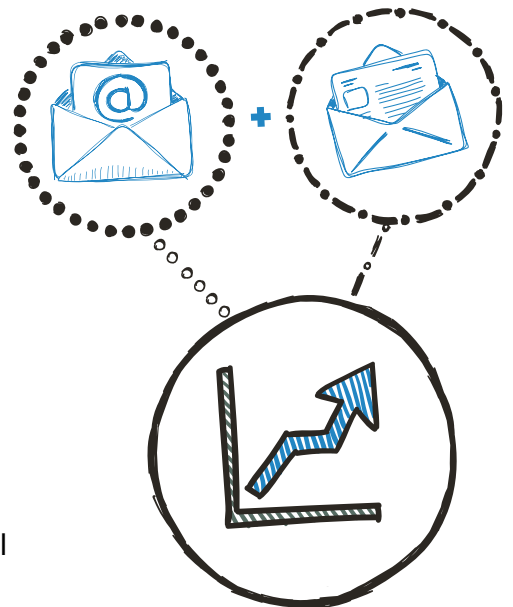


What is Informed Delivery®?

Imagine receiving an email every morning with digital previews of your mail scheduled to arrive to your home or office soon. This is now possible thanks to **Informed Delivery®** a new USPS feature that allows you to view images of the mail pieces you're soon to receive—and you can access everything from one convenient location.

This service is becoming extremely popular:

- The Informed Delivery® email has an **86%** daily open rate
- There are over 20 million people signed up for Informed Delivery® and growing daily!
- Informed Delivery® allows you to put your client's mailing piece both in the digital world and physical world simultaneously.



What does OmniTrack's Informed Delivery® Integration mean?

With our Informed Delivery® Integration, you'll be able to enhance your client's mailing piece by:

- Adding a full color ride-along interactive image under the mail piece preview image.
- All informed delivery mail pieces with interactive images will be moved to the top of the USPS emails giving you an advantage over your competitors.
- Including interactive content by implementing a link to your website by clicking on the ride-along image that resembles the design of your mail piece.

If you are using OmniTrack's Online & Social Media Follow-Up features then when the user clicks this ride-along image they'll receive a **pixel** on their browser and on their Facebook/Instagram profiles. Even if they initially exit the website without taking action, they'll be seeing ads attracting them back to it—all over Facebook, Instagram and the Google Network.

Let's increase your ROI by putting your mail piece both in the digital world and physical world simultaneously.

