## [Magna IV Enhances USPS 'Informed Delivery' to Get Results](https://www.arkansasbusiness.com/article/125832/magna-iv-enhances-usps-informed-delivery-to-get-results" \t "_blank)

by [Sarah Campbell-Miller](https://www.arkansasbusiness.com/staff/sarah-campbell)  on **Monday, Mar. 11, 2019 12:00 am**   3 min read

Magna IV of Little Rock is helping its direct mail clients get more bang for their buck with “Informed Delivery,” a service offered free by the U.S. Postal Service to both consumers and mailers like Magna IV.

When consumers sign up for Informed Delivery, they’re signing up to receive an email every day that contains digital previews of their household mail that will be arriving soon.

Magna IV, a “turnkey” provider of printing and marketing services with 65 employees, discovered about a year ago that it can take Informed Delivery a step further for its clients, according to President Kristi Dannelley.

“As it hits the post office equipment, they’re just taking screenshots, or still shots as [mail] goes through the machinery, and those are just grayscale images. What we can do is we can turn that into an interactive campaign and actually upload a color image,” she said. “Our clients, it gives them double exposure when they can turn that into an interactive campaign.”

By interactive campaign, Dannelley means her company can make the color image of the mail that people see in their email inboxes “clickable.” And these interactive campaigns offer many options, she said.

For example:

         The client can give the consumer a promotional code.

         The client can create a rewards program that builds brand loyalty and encourages customers to earn points by clicking on the image and following whatever instructions may follow that action.

         While the physical piece of mail may advertise a sale or promotion, the client can advertise another sale or promotion that can only be viewed via the Informed Delivery interactive campaign.

         Clients can increase their customer databases by having users register on their websites.

         They can allow customers to renew a subscription with one click.

Magna IV can also tell its clients how many consumers clicked on their images, Dannelley said. The clients can design and submit their own digital image, or the company can help them design the image.

“It’s just another channel. It just gets you in front of your customer a little faster. For example, if you’re going to send out a postcard for 20 percent off, they’re more than likely going to see their email before they get to their mailbox, so it could entice them to make that purchase a little bit quicker,” Dannelley said. The email could also reach consumers who have gone on vacation and may not receive their physical mail for awhile, she noted.

In addition, Magna IV doesn’t collect an additional charge from its clients for the service, Dannelley said. The service is offered to clients that are sending more than 200 pieces of mail to consumers.

It’s free to them because it doesn’t take Magna IV a significant amount of time to produce the color image and develop an interactive campaign, she explained. The company gives the USPS the client’s color image and a link; the USPS does the rest.

Magna IV also tells its clients that nearly 84 percent of Informed Delivery users studied by USPS open their Informed Delivery emails, so the response rate is high.

About half of Magna IV’s clients have already agreed to take advantage of the Informed Delivery interactive campaigns, Dannelley said.

The company, founded in 1975, primarily serves national brands with multiple locations, including Dave & Buster’s and Snap-on Inc. But it works with some mom-and-pop operations and with nonprofits, like St. Jude Children’s Research Hospital, as well.

Right now, a challenge for its Informed Delivery interactive campaigns is the lack of awareness that this free USPS service exists, Dannelley said.

Just 9.9 percent of USPS customers nationwide — about 15.5 million people — had signed up for the free service by late February, though another 166,000 were signing up every week, according to the Official Mail Guide.

The Official Mail Guide is an online postal regulation and technology publication that covers mail and package creation, processing and distribution.

It also reported that, in about half of Arkansas, 5-10 percent of USPS customers had signed up for Informed Delivery. In the other half, fewer than 5 percent had signed up.

Magna IV has been informing its clients, but more consumers need to know about it, Dannelley said.