



It's not just what you say, it's  
**WHO YOU SAY IT TO THAT COUNTS.**



## NEIGHBOURHOOD MAIL

Target potential customers in specific areas, such as neighbourhoods, zones or FSAs.

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



## PERSONALIZED MAIL

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 to attract new customers, launch new products, create loyalty with your customers, fundraise and open doors for you. If you already have household or business information, use Personalized Mail™ to deliver your message to the people who matter most to you.

Find  
**MORE CUSTOMERS**  
like your  
**BEST CUSTOMERS**



## DIRECT MAIL IS ESSENTIAL in Canadian Homes\*

Of 4,000 Canadians asked ...

**87%** read every piece of mail received

**62%** pickup their mail at least three times a week

**33%** feel positive about mailbox advertising

\*Source [www.canadapost-postescanada.ca/blogs/business/marketing/driving-it-home-5-numbers-that-prove-direct-mail-is-essential-in-canadian-homes/](http://www.canadapost-postescanada.ca/blogs/business/marketing/driving-it-home-5-numbers-that-prove-direct-mail-is-essential-in-canadian-homes/)



## 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.

Factoids

**SMARTMAIL MARKETING**  
Target + Customize

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