



“Acquisition Admail service allows us to reach prospective members who would otherwise be inaccessible.”

Jean-François Rhéaume  
Assistant Manager  
Marketing Information, CAA-Quebec



**OBJECTIVE:** Identify and reach new prospects, attract new members in Quebec

**PRODUCT:** Acquisition Admail™ service from Canada Post

**RESULTS:** The Acquisition Admail service identified an average of 20 per cent more addresses than conventional lists; campaign attracted hundreds of new members.



### Challenge

CAA-Quebec, a non-profit organization founded in 1904, offers its million members services and privileges relating to automobile, travel, housing and financial services.

CAA-Quebec follows a multi-faceted marketing strategy that includes television and magazine advertisements as well as direct mail. The club maintains a database of current and lapsed members, regularly rents and analyzes commercial lists, and uses the Addressed Admail™ service to deliver hundreds of thousands of pieces each year.

Address lists currently on the market, however, include only a limited number of prospects. Regular users of these lists, such as CAA-Quebec, typically experience diminishing returns and must seek other ways to find and connect with new prospects.

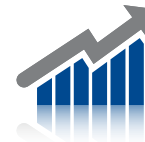


### Solution

To demonstrate the ability of the Acquisition Admail service to effectively identify and reach fresh groups of prospects, Canada Post partnered with CAA-Quebec on a test campaign.

Canada Post developed a list of 100,000 valid addresses (without names) in regions identified by CAA-Quebec. The list was then compared with other rental lists and duplicate addresses were removed from the Canada Post list.

CAA-Quebec then sent copies of nearly identical mailers to the addresses on all lists; those on the rental lists received temporary membership cards with their names on them, while those in the Canada Post group received cards without names.



### Benefit

The test campaign with CAA-Quebec, which attracted hundreds of new members, demonstrated the ability of the Acquisition Admail service to identify and reach new prospects. The Acquisition Admail service generated an average of 20 per cent more new addresses than currently available lists.

“The Acquisition Admail service is the most complete targeting tool on the market, allowing us to find and connect with new prospects,” says Jean-François Rhéaume, assistant manager of Marketing Information for CAA-Quebec.

The Acquisition Admail service improves the efficiency of direct-marketing campaigns because it enables clients to access accurate, current addresses unavailable from other providers.

™Trademark of Canada Post Corporation

Want to learn more about the Acquisition Admail service?  
Contact your Canada Post Sales Representative today.



From anywhere... to anyone