

**DEPLOYMENT AND TEST OF A RETAIL DIGITAL COMMUNICATIONS  
NETWORK BY THE UNITED STATES POSTAL SERVICE**

**CONTENTS**

**INTRODUCTION**

**DISCUSSION**

**A. Investigative Stage**

- i. USPS Background
- ii. History of the USPS Digital Communications Network
- iii. Administrative Considerations
- iv. Test Site Selection
- v. Screen Placement
- vi. Content and Content Sequencing

**B. Test Design and Results**

- i. Research Objectives
- ii. Test Design and Summary Reported Findings

**C. USPS Analytic Modeling**

**D. Conclusion**

**APPENDIX**

1. Test Time Line
2. Sample USPS Content

The authors appreciate the comments received from Professor Barton Weitz, University of Florida.

*This report is not to be reproduced or published, in any form or by any means, without the express written permission of the Institute. This material is protected by copyright pursuant to Title 17 of the U.S. Code.*

*Copyright (c) PLATT RETAIL INSTITUTE 2006. All rights reserved.*

Hinsdale, IL

[www.plattretailinstitute.org](http://www.plattretailinstitute.org)