

SHIPPING + MARKETING = GROWTH

How to drive customer engagement at every touchpoint—from promotion to delivery and beyond.





The ever-changing consumer landscape.

The pressure is on for businesses to meet
rising demands and expectations.



Meeting customer expectations is key to success.

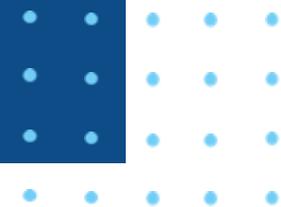
In today's competitive landscape, aligning goals across marketing and logistics is necessary to empower your business to:

- ✓ Deliver with fast, affordable, reliable, and secure shipping options.
- ✓ Increase sales and ROI.
- ✓ Connect with customers at every touchpoint.
- ✓ Boost customer satisfaction.



Why should marketers care about logistics?

Promoting compelling shipping services can help elevate your marketing strategy and the customer experience at every touchpoint.





How shipping can positively impact marketing campaigns.

Clearly communicating compelling shipping options can help marketers increase conversions and ROI.

How? Because it shows you are listening to your customers' needs and meeting their delivery expectations—which can ultimately help your marketing campaigns make the sale.

Consumers today don't make purchase decisions based on the impact of marketing alone.

The three top factors that consumers consider when deciding to shop on a brand/retailer's website:¹



Base: 1,276 U.S. online shoppers (ages 16 and older) who purchase physical products online at least once per month.

1. "State of Shipping Report, 2022: Why Faster Shipping Matters," X Delivery in collaboration with Santa Clara University Retail Management Institute survey, June 2022.

Customers may not act on your marketing campaign if shipping speed and cost do not meet their expectations.

Offering compelling shipping options in your marketing materials at every touchpoint can help lead to higher conversion rates.

Here are some examples of how:



Awareness

Attract customers by including compelling shipping options in your acquisition marketing.



Engagement

Help customers make the right shipping choices in your marketing emails to boost sales.



Consideration

Reinforce that you offer fast, reliable, and affordable shipping options using direct mail.



Purchase

Offer fast, reliable, and affordable shipping options to help drive conversions and lower shopping cart abandonment.



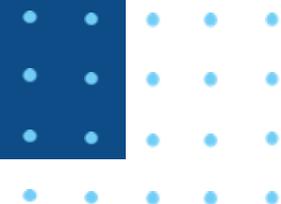
Post purchase

Reward shipping customers via direct mail with perks and offers that drive repeat business.



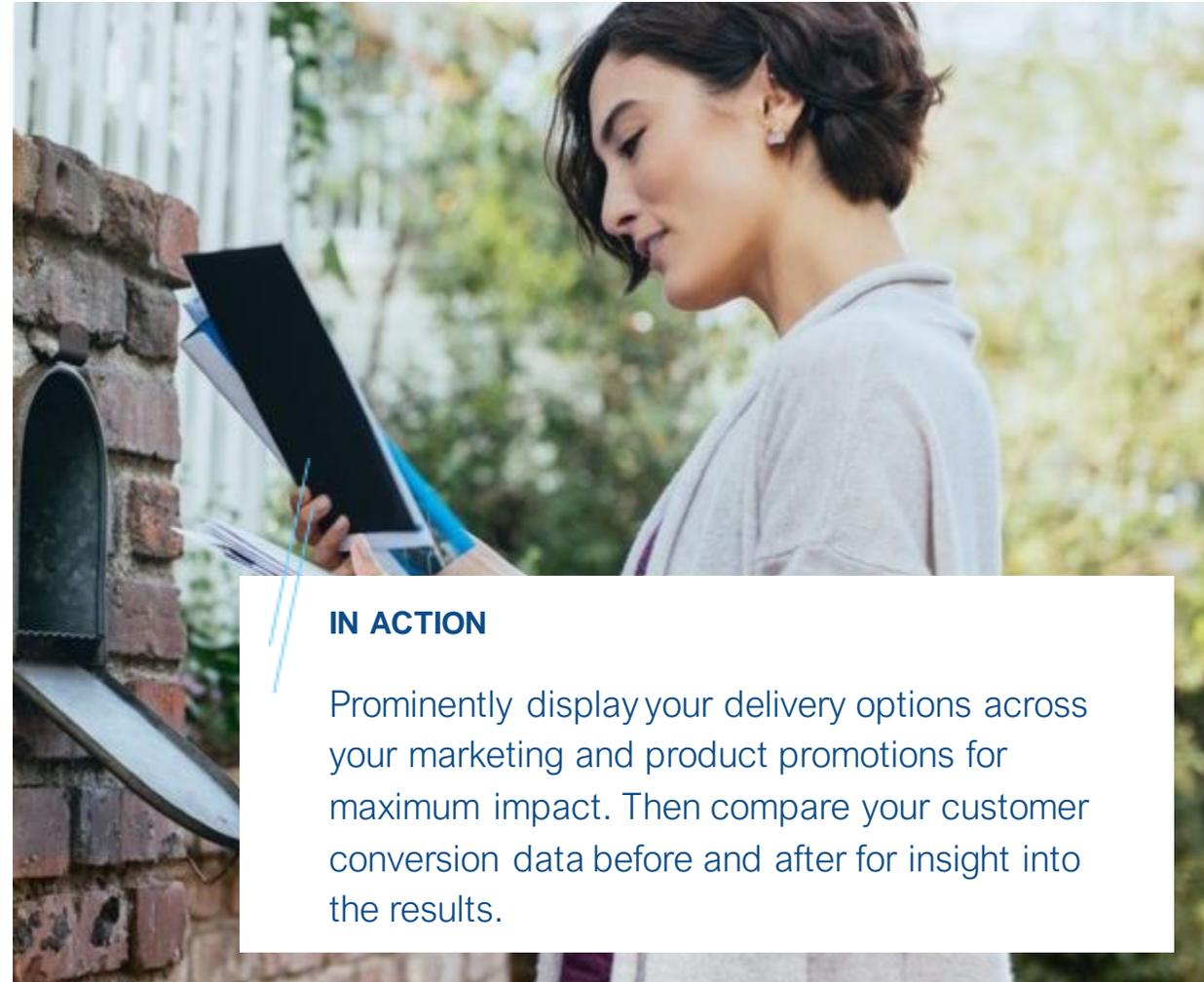
How logistics impacts marketing—in action.

Three ways shipping can help enhance marketing campaigns.



1. Promote fast and affordable delivery options.

Help boost customer acquisition and sales by promoting new and improved delivery options.

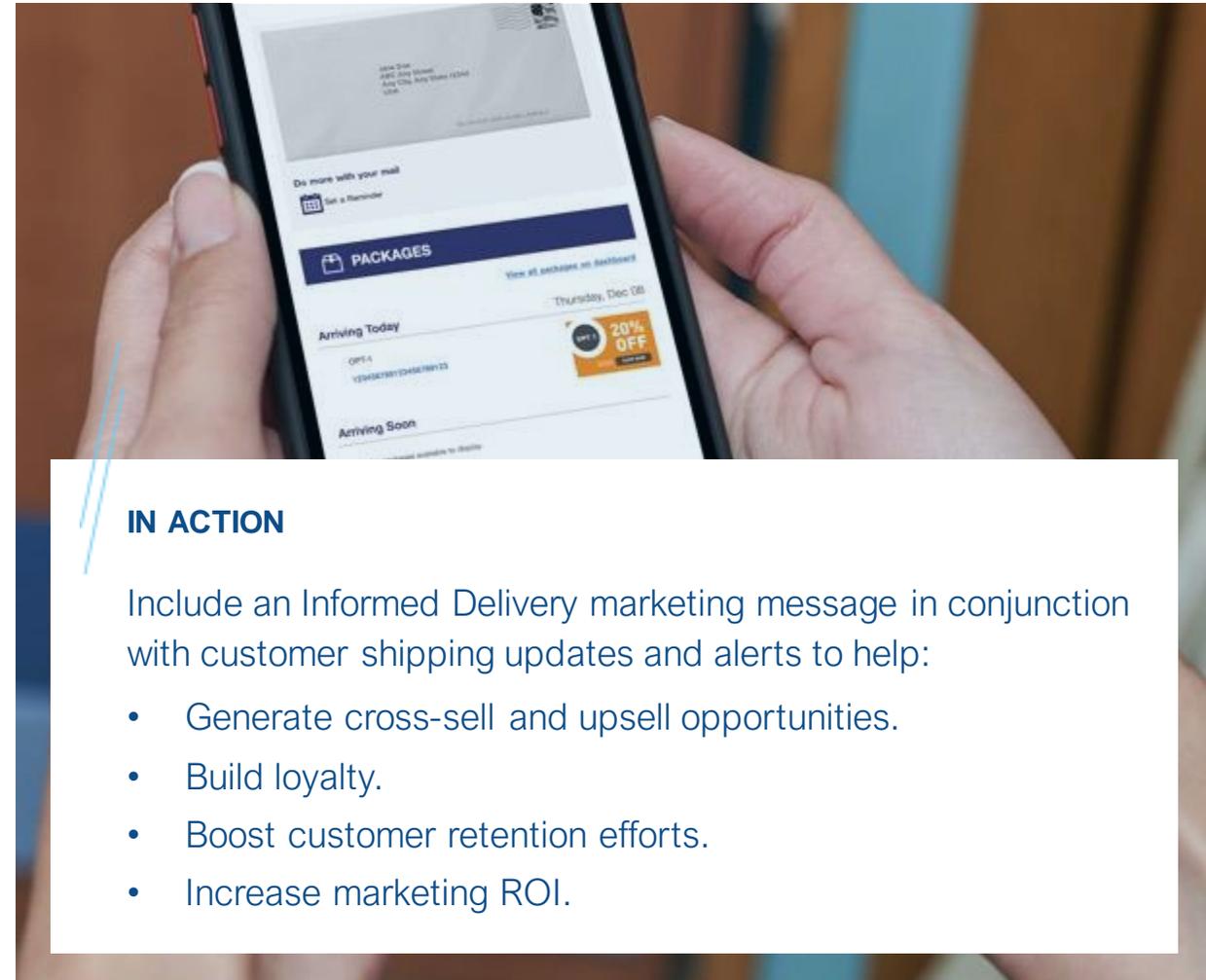


IN ACTION

Prominently display your delivery options across your marketing and product promotions for maximum impact. Then compare your customer conversion data before and after for insight into the results.

2. Connect Informed Delivery[®] marketing campaigns with shipping updates.

The USPS[®] Informed Delivery feature for packages is a complimentary add-on that gives marketers the ability to create interactive campaigns connected to their package delivery.



IN ACTION

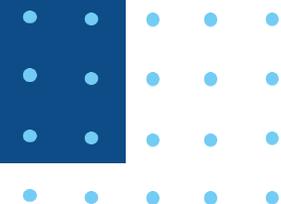
Include an Informed Delivery marketing message in conjunction with customer shipping updates and alerts to help:

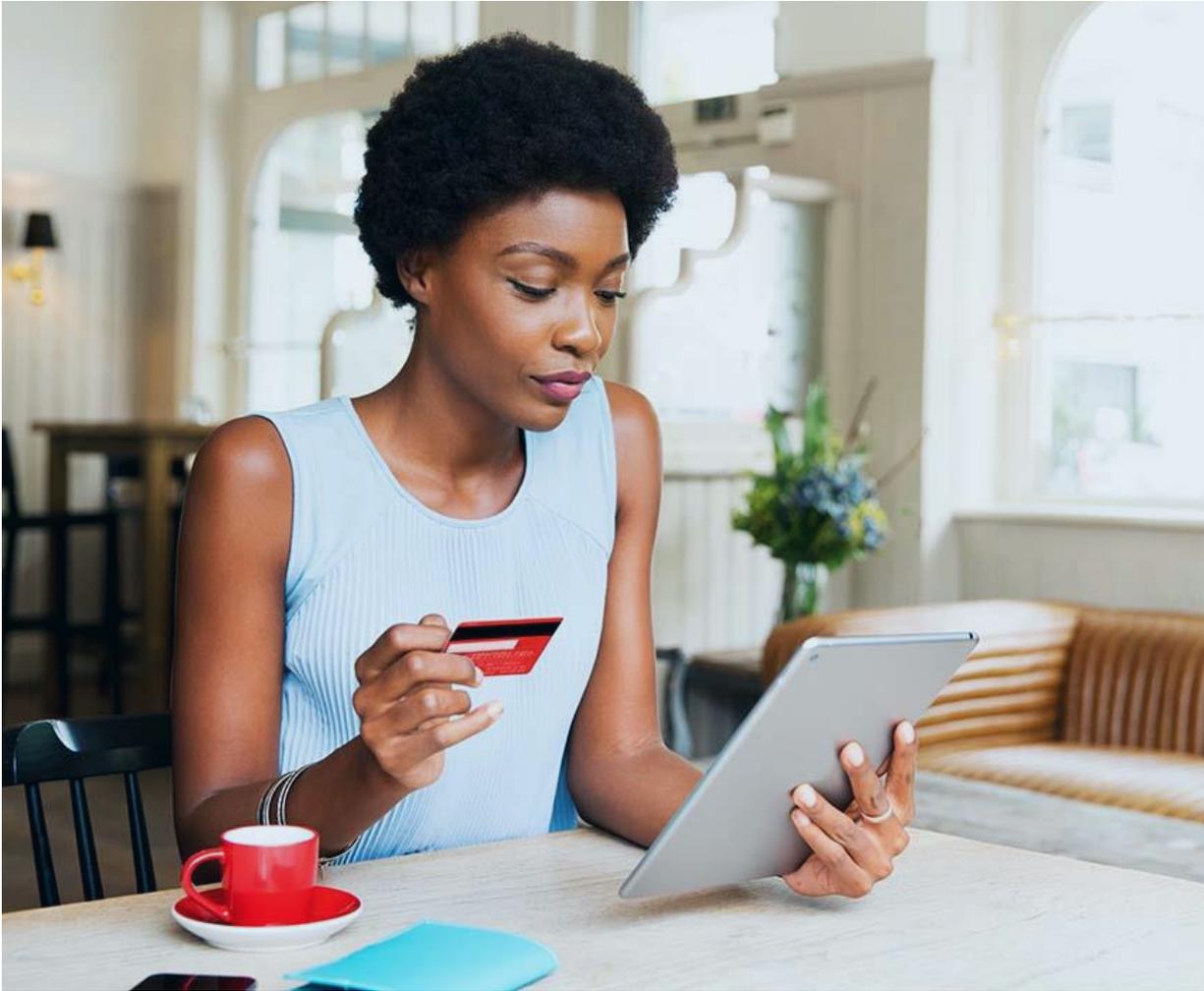
- Generate cross-sell and upsell opportunities.
- Build loyalty.
- Boost customer retention efforts.
- Increase marketing ROI.



Why should logistics care about marketing?

Because communication is critical to growth.





It's a win-win.

Communicating shipping benefits in marketing can lead to higher conversion rates.

Higher conversion rates can lead to more shipping customers.

FACT

68%

of consumers say fast shipping leads them to place an online order.¹

1. Rachel Halbmaier, "Same-Day Delivery: 3 Reasons Why Speed Matters," Flexe, June 3, 2021.

First-party data is more important than ever, and logistics teams have the data that marketers need.

First-party data helps marketers:



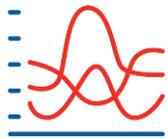
Build loyalty and customer retention programs.



Identify cross-sell and retargeting opportunities.



Create look-alike lists for acquisition.



Develop propensity models for customers most likely to purchase.



Leverage verified physical addresses for direct mail campaigns.

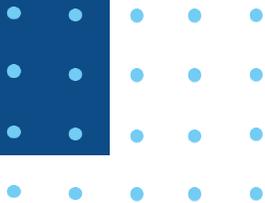


Identify geographical areas where marketing efforts are effective or ineffective.



The direct mail opportunity.

How to enhance the customer journey every step of the way.



Why direct mail?

Digitally integrated direct mail can:

- Drive consumer engagement across channels.
- Make a tactile connection with customers.
- Help improve omni-channel engagement.

FACTS

67% of surveyed marketing managers in a 2022 survey agree that direct mail shows the best ROI of all of the channels their company uses today.¹

1. Survey and interviews of 170 marketing executives from companies of a certain size and specific industries. "The State of Direct Mail 2022", Lob and CompereMedia, 2022.

Direct mail delivers big results.

FACTS

As a direct result of receiving mail:¹

92%

of consumers have been **driven** to online or digital activity.

87%

have been **influenced** to make online purchases.

86%

have **connected** with a business online.

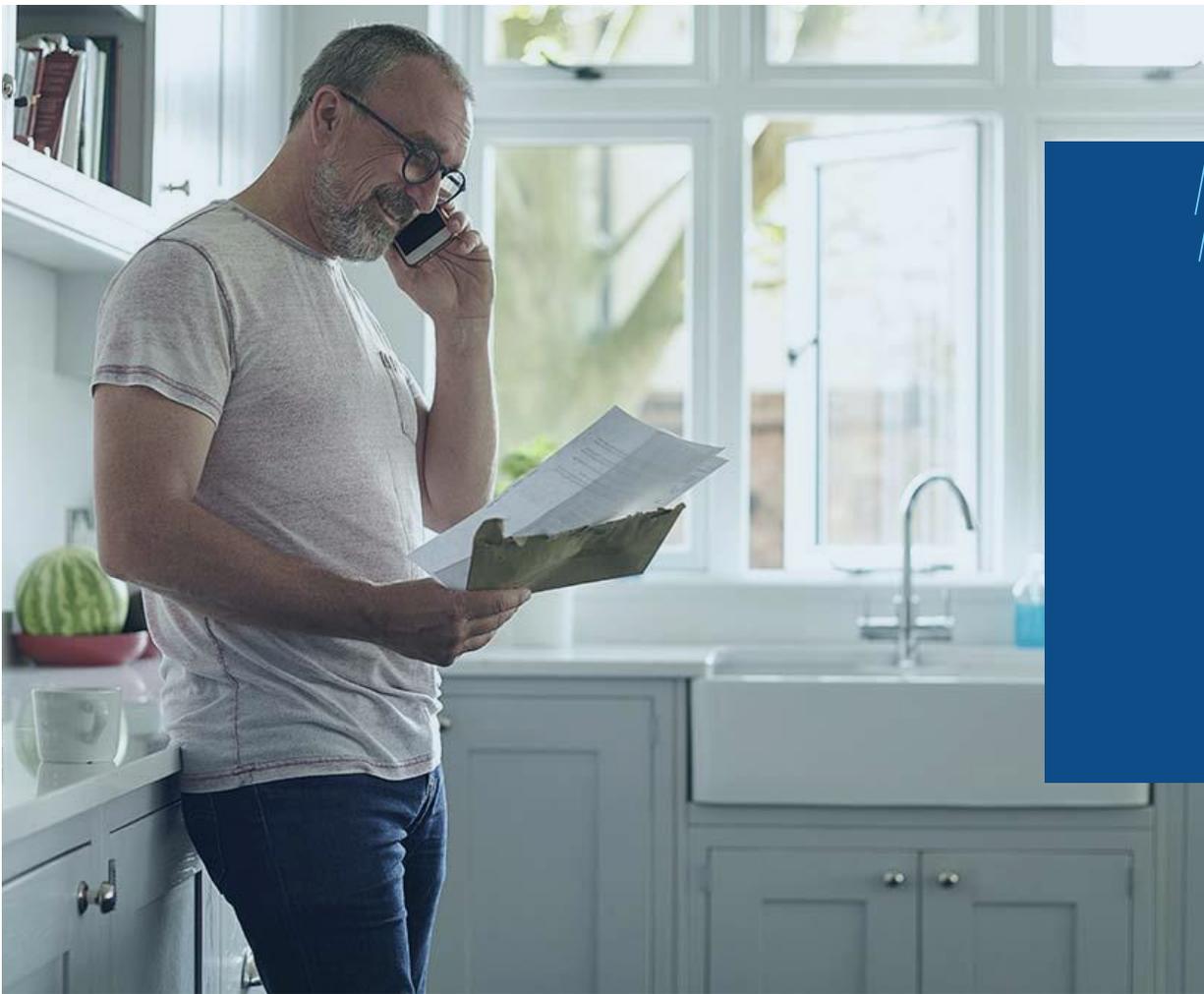
54%

have **engaged** in social media.

43%

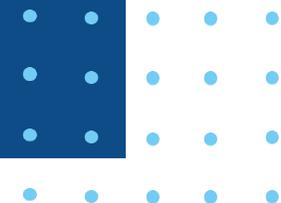
have **downloaded** something.

1. Andrew Robinson, "What is the response rate from direct mail campaigns?," Data & Marketing Association (DMA UK), April 21, 2021.



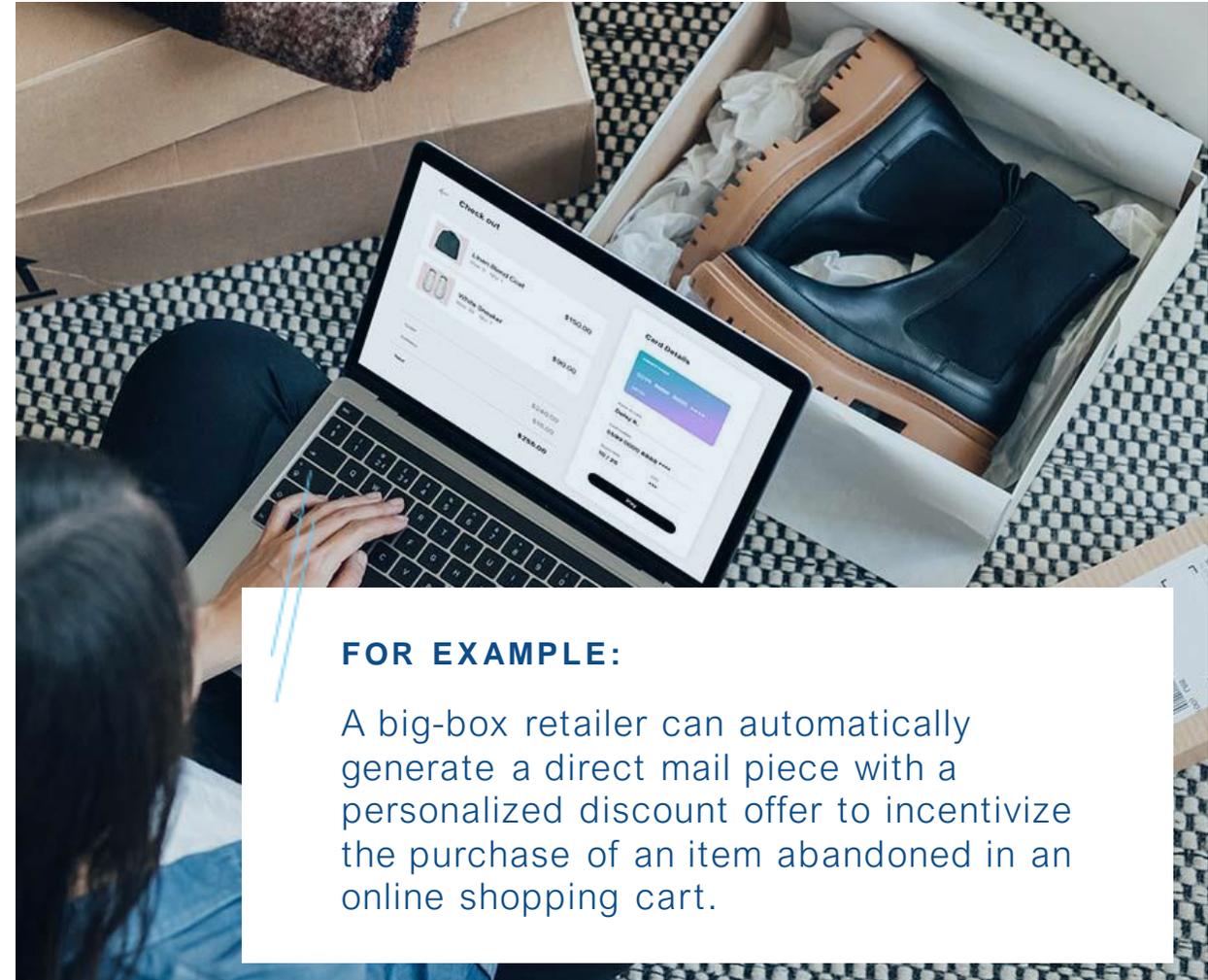
Direct mail in action.

How mail can help you drive retention and growth.



1. Boost acquisition with retargeted direct mail.

Retargeted direct mail provides a tactile reminder and can help save the sale when customers view an item but don't pull the trigger to buy online.



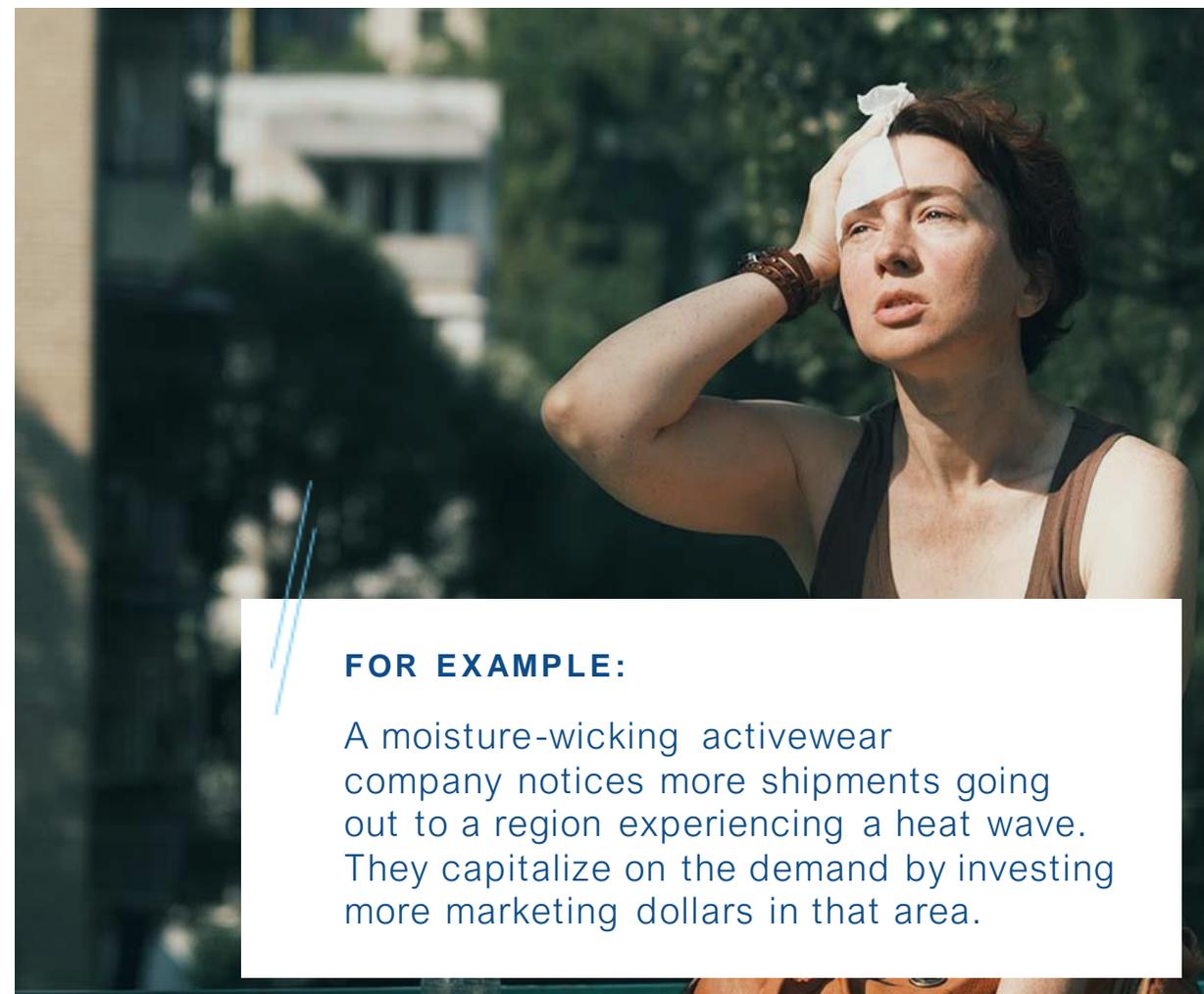
FOR EXAMPLE:

A big-box retailer can automatically generate a direct mail piece with a personalized discount offer to incentivize the purchase of an item abandoned in an online shopping cart.

2. Analyze your shipping trend data to inform marketing campaigns.

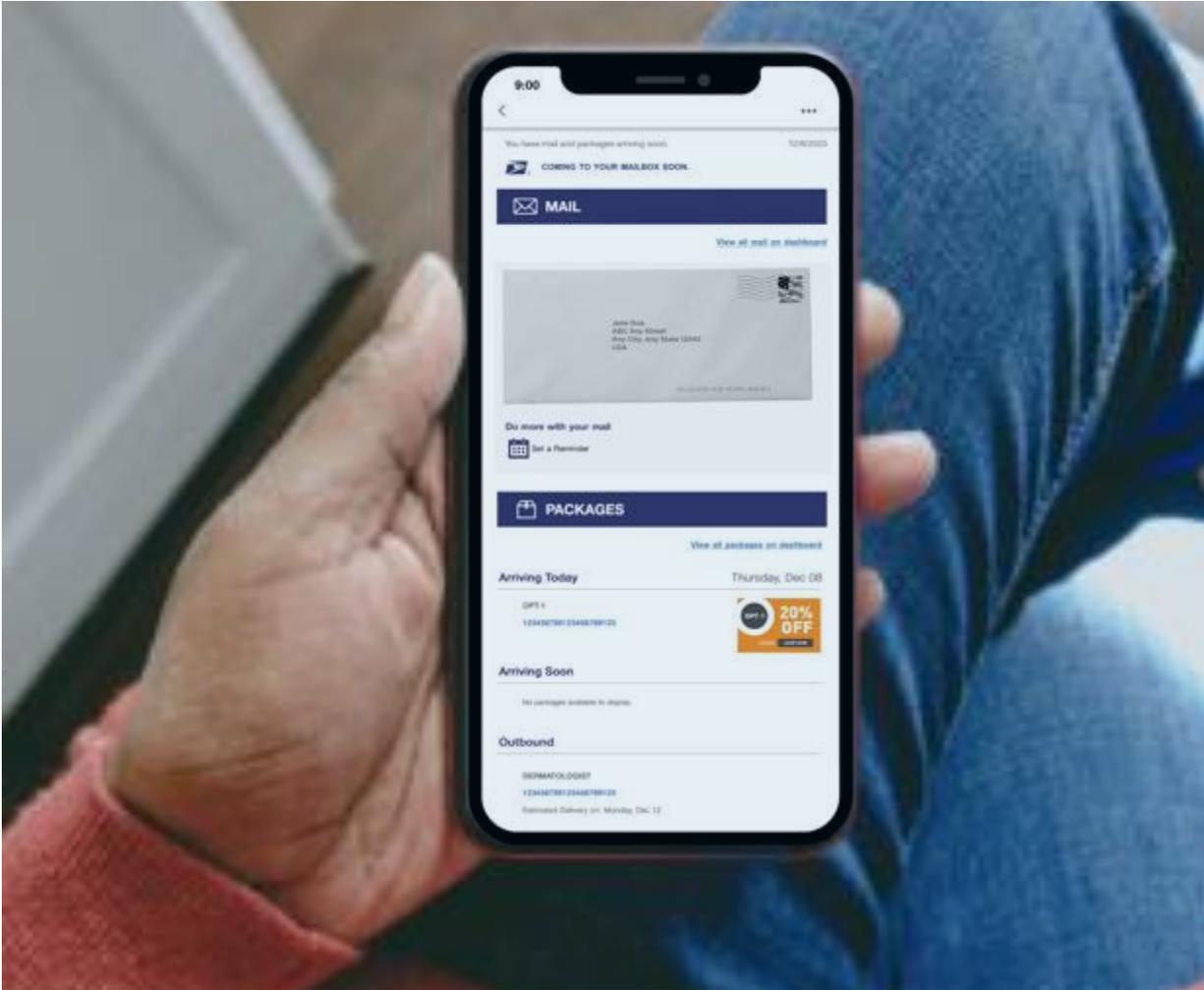
Sharing your trend data can provide insights that help marketers target customers in an area where there is less marketing coverage relative to the amount of deliveries.

It can also help pinpoint customers in the same region who are experiencing specific conditions.



FOR EXAMPLE:

A moisture-wicking activewear company notices more shipments going out to a region experiencing a heat wave. They capitalize on the demand by investing more marketing dollars in that area.



Making an impact with mail and shipping innovations.

Using these latest mail and shipping innovations can help improve customer engagement and satisfaction.



Informed Delivery Feature for Packages

Engage users through integrated shipping and digital marketing campaigns that coordinate with delivery.



Informed Visibility

Gain tracking insight into your direct mail campaign delivery.



Informed Delivery interactive campaigns

Promote shipping benefits in your mail campaigns to enhance engagement through a synchronized physical and digital touchpoint.

Summing it up.

With the right shipping services and marketing solutions working in tandem, you are ready to maximize every opportunity, at every touchpoint along the journey.

Now is the time to connect with your marketing or logistics colleague to talk about how you can work together to:



Deliver a satisfying customer experience.



Acquire and retain customers.



Grow your business.

Thank you.



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