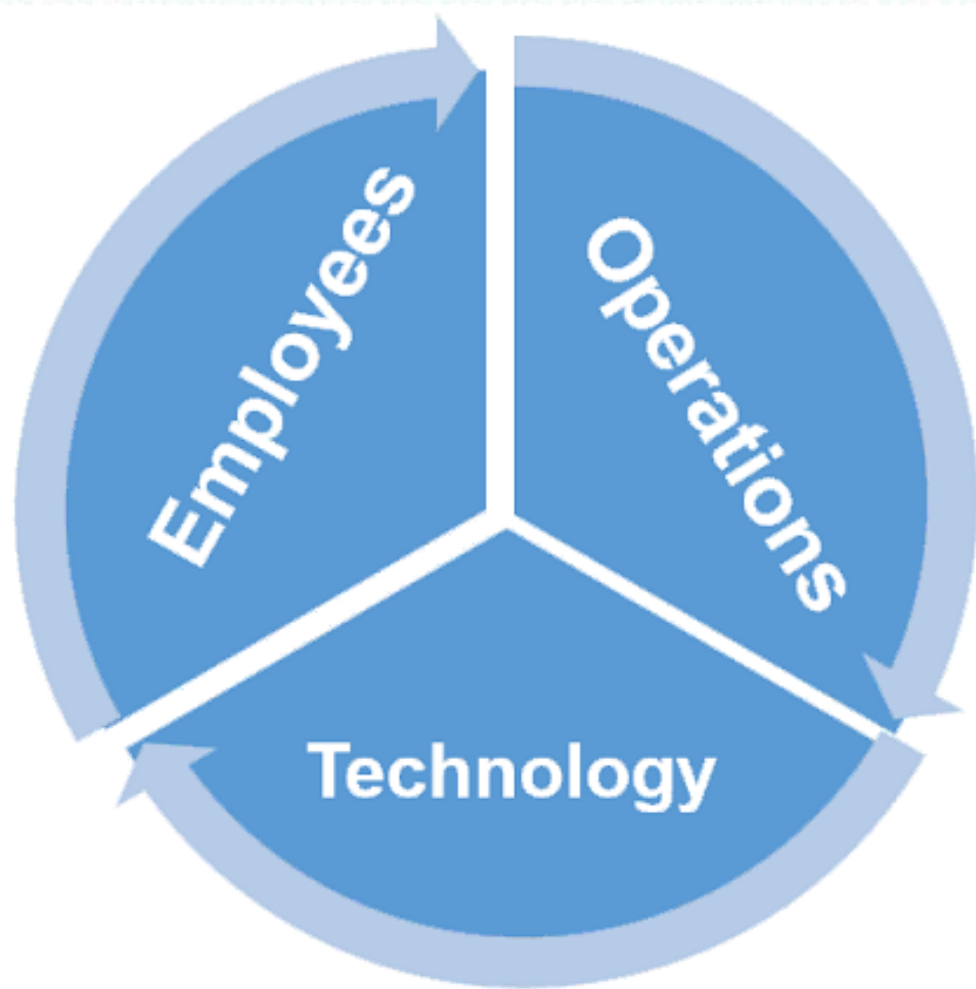
**Build a World Class
Customer Care Center**



**Listening to
Drive Action**



**Employee
Experience & Culture**



CONSUMERS SPEND TIME WITH THEIR MAIL

The average time spent sorting mail is increasing. Millennials spend the most time sorting mail, while Boomers spend the least.

Average Time Spent Sorting Mail
(in minutes)

Total



By Generation

Millennials



Gen X



Boomers



USPS Mail Moments Spring 2018.

A12. About how many minutes did you spend bringing in, sorting, and organizing your mail the last time you sorted the mail? Think of the total minutes you spent doing these activities. Base size: 1309 total, Millennials=428, Gen X=429, Boomers=394



Recent USPS Market Research Results



- About 80% of consumers check their mail at least 5 days per week
- Key driver for consumers to check their mail: 'Looking for something important'
- Consumers purchase more when they receive marketing mail from an eRetailer
- Millennials spend the most time sorting, opening reading mail
- Millennials more likely to shop at stores after receiving ads
- Digital ad blocking expected to hit 50% with Millennials in 2019



BETTER RESPONSE, BETTER CONVERSION

Direct mail integrated with digital ads
can often increase conversion by

20%

when campaigns use direct mail
plus one or more digital media
compared to only using direct.¹

1. Alan Sherman, "Drive True Omnichannel Marketing by Combining Direct Mail with Digital Channels," IWCO Direct, May 10, 2017.

Workshop Tracks

1. Informed Visibility: Real Time, Real Data
2. The Evolution of Delivery: From Mailbox to Mail "Inbox"
3. Mail Operations: Fulfilling the Needs of Your Customers
4. eCommerce: Steps to Shipping Success
5. Pushing the Envelope: Why Mail Works
6. Leadership & Professional Development: Characteristics of Success



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Informed Delivery Growth



16.0M

Registered Users

10.6M

Email-enabled Users

166K+

Weekly User Registrations



8,517

Campaigns Completed

1,589

Brands Represented

64.4%

Average Email Open Rate

As of Feb 2019



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New Features to Increase Mailer Impact

Multiple Addresses

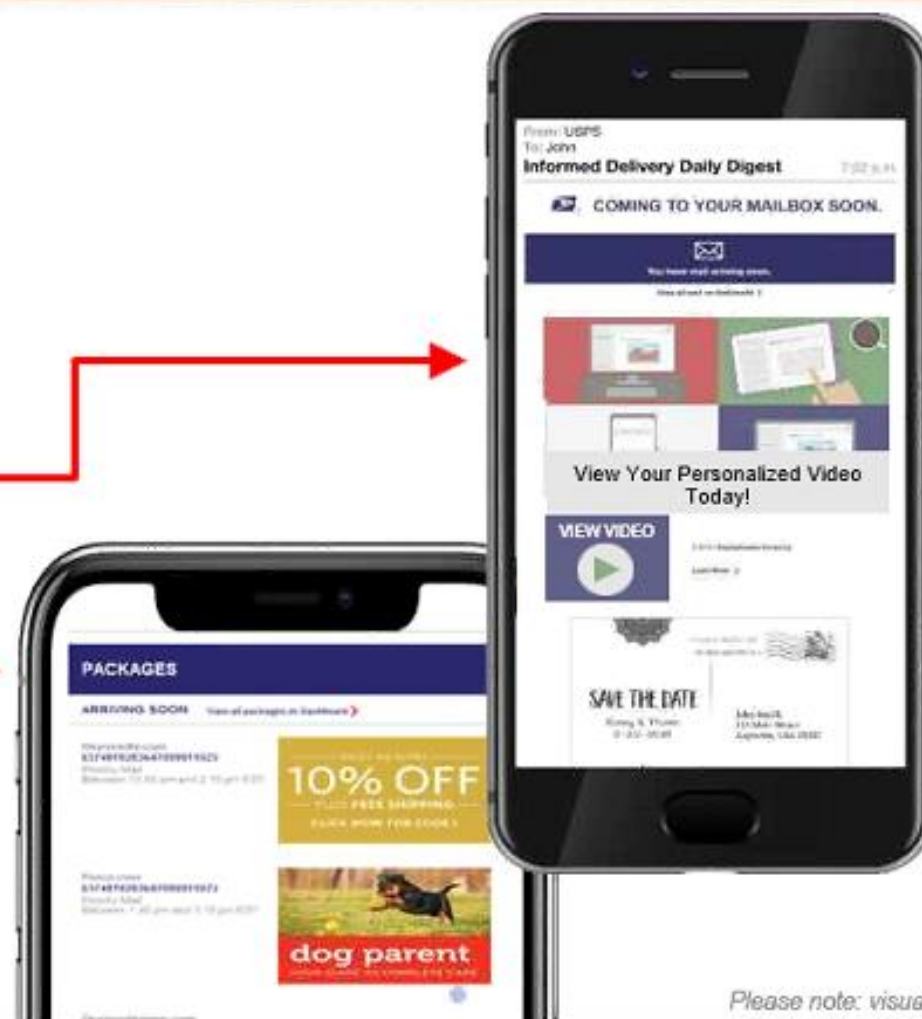
Consumers and small businesses receive notifications for multiple addresses in one dashboard. This enables monitoring mail for family members, vacation homes, etc.

Personalized Campaigns

Maiers are able to conduct and report on campaigns on the individual mailpiece level

Package Campaigns

Maiers may include interactive Ride-along content for any packages in the daily digest



Please note: visuals for discussion purposes only.

What is

Informed Visibility?



Event-Driven
Internal
Measurement
of Mail



Near
Real-Time Service
Performance
Diagnostics



Mail Inventory
Management of
Mail and Packages



Predictive
Workloads on Mail
and Packages



End-to-End
Tracking of Mail
and Packages



Ease of Use

Near, real-time enterprise system that will be the single source of all mail visibility information

Leverages data to provide business intelligence for USPS and the Mailing Industry



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IV Work Streams



Event-driven
near real-time
**service
performance
measurement**
for mail



Event-driven
near real-time
**mail inventory
and predictive
workloads**



Event-driven
near real-time
**mail tracking
and reporting**

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National Postal Forum 2019

USPS Consultation Center at 2019 National Postal Forum, Indianapolis, Indiana

Appointments are now available for mailers and shippers interested in scheduling personal time at the USPS Consultation Center of the National Postal Forum (NPF) where customers can receive advice from USPS on a variety of topics. The Consultation Center is open May 6 – May 8, 2019 at the Indiana Convention Center in Indianapolis, Indiana. You can receive expert advice from:

Pricing and Classification Service Center - Experts will be on-hand to talk to customers about specific issues related to: Mail Classification & Requirements, Hazardous/Restricted/Perishable Mailings, Nonprofit Marketing Mail Eligibility & Cooperative Mailings, Periodicals Content Eligibility, FCM vs. Marketing Mail, Appeals, Alternate Automation Letter-Size Designs (TED-C and Non-paper pieces) and National Customer Support Rulings.

eVS & Package Returns - USPS representatives will be available to discuss the package platform and how it will relate to outbound, manifested packages in the future and non-manifested network returns now.

Enterprise Payment System - Subject matter experts will be available to provide program highlights and steps to set up an account on this important system change.

Mailpiece Design Analysts - will be available to discuss and guide you with the design of your card/letter and flat size mailpieces for your upcoming mailings. You can also bring your samples and a Mailpiece Design Analyst will provide an evaluation on the spot.

Mail Quality Metrics/Mailer Scorecard and Address Quality Hygiene - Speak to our subject matter experts regarding your Mailer Scorecard. Learn about the Mail Quality Metrics across the Streamlined Mail Entry Programs (Full Service, Move Update, Seamless Acceptance and eInduction) and best practices to improve your performance in these programs.

National Customer Support Center (NCSC) – Address Management - Talk to subject matter experts about your addressing questions or to get a better understanding of the products or services you can use to help reduce undeliverable-as-addressed mail and to meet Move Update Standards.

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Informed Visibility® and Package Tracking - Meet with our experts who will discuss best practices and data analytics for mail and package tracking. We will discuss your company's mail tracking needs with you and show you how to sign up for Informed Visibility.

Product Classification/Product Management - Meet representatives that can help define postal policy on all products and services in the Domestic Mail Manual, International Mail Manual, and Publication 52: Hazardous, Restricted, and Perishable Mail, as well as provide references and explain tools available through Postal Explorer. Subject matter experts will also be available to discuss Parcel Return Service (PRS), Returns, Priority Mail Open and Distribute (PMOD), Business Reply Mail, Certified Mail, First-Class Mail, Marketing Mail, Periodicals, Share Mail and Picture Permit.

Visit the USPS Consultation Area (Booth #639) in the Indiana Convention Center Exhibit Hall! Consultation begins at the dates and times below.

Monday, May 6, 9:30 AM – 4:00 PM

Tuesday, May 7, 9:30 AM – 2:00 PM and 5:00 PM - 6:30 PM

Wednesday, May 8, 9:00 AM – Noon

To register for the NPF please visit <https://npf.org/register/>

Drop in visits are welcome, but appointments are encouraged. To schedule an appointment, email Industryfeedback@usps.gov with Consultation Center in the subject line.

Networking and Business Opportunities



Northland PCC Networking Event

Join your fellow Northland PCC members:

Slippery Noodle, 372 Meridian Street, Indianapolis

7:00pm – 9:00pm Saturday May 4

FREE admission, including 1 drink ticket and light snacks and appetizers!

This is a great opportunity to get to know your fellow PCC members from our area and share ideas about what programs to attend at the Forum.

Customer Recruitment

USPS recruiters help customers to:

- Register for NPF using maximum discounts
- Select appropriate workshops
- Bridge relationships with USPS and industry
- Facilitate introductions to new business partners
- Network at social events
- Maximize ROI for attendees and their enterprises

NPFFeedback@usps.gov

Registration Discounts

- **\$50** Early Bird registration (expires March 1)
- **\$100** ECRP discount (*expires April 19*)
- **\$100** PCC Member discount - Full registration (\$50 for a 2-day or 3-day registration)
- **\$150** Hotel discount
- **\$200** New Attendee referral





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Growth Driven

Fueling Your Mailing and Shipping Success

May 5-8, 2019 | Indianapolis, IN

For more information NPF.org

Thank You
See you at NPF 2019!!!