

Major telecommunications company uses the **Acquisition Admail™** service to connect with hard-to-reach prospects and attract new customers

“The Acquisition Admail service enables us to reach potential customers we can’t access any other way.”

Acquisition Manager,
Major Telecommunications Company



OBJECTIVE: Reach new prospective customers

PRODUCT: The Acquisition Admail service from Canada Post

RESULTS: Hundreds of new subscribers to telecommunications services



Challenge

Telecommunications companies in Canada increasingly offer a variety of services such as satellite and cable television, telephone, cellular phone and Internet access. Some of these companies offer discounts for “bundled” services—combinations of specific services available in a particular area. The availability of services varies widely, however, by region, city and even neighbourhood, making it difficult to promote specific packages to large numbers of potential customers. Furthermore, companies must be careful that discounts offered to new customers do not alienate existing customers who might currently pay more for the same services.



Solution

To demonstrate the Acquisition Admail service’s ability to target potential customers effectively, the telecommunications company partnered with Canada Post on a test campaign. Working from the company’s list of existing customers, Canada Post developed a list of valid addresses located in the same neighbourhoods. Current customers’ addresses were then deleted and the company sent brochures promoting customized offers to all addresses on the shortened list—approximately 20,000 in all. The brochures promoted only the services available in particular territories.



Benefits

The campaign generated impressive results: 1.93 per cent of all the addresses that received the offer became subscribers. The results help illustrate a key advantage of the Acquisition Admail service: the ability to target specific addresses and neighbourhoods based on the specific needs of advertisers. The Acquisition Manager at the telecommunications company appreciated the power of the Acquisition Admail service. “Given the strong results, I fully expect we’ll use the service again,” she says. “This is a valuable tool that enables us to target and reach specific prospects.”

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For more information about the Acquisition Admail service, please visit canadapost.ca/acquisitionadmail

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