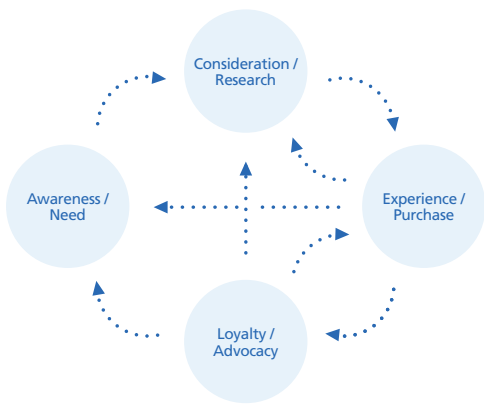


How to bridge the online/offline gap



The customer journey has changed – it's not always linear

The modern customer journey is driven solely by the customer, with the power to make brand connections anytime, anywhere and on their own terms. Today customers are inundated with content at every touchpoint. This creates multiple paths between awareness and retention. Marketers need to capture the customer's attention at every touchpoint.



The primary objective of marketing is to reach the right customer at the right time, with the right message. The customer doesn't think of themselves as physical or digital – they engage with you through multiple channels.

Davinder Singh, former CMO, Wayfair Canada



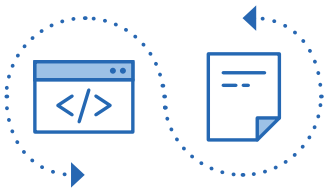
Does integration lead to better results?



That's how much more time customers spend on your message when your campaign integrates digital and direct mail, compared to digital only.¹

In a post-digital world, where the lines between online and offline are blurred, customers make brand connections anytime, anywhere. Your marketing campaigns should reflect this by integrating physical and digital:

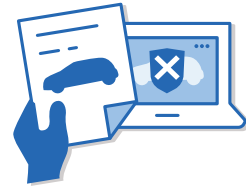
1 Build a story with each interaction



Avoid working in online/offline silos. Integrate your sequenced, balanced message into every step of the customer journey. Create alignment in your online/offline communication and consistency in your messaging to achieve strongest impact.

2 Rise above the noise

Get your message noticed in the age of banner blindness and ad blocking. Try an email/direct mail combo for automated retargeting or cart abandonment and leverage direct mail's "stickiness" to achieve 40% higher recall rate.²



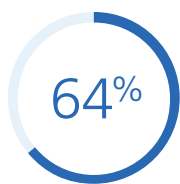
3 Synchronize personalized touches



Understand the customer journey and synchronize your multi-touches when audiences are most receptive. Use your data points to develop personalized mailings that coincide with specific points in the customer journey.

4 Use direct mail to drive digital

Use offline media to encourage online activities and get customers active online. Boost digital traffic and customers' digital engagement through direct mail by allowing customers to e.g. scan with QR codes, enter a customized URL, download an app, use unique offer codes and/or hashtags.



Visited a website in reaction to direct mail.³



Have engaged in social media as a result of mail.⁴



Purchased a product online or in-store as a result of direct mail.⁵

Optimize your integrated marketing campaigns

Contact your Canada Post Sales Rep today!

Sources:

1-2. Canada Post, *Connecting for Action*, 2016.

3-4. Canada Post, *Breaking Through the Noise*, 2015.

5. CPCJ Kantar, *SMM Stats Update*, CPC 18-216, 2018.

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