



Smartmail Marketing
The Science of Activation



POSTAL CODE TARGETING

AUDIENCE INSIGHTS

Canada Post provides the largest reach in Canada, drawing from a delivery database of over **15.8 million addresses**.

Achieve a level of precision never before possible for your acquisition campaigns. Apply audience profile filters to target prospects who are similar to your current customers and more likely to take action.

UNIQUE AND EXCLUSIVE TARGETING INSIGHTS TO REACH YOUR BEST PROSPECTS

Demographics

Target your message to prospects with the same age, income, education levels and family composition as your best current customers.

Interests

Reach target prospects based on interest categories such as avid readers, charitable donors, loyalty card holders, travel & leisure and outdoors & sports.

E-commerce recipients

Use Canada Post's delivery services insights to target postal codes with a high penetration of e-commerce parcel delivery, including categories such as fashion, mass merchant and health and beauty. Find customers with the same buying habits as your current customer base.

Business

Target specific industries such as automotive, insurance and real estate, segmented by employee size and company sales.

POSTAL CODE TARGETING IS THE SUPERSTAR ACQUISITION SOLUTION

- Grow market share by using powerful postal code data to reach prospects who share the attributes of your best customers.
- Suppress your current customers so that your marketing dollars stay dedicated to acquisition.
- Get your message to market quicker with machineable mail formats that allow for automated processing and lower postage rates.

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Overlay your current customer data with Canada Post audience insights to optimize your targeting.

Demographics	Interests	E-commerce	Automotive*
<ul style="list-style-type: none"> • Age • Income • Education • Family Size • Children in the home • Dwelling Type 	<ul style="list-style-type: none"> • Loyalty card holders • Occupation • Charitable donors • Travel frequency • Credit card payment patterns 	<ul style="list-style-type: none"> • Fashion • Health and beauty • Consumer electronics • Home and housewares • Mass merchants 	<ul style="list-style-type: none"> • Make • Type (SUV, high luxury) • Year • Parent brand (Ford, Mazda) • Country of origin (American, Japanese)
Credit score	Ethnicity*	Business	PRIZM5
<ul style="list-style-type: none"> • Low • Medium • High 	<ul style="list-style-type: none"> • Central Asian • Mediterranean • Middle Eastern • Eastern European 	<ul style="list-style-type: none"> • Employee Size • Industry • Sales revenue 	<p>EnviroNics industry-leading PRIZM5 segmentation system analyzes your customers and identifies your most profitable segments based on their demographics, lifestyles and social values.</p>

Examples of Industry Specific Insights that can be leveraged for Postal Code Targeting

Non for profit	Automotive*	Telecommunications	Retail	Financial
<ul style="list-style-type: none"> • Charitable donors 	<ul style="list-style-type: none"> • Credit score • Year • Make • Model • Country of origin 	<ul style="list-style-type: none"> • Age • House tenure • Household structure 	<ul style="list-style-type: none"> • Interests • Fashion • Health and beauty • Books/music/videos • Frequency of purchase 	<ul style="list-style-type: none"> • Income • Credit card • Credit score

* Available for Postal Code Targeting at an additional cost to postage rate

For more information about Postal Code Targeting, call your Canada Post representative at **1-866-511-3137**.