



Smartmail Marketing
The Science of Activation



NEIGHBOURHOOD MAIL

Target potential customers in specific areas, such as neighbourhoods, zones or FSAs, and find the right customers for your business, large or small.

- ✓ Zero in on specific neighbourhoods with your marketing message.
- ✓ Use geodemographic profiles, such as age, income and marital status, to zero in on the best areas.
- ✓ Reach every home and apartment in a specific neighbourhood with your marketing messages.
- ✓ Benefit from having your items delivered with regular mail, which means they're more likely to be viewed and read.

GET REAL RESULTS FROM YOUR ADVERTISING AND COMMUNICATION DOLLARS

In today's world of information overload, people value receiving information that is relevant to them, at a time and place that are convenient for them. Canada Post Neighbourhood Mail™ (formerly Unaddressed Admail™) satisfies that need, since it's targeted and delivered to an uncluttered environment — the mailbox.

ZERO IN ON YOUR AUDIENCE

If you can define your target audience, we can help you isolate geographic areas where that audience represents a significant proportion of the population. By intelligently targeting the right customers and tailoring your message to them, you'll make your brand more relevant and more likely to make a connection that results in action.

GAIN UNEQUALLED ACCESS

Only Canada Post has access to over **15.7 million** business and household mailing addresses in Canada.

CUSTOMIZE YOUR MESSAGING

Whether you want to mail within a local trading area, or to every affluent neighbourhood in Canada, you can target your mailing and tailor your message for greater response.

CREATE A WINNING INTEGRATED MARKETING CAMPAIGN

Use direct mail as a complement to other marketing media, such as online, radio and newspaper, to reinforce your messages, raise brand awareness and help get your products noticed and remembered. The outcome is greater value from your marketing spend.

Direct mail drives purchases¹

61% purchased a product in-store over the past six months as a result of a direct mail ad

39% ordered a product online after receiving a direct mail ad

TARGET THE RIGHT CUSTOMERS

Our targeting tools include easy-to-use householder counts, forward sorting areas and letter-carrier walk maps, and the powerful application of Precision Targeter™, which allows you to easily find more of your best prospects.

MAKE IT EASY TO RESPOND WHEN & HOW THEY WANT

Combine Neighbourhood Mail™ with Business Reply Mail™, or a response channel such as a call centre or website, to close the contact loop.

NEIGHBOURHOOD MAIL GETS RESULTS

We often work with our customers to measure the impact of Neighbourhood Mail campaigns. The results have shown that they frequently outperform newspaper inserts, co-op mailings and mass media for cost-effective results.



CLÉMENT

Clément targeted locations where they already had a small number of customers by using the Precision Targeter tool to reach certain demographic groups in those specific regions. Clément enjoyed significant sales increases in the targeted areas. Within two months, sales had increased by **400%** in Alberta, while website traffic rose by **80%** from Alberta and **50%** from Manitoba.



Quiznos tested an oversize piece to see if it would increase coupon response rate and revenue for its restaurants. The results were significant. "We saw about **90 more transactions** per restaurant over the course of the campaign," says Kyle Holmes, Senior Director of Marketing. "This direct mail solution clearly made an impact on our customers and sales."

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Canada Post commissioned a major ethnographic study that explored how direct mail factors into the lives of today's consumers and influences the purchase journey.

Direct mail is easier to understand and more memorable than digital media.

21% : less cognitive effort is required to process and elicit a much higher brand recall²

FINDINGS

1. Direct mail inspires

It's so engrained in life that consumers ritualize it. In the process, they imbue it with emotionally charged meaning, making them more susceptible to inspiration from brands.

2. Direct mail gets noticed

Consumers are far more likely to notice, open, read and enjoy mail than digital forms of advertising. They consider it less intrusive, more memorable, and the best way to make them feel valued.

3. Direct mail persists

Consumers save mail, display it in highly visible areas of the home, and even pass it along to others. This creates multiple opportunities for a brand to be seen and engaged with.

4. Direct mail persuades

Whether it's to drive a store visit or purchase, mail delivers a call-to-action that resonates.

¹ Direct Mail Omnibus Results, CPC no. 12-220, January 2013.

² A Bias for Action: The neuroscience behind the response-driving power of direct mail, Canada Post, February 2015.

³ Breaking Through The Noise, Canada Post, June 2015.

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