

Smartmail Marketing Targeting Attributes Overview – Business

Data sources include credit bureau, Environics, telephone directories, Canada Post and financial services merchant transaction data.

Available categories and examples of targeting attributes

Categories	Personalized Mail™	Postal Code Targeting	Neighbourhood Mail™
Employee size	✓	✓	✓
Sales volume	✓	✓	✓
Industry	n/a	✓	✓
Business name	✓	n/a	n/a
Business moves	✓	n/a	n/a
Phone numbers	✓	n/a	n/a
Titles	✓	n/a	n/a
Business new-to-file	✓	n/a	n/a
Business mail volume	✓	n/a	n/a
Payment index	✓	n/a	n/a
Credit score	✓	n/a	n/a
NAICS codes	✓	n/a	n/a
SIC codes	✓	n/a	n/a

✓ = available n/a = not available

Contact your Canada Post sales representative for pricing and more details on data variables and ranges available in each category to support your marketing strategy.