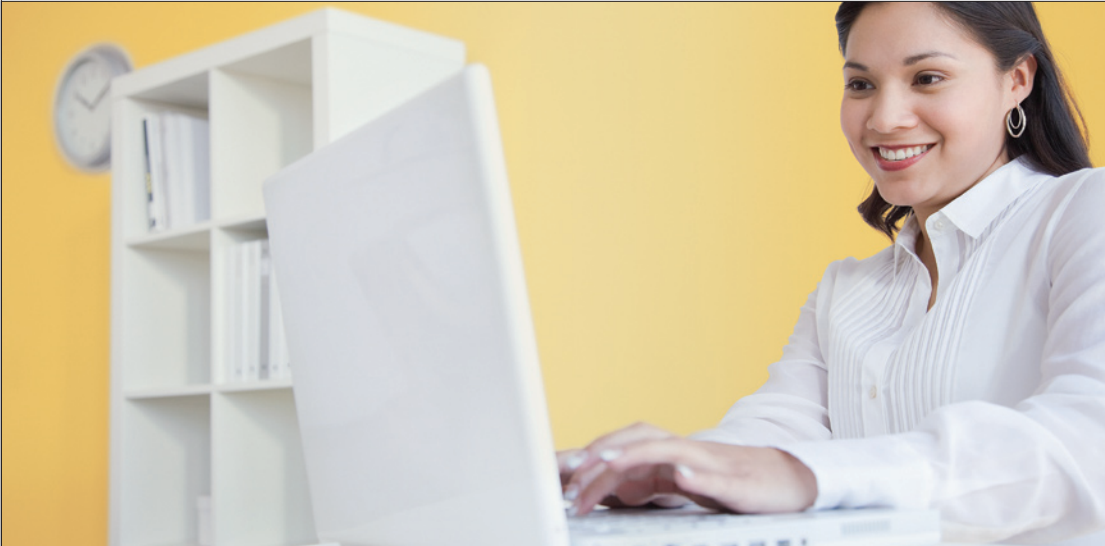


“The challenge with online orders was identifying a way to affordably manage and fulfill web-based requests in a timely manner. The *SmartFlow*™ Respond service from Canada Post provided the answer for us.”



SNAP Guides Inc.

***SmartFlow*™ Respond service from Canada Post automates publication warehousing and shipping—and delivers rapid fulfillment of customer orders.**

MORE THAN THE YELLOW PAGES

A division of Yellow Pages Group, SNAP Guides Inc. markets vertical advertising solutions. The company was created through a partnership between Transcontinental Media and the Yellow Pages with the aim of combining the creativity of a magazine and the convenience of a directory under one cover. SNAP Guides is targeted at very specific audiences in greater Toronto and Montreal.

“The Yellow Pages is somewhere people go when they know the company they’re looking for or the service they need,” said Matthieu Houle, Senior Manager of Business Development for SNAP Guides. “In other words, these people are basically ready to buy. SNAP Guides works with advertisers to help them catch buyers one step ahead of this process. We wanted to develop a program that would attract new customers with an attention-getting publication that would help advertisers promote products and services to targeted market segments.”

AT A GLANCE

COMPANY

SNAP Guides Inc.

INDUSTRY

Advertising

CHALLENGE

Finding a way to affordably manage and fulfill online requests and orders in a timely manner.

SOLUTION

SNAP Guides plugged its website into the *SmartFlow*™ Respond solution and completely automated publication warehousing and shipping. Canada Post now handles a variety of literature fulfillment, and sales and marketing material distribution for SNAP Guides. Whether companies are sending books, catalogs, direct mail or other materials, literature fulfillment services can be customized to meet each client’s individual business requirements and needs.

BENEFITS

- Uses one supplier for order entry, provisioning and fulfillment
- Increases customer satisfaction
- Reduces operating costs
- Transforms information from whatever response vehicles the customer chooses to use

RAPID AND AFFORDABLE ORDER FULFILLMENT FROM THE SMARTFLOW RESPOND SERVICE

SNAP Guides created two directories and integrated the *SmartFlow* Respond service from Canada Post directly into the directories' websites to ensure that customer orders were fulfilled rapidly and affordably.

According to Houle, "The challenge with online orders was identifying a way to affordably manage and fulfill web-based requests in a timely manner. Canada Post provided the answer for us."

SNAP Guides uses the *SmartFlow* Respond service from Canada Post. The service is integrated directly with www.improveyourhome.ca and www.primeliving.ca.

"When a consumer logs on to order either the special directory issue of *Style at Home* or *Good Times*, the request is routed electronically to Canada Post for warehousing. When the order comes in, Canada Post determines whether a French or English version is appropriate and handles the fulfillment," Houle said. "Canada Post does this three to four times more cost effectively than other providers. The *SmartFlow* Respond service takes over order entry, provisioning and fulfillment at an affordable cost."

The *Smartflow* Respond service transforms information from reply cards, application forms, questionnaires and other response vehicles into electronic data at the earliest point in the delivery cycle. The service also collects web responses and delivers rapid order entry, provisioning and fulfillment.

MORE VALUE FOR READERS—AND ADVERTISERS

The first directory focused on home improvement for families that were ready to redecorate their homes. A directory of home-improvement advertisers was integrated into Transcontinental Media's *Style at Home* magazine, which is targeted at homeowners between the ages of 35 and 54 with annual incomes greater than \$80,000. The directory was focused on specific neighborhoods where homes were older and there was a high tendency to renovate. Transcontinental Media provided editorial content and the end result was a directory that reads like a magazine.



Transcontinental Media publication



Prime Living issue of Good Times magazine

The second publication provided affluent seniors with easy access to services for financial planning, insurance, senior-living accommodations, and leisure and entertainment. The directory was a special issue of *Good Times* magazine combined with a guide that contained pertinent information for active and healthy female senior citizens, 50 to 70 years of age.

TARGETED DISTRIBUTION

Distribution of the two directories was targeted with 260,000 publications being distributed in Toronto and 200,000 in Montreal. Door-to-door delivery was carried out in targeted Postal Codes^{OM}. Other targeted locations included newsstands and retail outlets for the home-improvement publication, and senior centres and pharmacies for *Prime Living*. The directories were also made available at trade shows and conferences, and were polybagged with other Transcontinental publications. Online access was provided at www.primeliving.ca and www.improveyourhome.ca.

The objectives of the campaign were to provide:

1. more value for readers,
2. more value for advertisers,
3. convenient online links through which to order hardcopies of the publications,
4. a streamlined process for collecting and managing consumer information effectively, and
5. integrated management of order fulfillment.

Approximately 70 per cent of the distribution was done door-to-door with 30 per cent being handled through other outlets. According to Matthieu Houle, "One of the most valuable channels was our websites. Prospects could order online by visiting www.improvemyhome.ca or www.primeliving.ca. In these instances, individual subscribers were more valuable to advertisers because they actually self-selected themselves as prospects. The affordability and speed of response are important to these individual subscribers."

Marketers are always trying to find new customers, capture leads, encourage sign-ups, drive downloads and trigger transactions. Studies show that shoppers who consult the Yellow Pages are ready to make a purchase, giving advertisers a compelling reason for advertising in this time-honoured medium. The Yellow Pages audience is made up of two types of buyers.

- The **Known Market**, which is made up of buyers who are looking for a company because:
 - Someone else provided a recommendation.
 - They have seen or heard advertising messages.
 - Salespeople have called on them.
 - They noticed the company's store sign while passing by.
 - They are former customers who have done business with the company before.
- The **Unknown Market**, which is made up of buyers who are looking for any firm and are:
 - Newcomers who must find new sources to buy from.
 - Emergency buyers who need help fast.
 - Dissatisfied buyers of a competitor.
 - Infrequent buyers or occasional purchasers.
 - Comparison shoppers who are seeking quality, estimates and services.
 - Transient visitors, such as tourists, business travelers and expatriates, that need help.

The Yellow Pages enables businesses to reach known and unknown consumers at the most critical stage of the buying cycle—when they're choosing a business and comparing products and services. The Yellow Pages also set up distribution so that every household and business can have access to advertiser information through their delivery channel.

SmartFlowTM Respond service transforms information from reply cards, application forms, questionnaires and other response vehicles into electronic data at the earliest point in the delivery cycle. The service also collects web responses and delivers rapid order entry, provisioning and fulfillment three to four times more cost effectively than other providers.