



**Smartmail Marketing**  
The Science of Activation



# PERSONALIZED MAIL

It's not just what you say, it's who you say it to that counts.

Canada Post Personalized Mail™ is the best way to speak directly to the people you want to reach. It lets you engage one-to-one with your customers and prospects, delivering messaging with the most personal level of relevance. It's ideal for addressed mailings that attract new customers, launch new products, create loyalty with your customers, fundraise and open doors for your sales force. If you already have household or business information, use Personalized Mail™ to deliver your message to the people who matter most to your business.

## IMPACT YOU CAN MEASURE

Personalized Mail (formerly Addressed Admail™) is an effective channel to speak one-to-one with prospects and customers, resulting in greater efficiency, less waste and more impact for your advertising dollar.

## INTEGRATE WITH OTHER CHANNELS

Apply your creative concepts in other media to be consistent with your advertising messages throughout your entire campaign. You will ultimately achieve greater awareness and better results.

## TARGET THE RIGHT CUSTOMERS

By combining data mining with predictive analytics, you can reach the people who matter the most to your business. Data enables you to intelligently target the right customers, so you can tailor your message and make a connection that results in action. Harness the information you already have, or access the vast consumer and business database available through Canada Post — the largest single source of its kind in Canada.

## GET NOTICED

Physicality is just one element in Canada Post Smartmail Marketing™ that brings the human touch to your message, in traditional formats or breakthrough pieces. Recent neuromarketing research supports this, proving the physical, tactile nature of direct mail generates a **20% higher response rate** than digital messaging.<sup>1</sup>

## DRIVE RESPONSE AND ACHIEVE BETTER ROI

Personalized Mail is consumers' preferred channel for promotional messages. In fact, **36%** of Canadians say they'd rather receive them by direct mail. This is over two and a half times higher than email (14%), and three times more popular than TV and newspapers.<sup>2</sup>

## INCREASE OPEN MAIL RATES

By including the recipient's address on your mail piece, you instantly boost the chance that your message will be noticed and read. The more information you include, the better your chances of success — **87%** of Canadians will open mail addressed to them personally.<sup>2</sup>

## COMPARE THE POWER OF DIRECT MAIL

Because it arrives in the uncluttered environment of the mailbox, Personalized Mail can deliver superior ROI by:

- achieving superior response and conversion rates over other advertising media;
  - helping drive targeted customers to specific channels;
  - effectively getting sustained consumer attention;
  - enabling an ongoing dialogue with customers; and
  - allowing you to retain customers and build loyalty.
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## BOOST MAILING EFFICIENCY

Here are some tips to ensure your mailings get to the right people and get noticed.

- Consider using Return Postage Guaranteed (RPG) to capture the data from the pieces that don't get delivered to keep your mailing lists up to date.
- Data Management Services is a solution that allows you to clean, standardize and update your lists or database of customers and prospects; with a clean mailing list:
  - **reach intended recipients** by ensuring addresses are complete;
  - **save money** and reduce customer irritation by removing duplicate addresses; and
  - **lift response rates** by excluding addresses that are undeliverable or incorrect.

“Direct mail serves as a great visual reminder that helps keep our brand top of mind — and that’s just another reason it is the ideal complement to digital channels.”

**NICOLAS DARKANIAN**

Digital Marketing Manager, Frank & Oak

- Give your business a competitive advantage with AddressComplete™ to reduce costs, improve the end-user experience and drive conversions by using Canada’s most accurate and up-to-date addressing database. You can also validate customer addresses in real-time — directly in the address fields on your website or application. Your business, no matter its size, can then virtually eliminate the capture of incorrect or incomplete customer address information.

### Direct Mail drives purchases<sup>2</sup>

**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

[canadapost.ca/smartmailmarketing](http://canadapost.ca/smartmailmarketing)

<sup>1</sup> *A Bias for Action: The neuroscience behind the response-driving power of direct mail*, Canada Post, February 2015.

<sup>2</sup> *Direct Mail Omnibus Results*, CPC no. 12-220, January 2013.

<sup>3</sup> *Breaking Through The Noise*, Canada Post, June 2015.

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