INFORMED DELIVERY®
YEAR IN REVIEW

July 2025 – June 2026

Informed Delivery® by USPS®

Published Quarterly | Updated July 2026

UNITED STATES POSTAL SERVICE®

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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

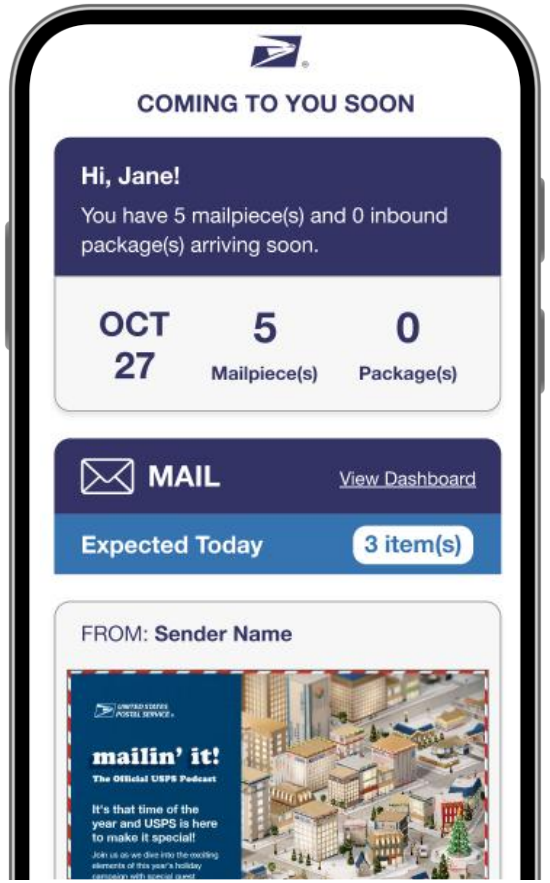
The Informed Delivery® user base has grown to 80.8M active users (+8.7% YoY).[1]

STRONG EMAIL OPEN RATE

Email open rate for Daily Digest emails has outpaced the industry average at above 63.4%.[2]

VALUABLE IMPRESSIONS

Informed Delivery® campaigns have generated over 10.8B impressions[2], creating an opportunity for brands to expand their reach.



[1]Internal data as of June 30, 2026
[2]Internal data from July 1, 2025 – June 30, 2026

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SUMMARY OF KEY METRICS

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

80.8

Million Users[1]

37.4

Billion Impressions[2]

36.9%

National Saturation[1]

63.4%

Average Email Open Rate[2]

1,748,732

Campaigns Completed[1]

2:19

Average Minutes Spent on Dashboard[2]

[1]Internal data as of June 30, 2026
[2]Internal data from July 1, 2025 – June 30, 2026

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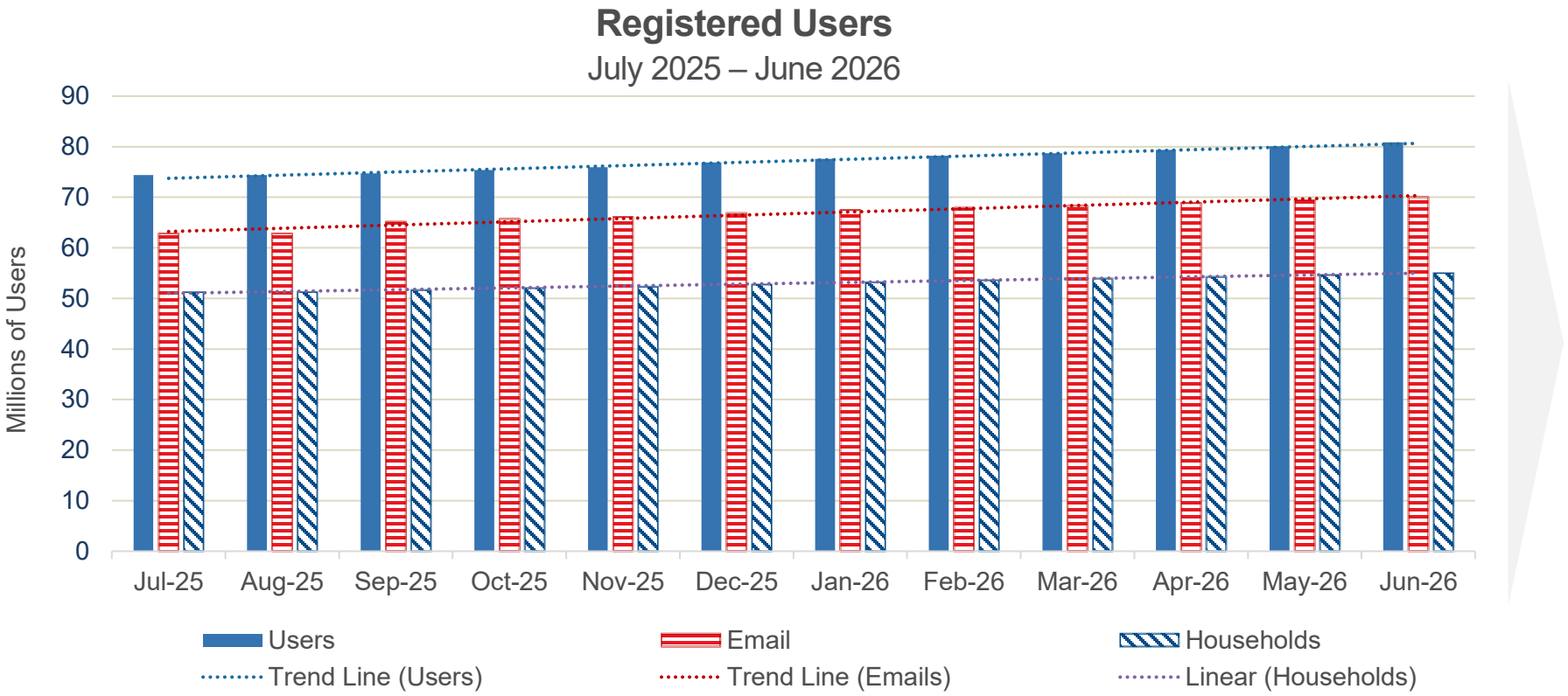
GROWING USER BASE

With a growing user base of 80.8M active users, the Informed Delivery® feature provides brands an opportunity to reach a large population of highly engaged customers.



Informed Delivery® User Base

80.8M Users
+8.7% Growth YoY

55.0M Households
+7.4% Growth YoY

70.0M Email-enabled Users
+11.5% Growth YoY

Internal data from July 1, 2025 - June 30, 2026

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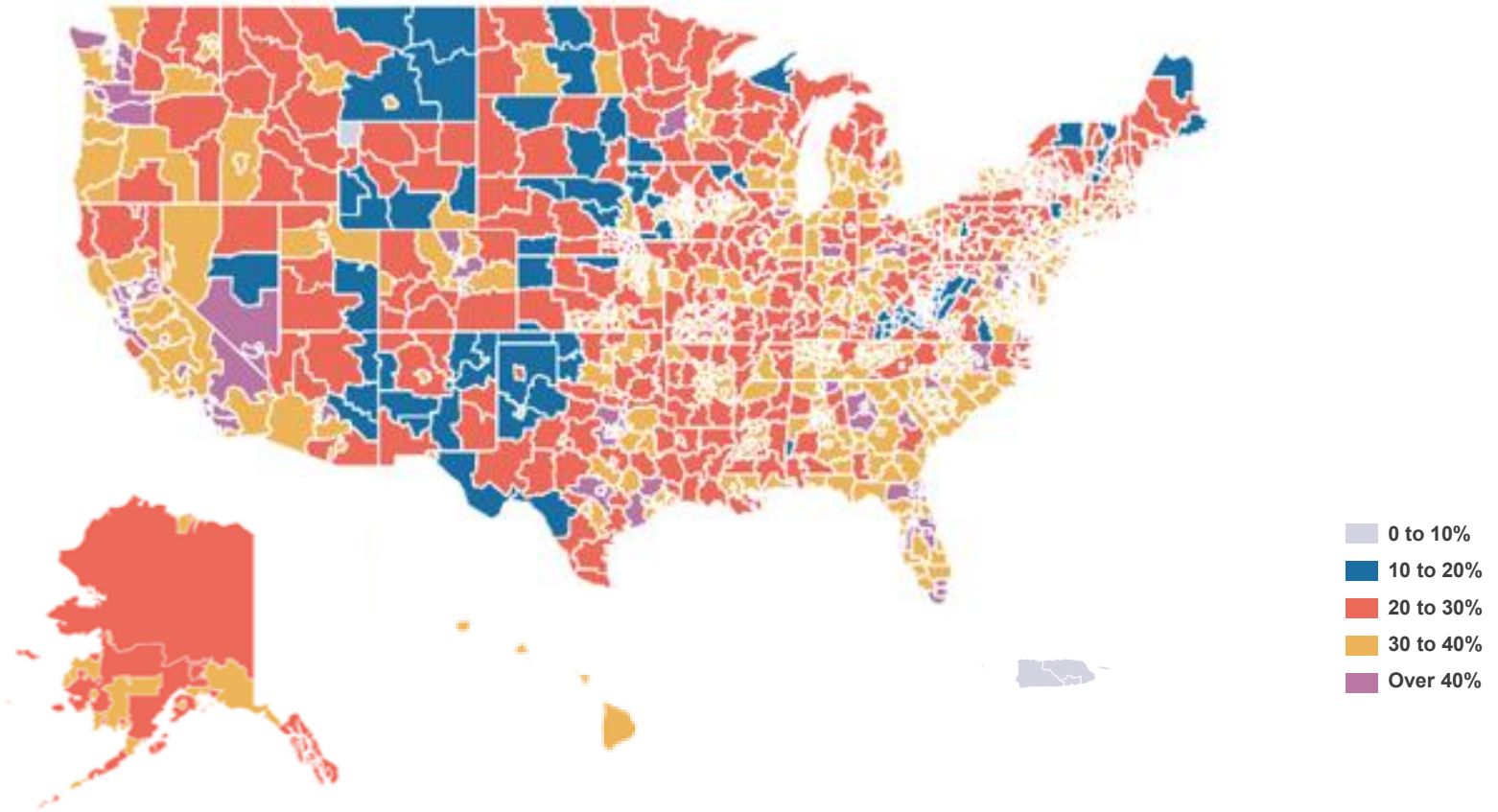
INFORMED DELIVERY® HOUSEHOLD SATURATION

The Informed Delivery® feature has reached 36.9% national saturation of eligible delivery points.



Internal data as of June 30, 2026

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HIGH REACH AND ENGAGEMENT

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

Informed Delivery® Daily Digest Emails

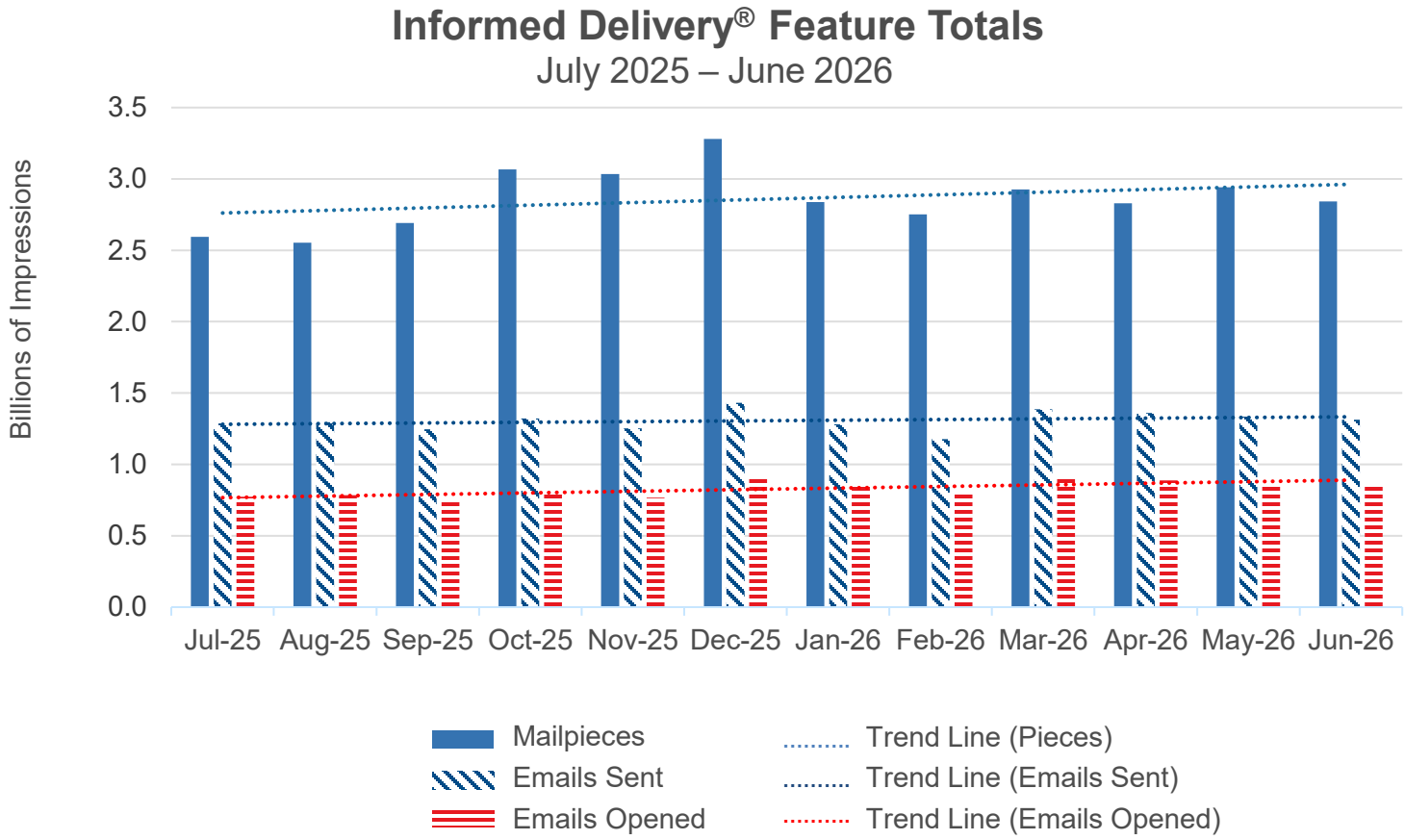
Brands can leverage the Informed Delivery® feature to reach this highly engaged audience…

15.7B

Total Daily Digest Emails Sent

9.9B

Total Daily Digest Emails Opened



Internal data from July 1, 2025 – June 30, 2026

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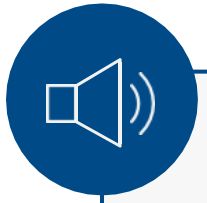
CONSISTENT USER SATISFACTION

User surveys indicate that 92% are satisfied or very satisfied with the feature and 79% are likely to recommend it to friends, family, or colleagues.

92% of users[1] are satisfied or very satisfied with the Informed Delivery® feature



79% of users[1] would recommend the Informed Delivery® feature to friends, family, or colleagues

[1]Data from FY26 Q3 User Survey

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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.

USPS Net Promoter Score[1]

79[2]

Technology & Services	eCommerce & Retail	Healthcare
63	61	37

Compared to NPS® scores for other industries[3]

[1]The Net Promoter® 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). Net Promoter® and Net Promoter Score® are registered trademarks of Bain & Company, Inc.
[2]Data from FY26 Q3 User Survey
[3]https://www.retently.com/blog/good-net-promoter-score/

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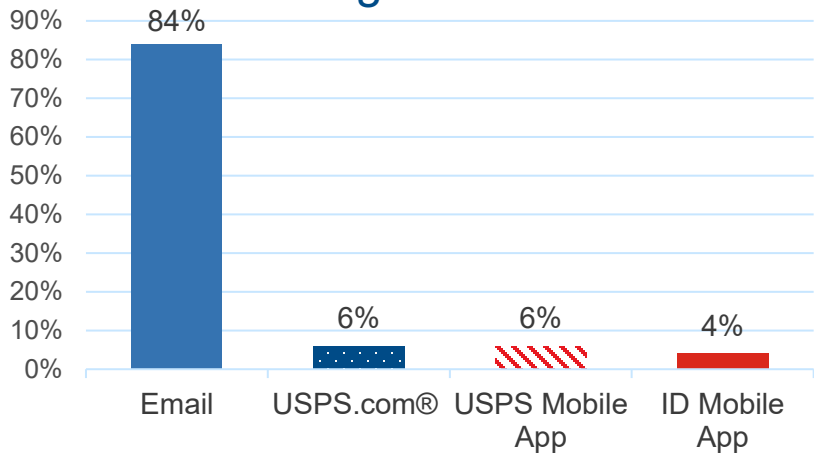
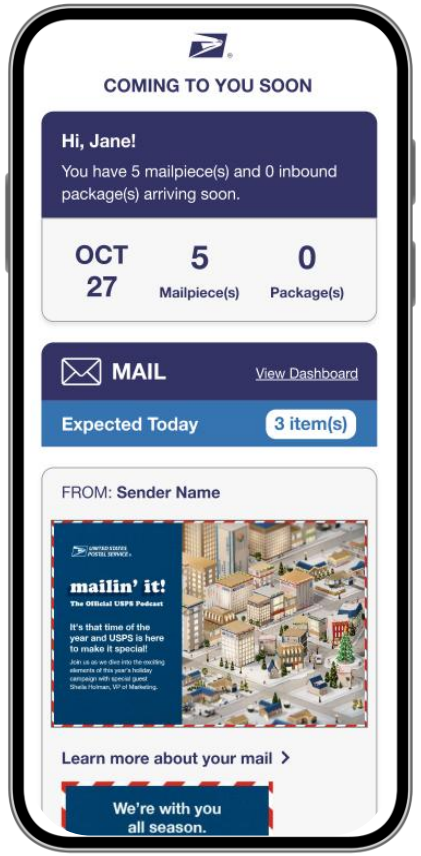
CHANNEL USAGE

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

84% of Informed Delivery® users access the Informed Delivery® feature via the Daily Digest email





63.4%

Average Informed Delivery® Daily Digest email open rate[3]

Email open rate more than double cross-industry average[2]

[1]Responses pulled from FY26 Q3 User Survey
Note: Respondents were able to select more than one response type
[2]Email Open Rate: Email Marketing Benchmarks to Crush Your Industry Average
[3]Internal data from July 1, 2025 – June 30, 2026

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ID MOBILE APP

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

1,174,489[1]

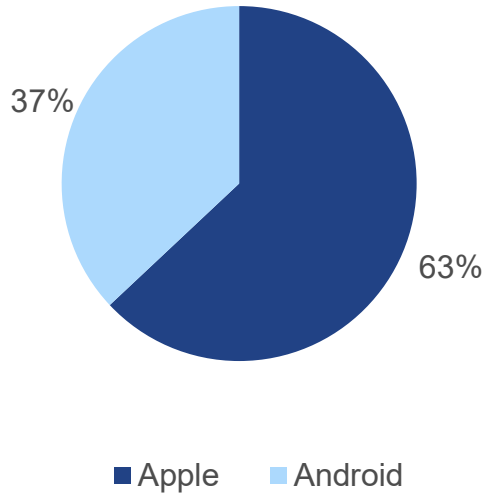
Total App Users

267,845[1]

New ID Users from App

13.4M[1]

Mobile Logins

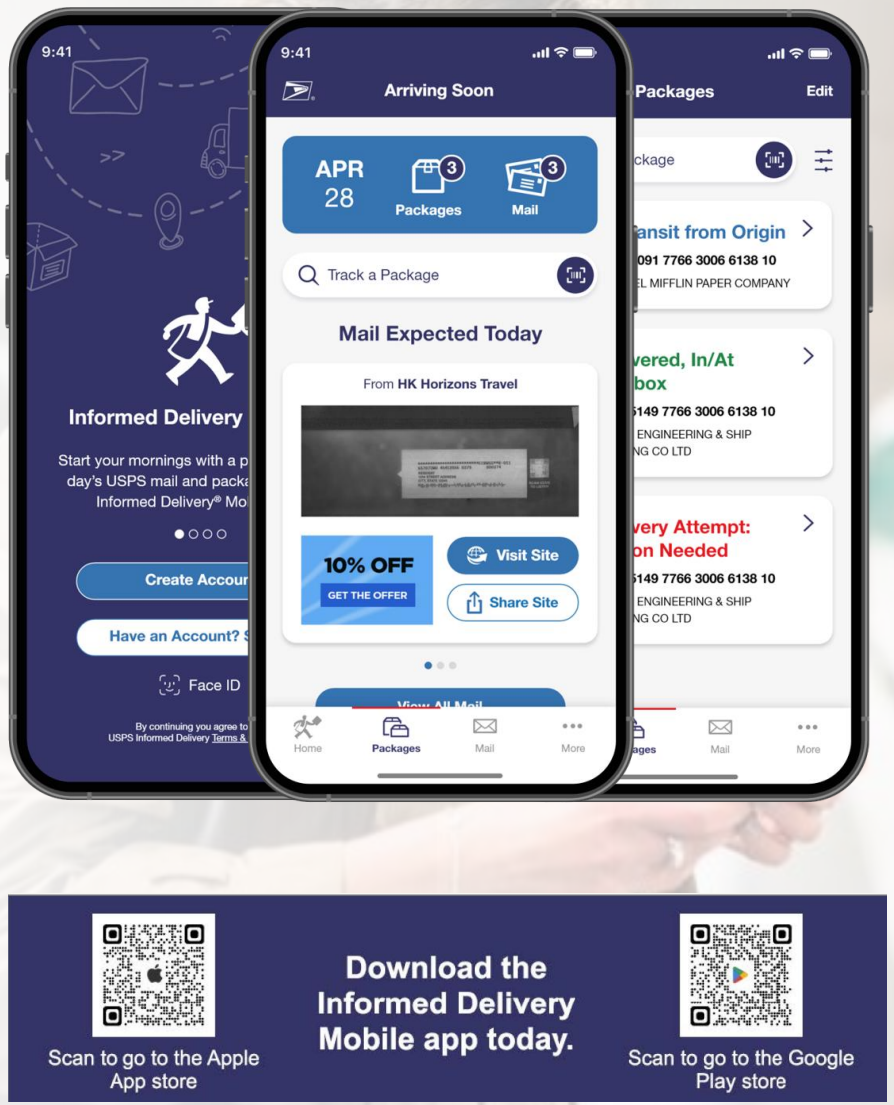


377,077[2]

Active Users[3]

3.6[1]★

Avg. All Time App Rating



[1]Internal Data as of June 30, 2026

[2]Internal Data from July 1, 2025 - June 30, 2026

[3]Users who were active on the app within the last 28 days

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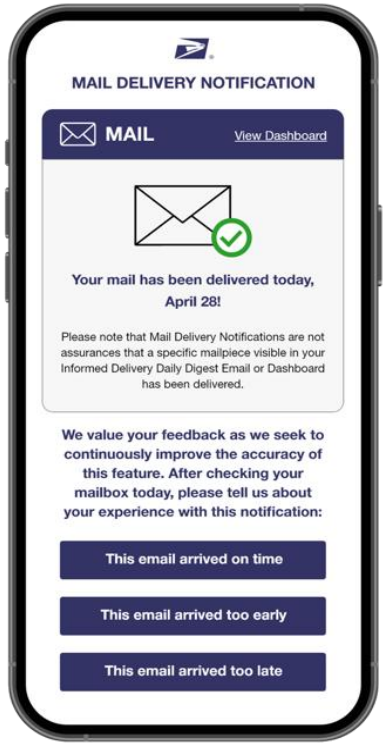
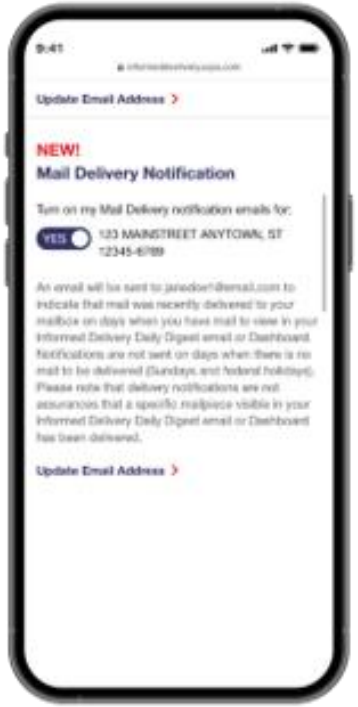
MAIL DELIVERY NOTIFICATION

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

2,407,867 *+110% YoY*	Users Opted-In[1]
57.9% *-2.4% MoM*	Email Open Rate[2]
28,070,333 *+1.5% MoM*	Emails Sent in Jun[2]
84.0% *-1.8% MoM*	Say Email Arrived On Time[2]
6.49 min *-9.15% MoM*	Average MDN Processing Time[2]

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[1]Internal Data as of June 30, 2026
[2]Internal Data from July 1, 2025 – June 30, 2026

On average, users spend more time on the Informed Delivery® dashboard than the average time spent on-page across industries.

Average of…

2:19 minutes

spent on the Informed Delivery® dashboard[1]

vs. *54 seconds average page view across sites of other industries[2]*

[1]Informed Delivery® Feature Google® Analytics Data from July 1, 2025 – June 30, 2026

[2]Average Time on Page Analysis | Umbrex®

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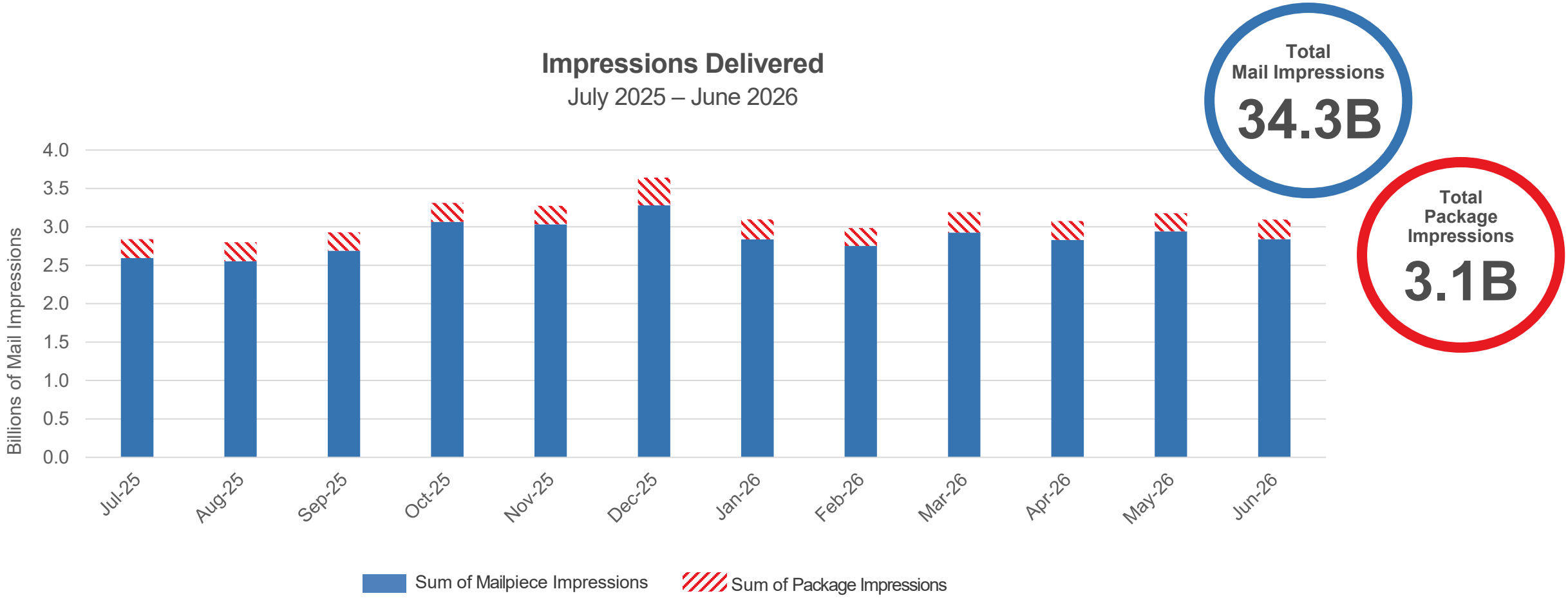
GENERATING SIGNIFICANT IMPRESSIONS

Daily Digest emails have generated 37.4 billion mailpiece and package impressions in the past year.



Internal data from July 1, 2025 – June 30, 2026

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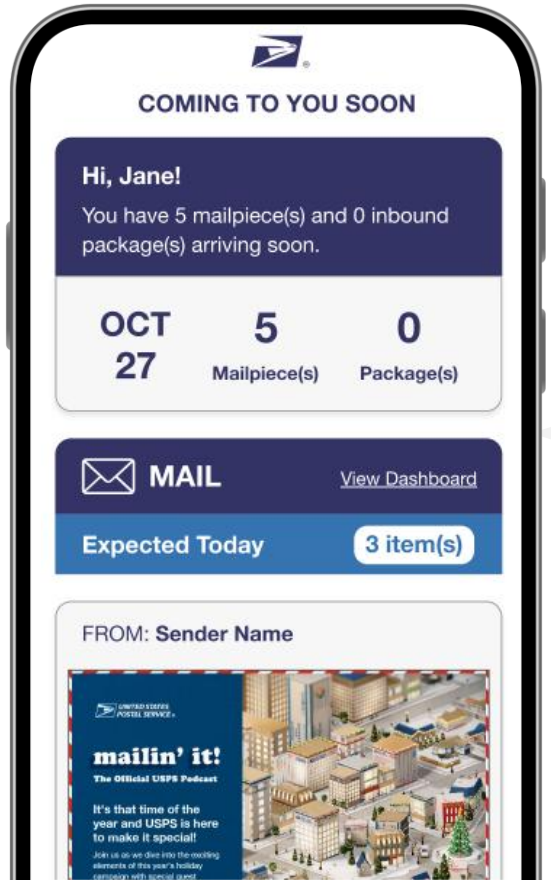
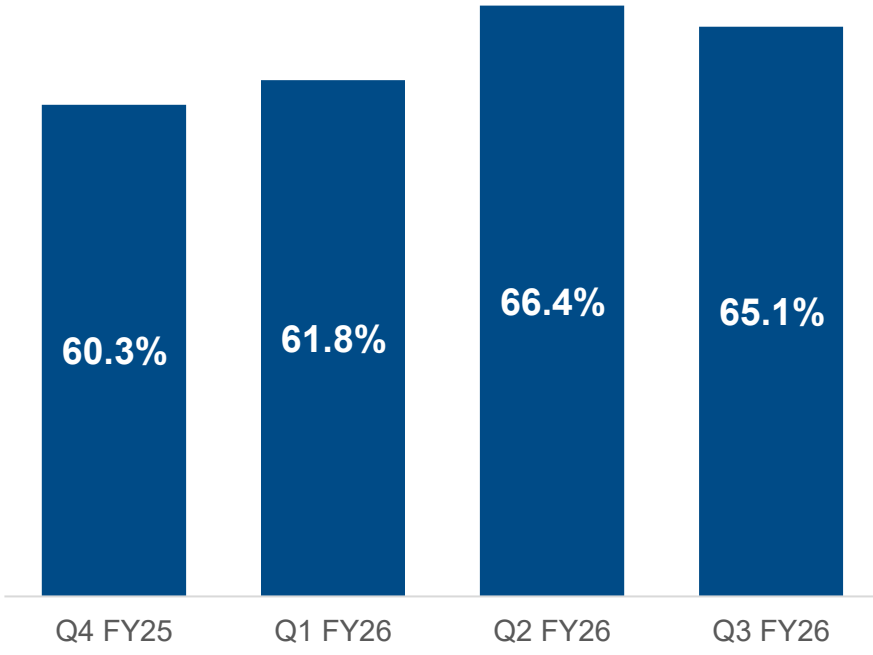
HIGH EMAIL OPEN RATES

Informed Delivery® users are heavily engaged with their Daily Digest, as seen by the high email open rate of 65.1% in Q3 FY26. These impressions transform your customer's inbox into a high-performing touchpoint.



65.1%
Q3 Daily Digest Email Open Rate

Quarterly Email Open Rate
(Q4 FY25 – Q3 FY26)



Internal data from July 1, 2025 – June 30, 2026

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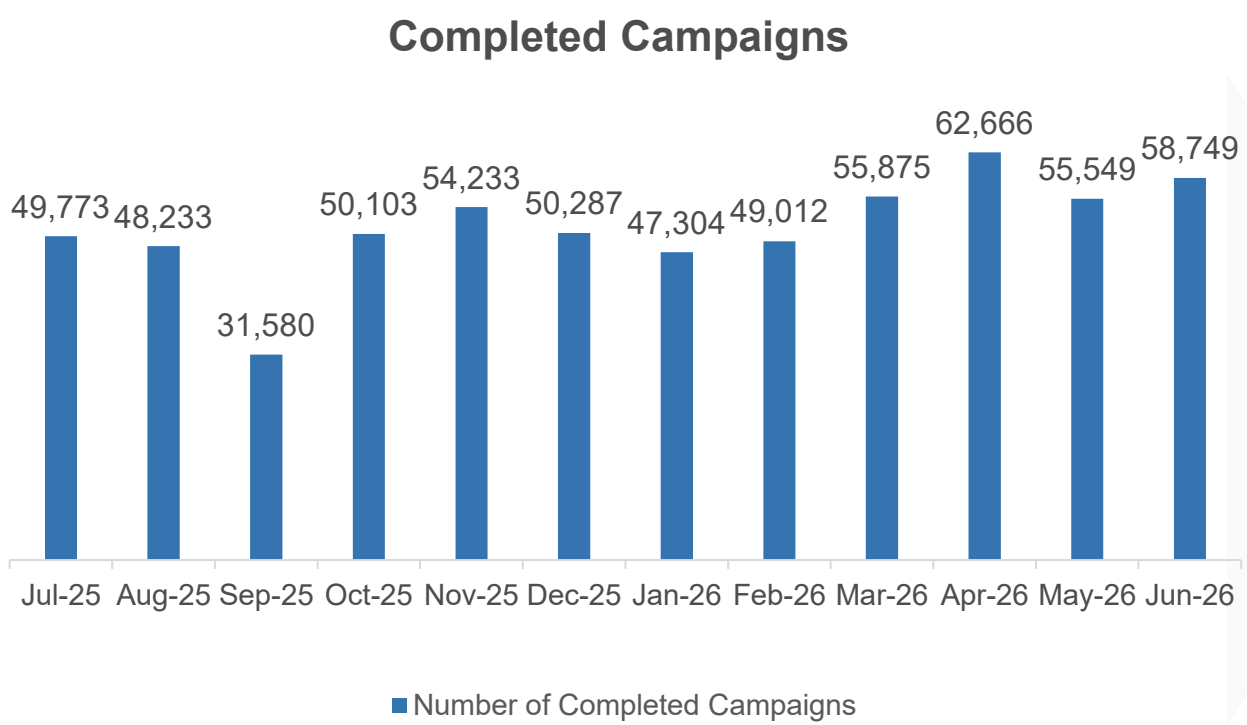
MAIL CAMPAIGN IMPRESSIONS

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



12,949,590,173 Emails sent with Campaigns

10,835,332,552 Individual Campaign Mailpieces

8,094,196,515 Emails Opened

18,782,413 Campaign Clicks

Internal data from July 1, 2025 – June 30, 2026

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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 80M[1] active users and an average email open rate of 63.4%[2],** 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.

[1]Internal data as of June 30, 2026
[2]Internal data from July 1, 2025 – June 30, 2026

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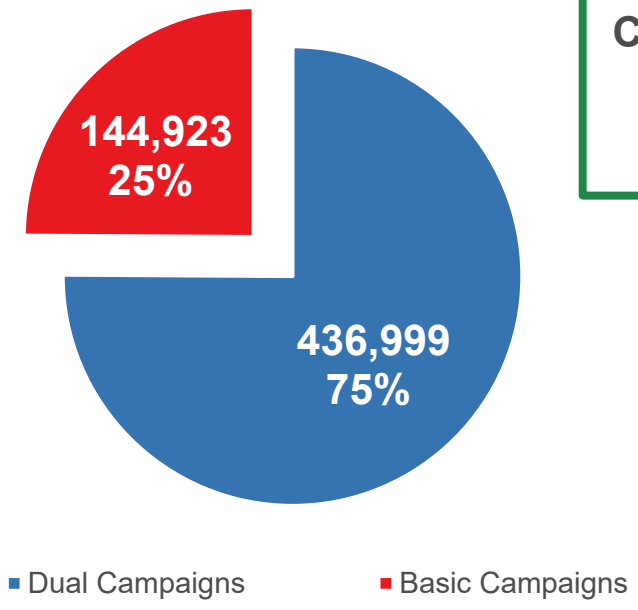
OPPORTUNITY FOR INTERACTIVE CAMPAIGNS

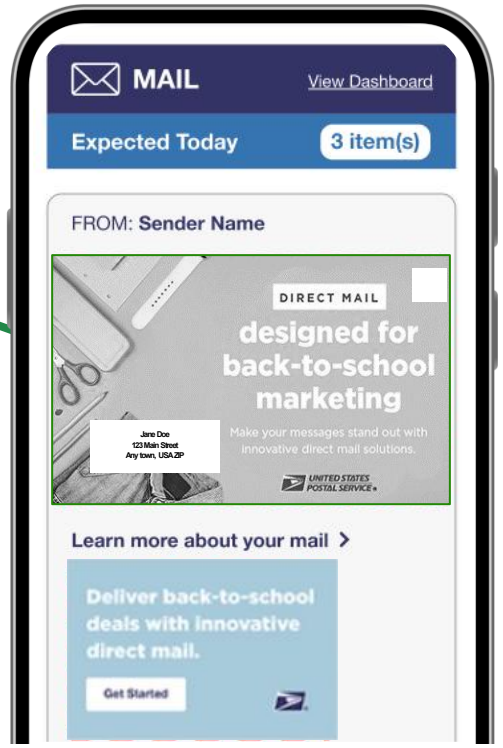
Mailers can create and launch interactive campaigns to reach and re-engage their customers.

Total # of Campaigns
July 2025 – June 2026

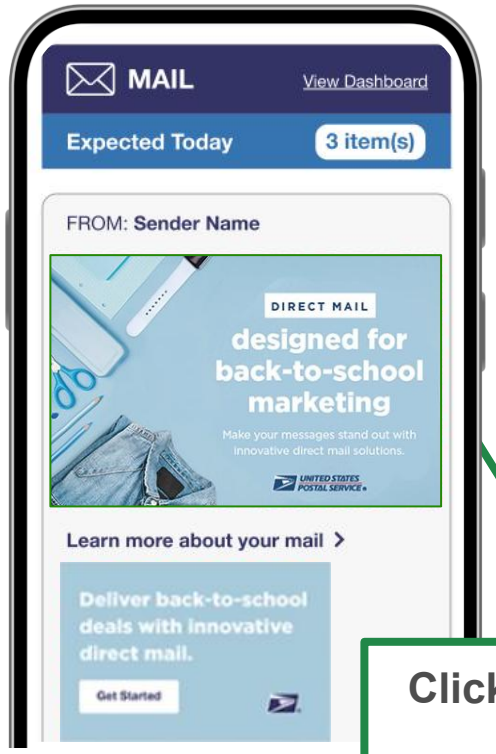


BASIC CAMPAIGN

Click Through Rate
0.16%



DUAL CAMPAIGN



Click Through Rate
0.18%

Internal data from July 1, 2025 – June 30, 2026

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CALCULATE YOUR POTENTIAL RETURN ON INVESTMENT

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.

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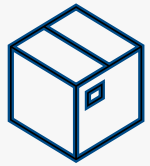
PACKAGE CAMPAIGNS

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

50,367
Total Package Campaigns[1]



99M+
Packages Associated with Campaigns[1]

545K+
Total Click Throughs[1]

0.55%
Click Through Rate[1]

40.6%
Email Open Rate[1]

[1]Internal data from July 1, 2025 – June 30, 2026

Sign Up Anyone interested in signing up for Package Campaigns should **email us** at 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

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