

A woman with short brown hair, wearing a red cardigan over a white top and blue jeans, stands on a patio. She is looking down at a document she is holding in her hands. The background shows a lush green garden with trees and a wooden fence. The patio has a white sofa and a white chair. A large red circular graphic is overlaid on the right side of the image.

# REACH YOUR IDEAL TARGET MARKET

Reaching the right audience with the right message at the right time via the right channel maximizes your marketing impact which is essential for meeting your business objectives.

Get the best campaign results by ensuring you are targeting your best prospects.



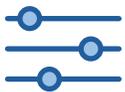
**Smartmail Marketing™**

“There is so much data out there that ‘big data’ is no longer the priority; there is a need for **actionable data** that means something to marketers.”

**David Berkowitz,**  
Principal, Serial Marketer



**15 Million**  
Mailing Addresses



**3 Billion**  
Consumer Data Points



**1200**  
Available Targeting  
Attributes

### **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**

Let us help you achieve your acquisition objectives and improve campaign effectiveness. We do this by combining 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 geolocation database is Canada’s most actionable, providing lists that target your best prospects. We’ve built our foundational intelligence in a way that helps your message be heard. Our data is sourced directly from our delivery database, and our lists are regularly updated to reflect moves, deceased and do not mail opt-outs.



## Demographics

Reach a specific audience based on core population characteristic and socio-economic information.

- Gender
- Age
- Family Size
- Marital Status
- Household Income
- Education
- Occupation
- Ethnicity



## Interests and Behaviours

Target potential customers based on how they behave, their preferences, places visited and more.

- Loyalty Card Holders
- Movie Goers
- Charitable Donors
- Car Owners
- Golf Enthusiasts
- Travel Frequency
- Electronic Stores Visitors



## Address Attributes

Target consumers based on the type of residence.

- Rent or Own
- Age of Home
- Address Type
- Home Value
- Period of Construction
- Parcel Locker Box
- French Language
- Number of Recipients



## Life Stage and Lifestyle

Target your customers based on how they live their lives and key life moments or events.

- LIFE STAGE:
  - Movers
  - Getting Married
  - Families with Children
  - Retirement
- LIFESTYLE:
  - Restaurant Frequenters
  - Condo Living
  - Outdoor Adventurists
  - PRIZM™ Segments

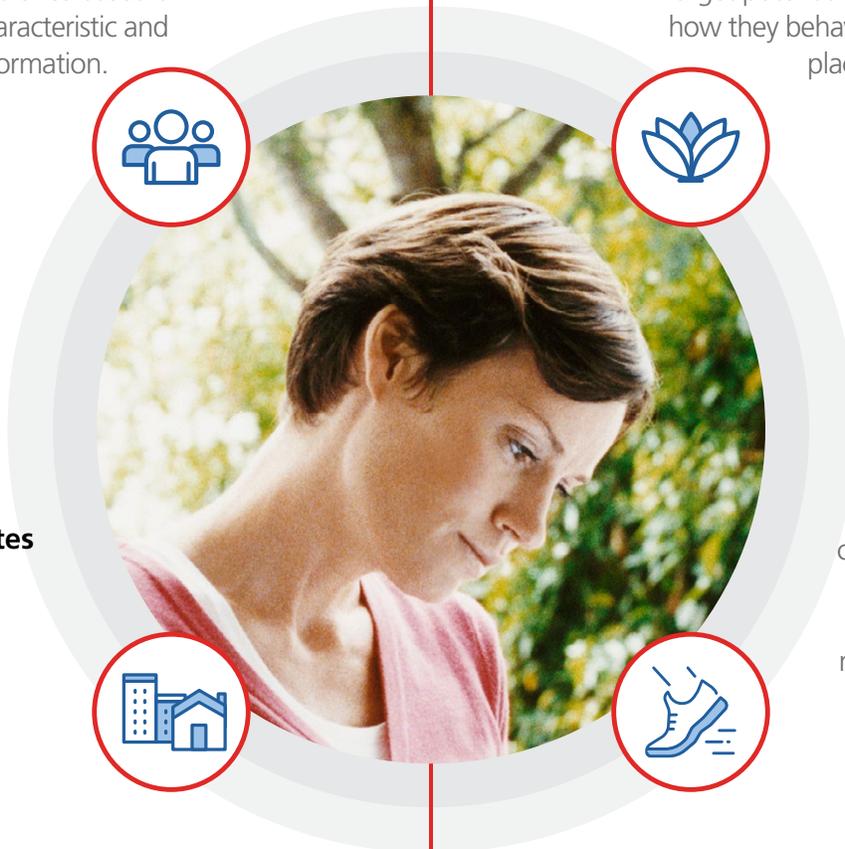


## Trusted Sources

Better lists mean better marketing results. 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

Whether it's demographics, address attributes, interests and behaviours, or lifestyle and life stage, you can pinpoint your best prospects with precision using our targeting attributes. Access the full list at [canadapost.ca/consumerattributes](http://canadapost.ca/consumerattributes)





### Targeting Levels

Our database provides you with varying levels of precision to reach a set geography, allowing you to target at different levels of granularity.

#### Address Level

Reach individual households that meet particular characteristics. Most commonly used for Personalized Mail.

#### Postal Code Level

Reach on average approximately 20 households per Postal Code with a high tendency to meet specific criteria. The majority of data attributes are aggregated to the postal code level and can be used for both Postal Code Targeting and Personalized Mail.

#### Route Level

Reach on average 500 households that share a similar set of characteristics. Most commonly used for Neighbourhood Mail.

#### Audience Solutions Pricing

Options	Standard	Premium
Personalized Mail	\$70/M	\$150/M (Individual level data, except New Addresses/New Occupants) \$225/M (Auto)
Postal Code targeting	Included	\$25/M
Neighbourhood Mail	Included (up to 24 locations)	Please inquire for targeting over 25 locations

Additional Services	Costs
Suppression of customers	Included*
List reuse	50% of flat rate
Key coding	Included
File split	Included*
Custom/other	\$250/hour

\*Some restrictions apply

For full list of targeting attributes visit [canadapost.ca/consumerattributes](http://canadapost.ca/consumerattributes)

To see data in action visit [canadapost.ca/visualization](http://canadapost.ca/visualization)

For more information or to order, contact our Data Solutions Centre at: **1-877-281-4137** or [data.solutionscentre@canadapost.ca](mailto:data.solutionscentre@canadapost.ca)



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