

Personalized Mail list Specifications



Through this Personalized Mail™ list service, you get:

- **Right message, right time** — How do you find people more likely to look like your best customers? Address intelligence, plus the remarkable power of the physical piece – putting your brand in the consumer’s hand – is highly effective for acquiring and closing sales.
- **Create campaigns that drive action** — We combine proprietary operational data such as addresses, online shopping behaviour, and exclusive mover insights with best-in-class third party data. We help you target the right audience with greater precision.
- **Access clean address data** — Our comprehensive database is Canada’s most actionable, providing lists that target your best prospects. Our lists are regularly updated to reflect moves, deceased and ‘Do not mail’ opt-outs.
- **Trusted sources** — We combine addresses with mobile location data, self-reported survey data, census data, telephone directories and other data to help you target the right customers with greater precision while suppressing your existing customers – all while complying with privacy laws and best practices.
- **Audience solutions** — You can pinpoint your best prospects with precision using our targeting attributes. Access the full list at canadapost.ca/consumerattributes.
- **Targeting levels**
 - Address Level - Reach individual households that meet particular characteristics.
 - Postal Code Level Reach on average approximately 20 households per Postal Code with a high tendency to meet specific criteria.

A choice of two list options:

- **Consumer lists** — a list of residential addresses that allows for the best market penetration with the option to personalize with consumer names.
- **Business lists** — a list that targets active Canadian businesses with the option to include business names, contacts, and titles.

List rental terms

Minimum order quantity	3,000 records
List validity period	90 days
Address standardization for the output file	Included
Address accuracy for the output file	Included
Suppression of CMA’s ‘Do not mail’ addresses	Included (Not applicable for businesses)
Deceased suppression on addresses with consumer names	Included
Suppression of previous order (up to 6 months from file delivery)	Included
Inter-dupe lists within one order	Included



Targeting options	Included in standard or premium flat rate pricing
Phone numbers *Phone numbers are only available as a supplement to a mailing list order. It cannot be rented as a stand-alone list.	Included in flat rate pricing
Suppression of other lists you provide	Available for a fee (Up to a maximum of \$5,000)
Suppression of the 'Do not call' phone list	Available for a fee (Not applicable for business lists)

Personalized Mail list 6-step process

Step 1: Contact the data and targeting experts

Contact the Data Solutions Centre by emailing data.solutionscentre@canadapost.ca and you will be contacted within 24 hours.

- When discussing your list needs, you will be asked information about your order; for example, if you have postal code files or need help identifying target postal codes, how many addresses you would like, what type of targeting attributes you wish to include, etc.
- You will also require:
 - A commercial customer number "ACCOUNT" status and credit in good standing.
 - Information about your third-party service provider.

Step 2: Provide your files and receive a quote

- You can provide up to 3 files with your target postal codes and up to 3 suppression files in the same file format.
- File delivery and pickup will be facilitated using a secure service.

	File format	File structure
Postal code file(s)	<ul style="list-style-type: none"> • Excel, Comma Separated Value (CSV), Tab delimited, Dbase (DBF), MS Access (MDB), ASCII fixed length (TXT) • Character encoding: UTF-8 	<ul style="list-style-type: none"> • No column title • One column non-case sensitive 6-digit postal codes, with or without a space between the FSA and LDU components <p>i.e. A1B_2C3 or A1B2C3 or a1B_2c3</p> <p><i>Note: If you don't have a postal code file, we can help. Using our targeting services, we'll work with you to identify the geographic, demographic and lifestyle/business characteristics of your target prospects, then identify the postal codes (delivery routes do not apply and are not accepted) that offer the best match.</i></p>



<p>Suppression file(s)</p>	<ul style="list-style-type: none"> • Excel, Comma Separated Value (CSV), Tab delimited, Dbase (DBF), MS Access (MDB), ASCII fixed length (TXT) • Character encoding: UTF-8 	<ul style="list-style-type: none"> • No column title • Single to multiple columns • Header information: <ol style="list-style-type: none"> 1. Unparsed address form (#lh/unparsed) Address MunilProv PC i.e. 22 RANCH RDIWINNIPEGIMBIR2G3E1 2. Unparsed address form with 2 address lines (#lh/unparsed2) Address1 Address2 MunilProv PC i.e. 18 RANCH RDIUNIT 201IWINNIPEGIMBIR2G3E1 3. Residential address in parsed form (#lh/civicparsed) Unit Type Unit Number Street Number Street Number Suffix Street Name Street Type Street Direction MunilProv PC i.e. I 20IIGLOUC ESTERISTIIMONCTONINBIE1 A4E6 <p><i>Note: The customer suppression file(s) shall in no event, disclose the identity of any customer, or in any other way disclose personal information, including names.</i></p>
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Note: For electronic communication where security, privacy and confidentiality are not major concerns, such as transmission of order forms and postal code files, regular email will be used between Canada Post and all other parties.

Step 3: Finalize your order

To have your order processed

- The Data Solutions Centre will work with you to collect the requirements of your SMM campaign.
- Once ready to proceed, they will finalize the Personalized Mail List Rental Agreement and send it to you for signature.
- Your authorized third party must also have signed the Third Party Service Provider License Agreement.
 - If phone numbers are required and you are leveraging a third-party telemarketing company to call on your behalf, they must also sign the Personalized Mail Telemarketer License Agreement.

Note: Your order will be processed only once we have all the signed agreements and the final targeted postal code and/or suppression file(s) from you.

Step 4: Your order is ready

Your list is delivered to your authorized third-party service provider

- The Personalized Mail list will be ready in **5-10 business days**, from the time your order is finalized. We will provide you with an estimate of delivery time when we have reviewed all the requirements.



- Canada Post will deliver one output list through Conneq, in the following format:
 - File format: .TXT, pipe-delimited
 - Character encoding: UTF-8
 - File structure:
 - Header information (#lh/unparsed)
 - No column title
 - 5-8 columns depending on the list type ordered (including global addressee or consumer/business name column). Note that only one generic descriptor in the addressee column can be used for the output file.

Consumer

Global Addressee|Address|MunilProv|PC
i.e. ADDRESSEE|22 RANCH
RDIWINNIPEGIMBIR2G3E1

Consumer (with consumer name)

First Name|Last Name|Address|MunilProv|PC
i.e. FIRST NAME|LAST NAME|22 RANCH
RDIWINNIPEGIMBIR2G3E1

Note: This can be a combination of full names and initials.

Business

Global Addressee|Address|MunilProv|PC
i.e. ADDRESSEE|22 RANCH
RDIWINNIPEGIMBIR2G3E1

Business (with business name)

Business Name|Address|MunilProv|PC
i.e. BUSINESS NAME|22 RANCH
RDIWINNIPEGIMBIR2G3E1

Business (with business name and contact name)

First Name|Last Name|Business Name|Address|MunilProv|PC
i.e. FIRST NAME|LAST NAME|BUSINESS NAME|22 RANCH RDIWINNIPEGIMBIR2G3E1

Business (with business name, contact name and title)

First Name|Last Name|Title|Business Name|Address|MunilProv|PC
i.e. FIRST NAME|LAST NAME|TITLE|BUSINESS NAME|22 RANCH RDIWINNIPEGIMBIR2G3E1

- Your file will be available for pickup by your third-party service provider for 10 days (after which the file will be removed).
- The list is valid for 90 days from the time it is delivered by Canada Post. This means that you have 90 days to mail to this list.
- With each list rental, Canada Post will provide your authorized service provider with a Statement of Accuracy (with an accuracy rate of at least 95%).
- **If phone numbers are selected as a supplement to your mailing list order:** Canada Post will deliver one output phone list through ePost Connect™, to either you or your authorized third-party telemarketer in the following format:
 - File format: .TXT, pipe-delimited
 - Character encoding: UTF-8
 - File structure:
 - Header information (#lh/unparsed)
 - 5-8 columns depending on the list type ordered

**Consumer**

City|Province|FSA|Phone Number
i.e. WINNIPEG|MB|R2G|416555|1234

Business

City|Province|FSA|Phone Number
i.e. WINNIPEG|MB|R2G|416555|1234

Note: Your order will be processed only once we have all the signed agreements and the final targeted postal code and/or suppression file(s) from you.

- **Payment terms**

- The only method of payment available to customers for list services (both options) is “ACCOUNT”.

Step 5: Prepare and deposit your mail

You are ready to mail

	List orders
Statement of mailing	<ul style="list-style-type: none"> • All orders should be prepared and submitted using the Electronic Shipping Tools (EST) either the online or desktop versions (EST 2.0). • Manual orders are not accepted. • Orders must be prepared using the applicable Statement of Mailing (SOM).
Address Accuracy	<ul style="list-style-type: none"> • All orders greater than 5,000 pieces must include an address accuracy percentage (as per applicable specifications). • All orders must include the address accuracy percentage as provided by Canada Post on the Statement of Accuracy with every list order (note that the address accuracy rate of the acquisition list is 95% or higher). A lower accuracy rate will not be accepted. For the exact percentage, refer to your Statement of Accuracy received with the list rental.
Mail preparation and deposit	<ul style="list-style-type: none"> • All items deposited with the order must be prepared as per the applicable specifications. • Mailing must be deposited within 90 days from the date the list is provided by Canada Post.
Payment	<ul style="list-style-type: none"> • Methods of payment for list rental are only available against customer account. • Applicable postage is due upon induction.

Note: You must provide a final sample of your mail piece. Inquire about Canada Post Lettermail™ and Publications Mail™ options if your mail piece does not fall under Personalized Mail™ terms and conditions.