



Use the response tool that works in 180 countries

Today, it's all about response. International Business Reply Mail (IBRM) is the ideal direct response vehicle. Its postage-paid envelopes and cards make it easy for customers around the world to respond to offers, submit a form or fill out a survey.

Response. ROI. Results!

If you want real response, and you only want to pay for the responses you receive, then Canada Post's IBRM is right for you. You'll like IBRM because your prospects and customers like it—and because it helps you control mailing costs.

Boost response rates

IBRM boosts response because it's personal, direct and accepted by consumers and businesses.

Control costs

The "pay-as-you-play" system means you only pay for the responses that are mailed back to you. Now that's great cost-per-response.

Please your customers and prospects

The top three drivers of customer acceptance of reply mechanisms are cost, convenience and security—the three things IBRM does best!

Improve your customer data

Your response device can be used to capture powerful customer data as part of your one-to-one marketing and CRM initiatives.

Build your brand

The creative flexibility and professionalism of IBRM allows you to increase exposure of your branded images and messaging.

Maintain your one-to-one link

A strong two-way flow of information is vital to CRM and to one-to-one marketing. IBRM helps you keep the lines of communication open.

Use IBRM Artwork Online to create artwork for business reply cards or envelopes online directly from your desktop. It's easy to use and error-free.

www.canadapost.ca/obc

Adapt IBRM to your unique program requirements

Flexible format and distribution

Use envelopes or cards, you select the format that suits your needs. And you can distribute your piece in the mail or along with magazines or hand-outs.

Branded and professional

Add your company logo and imagery to the return mail piece for increased brand identification.

Ideal for testing offers and creative

By coding your IBRM piece you can test different offers and stream your mail as it comes in to analyze the response rates and fulfillment patterns.

IBRM outperforms competing response vehicles

Because IBRM is perceived as low cost, secure and convenient, it is preferred by consumer and business recipients over alternatives that are seen as intrusive or expensive.

In recent consumer research, BRM received the second most positive rating after websites for response vehicles, ahead of telephone, email and fax.

Because Canadians trust the security of the mail, Canada Post's BRM is seen as private and secure versus phone and web options.

Low cost-to-respond is a key driver of response tool use and with BRM, your customers and prospects incur no cost at all.

BRM is seen by consumers and businesses as less intrusive than alternatives because they can respond when and where they want.

BRM's cost-per-response stacks up well versus maintaining high-cost call centres.

The professionalism of BRM conveys the right message about the quality and high standards of your company.

Sources: NFO CF group Facts, May 1999



Quick-response delivery

These delivery standards are based on the time the mail item enters the Canada Post mailstream and represent the maximum days for delivery.

Local

3 Days

Provincial

4 Days

National

5+ Days

Keep the lines of communication open. Make IBRM your direct response vehicle of choice