

Service Experts

Acquisition Admail™ service from Canada Post boosts response rates



“The Acquisition Admail service enabled us to maximize returns on our marketing investment.”

Candace Steinberg
Marketing Manager
Service Experts



OBJECTIVE: Attract new customers

PRODUCT: Acquisition Admail™ service from Canada Post

RESULTS: Response rate higher than that achieved with the Unaddressed Admail™ service



Challenge

Service Experts specializes in the sale and maintenance of home heating and cooling systems. The company has been active in Canada for a decade and operates in Alberta, Ontario and Manitoba.

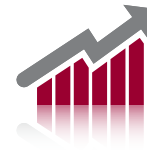
To acquire new customers, Service Experts relies principally on customer referrals, word of mouth and regular Unaddressed Admail campaigns. To demonstrate the value of the Acquisition Admail service, Canada Post offered to help Service Experts run a test campaign. The company chose the Kitchener-Waterloo market in Ontario for the test.



Solution

The Acquisition Admail service enables companies to reach prospective customers effectively. Service Experts identified particular attributes of its best customers—level of household income, age and type of dwelling—then turned to Canada Post to find the addresses of homes with similar attributes in the targeted region.

Canada Post generated a list of approximately 27,000 addresses in Kitchener and Waterloo that most closely matched the attributes of current Service Experts customers. After current customers had been removed from the list, each address was sent an offer of significant savings on the cost of a furnace tune-up or the purchase of a new furnace.



Benefits

The response rate yielded by the campaign was significantly higher than those recorded by the company's previous Unaddressed Admail campaigns. In fact, the results were successful enough to inspire Service Experts to use the Acquisition Admail service in subsequent campaigns.

“The test campaign helped us build awareness of our brand and connect with new customers,” says Candace Steinberg, Service Experts' marketing manager. “The Acquisition Admail service is an amazing addition to Canada Post's service offerings and a great way to make the most of our marketing dollars.”

™ 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