

Data and Targeting



Personalized Mail™

- Canada Complete™
- Data Management Services
- Licensed Data Products
- Marketing Insights

IMPORTANT UPDATES

DESCRIPTION OF CHANGE		LOCATION
Amendment v1.0	Posted on November 18, 2016	Effective on January 16, 2017

New "Data and Targeting" module added to the Customer Guide. The module provides a comprehensive view of Canada Post's Data & Targeting solutions to complement your Smartmail Marketing™ campaigns.

When there is an amendment or a revision to the document, the version number will be modified as follows:

- an amendment increases the first digit in the version (e.g., version 2.0, 3.0)
- a revision increases the second digit in the version (e.g., version 1.1, 1.2)
- the version number restarts at 1.0 every January of a given year.

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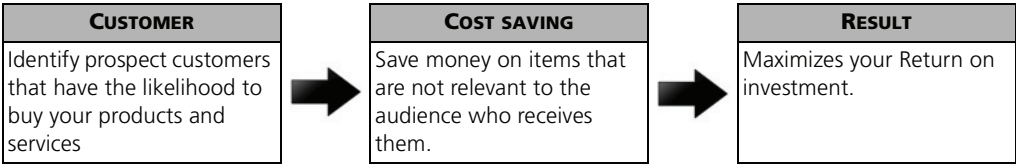
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DATA AND TARGETING

The "Data and Targeting" module provides a more in-depth look at Canada Post Data and Targeting Solutions as a component of Smartmail Marketing™. Canada Post can help you use data to maximize the impact of your message through data analysis, list hygiene, and more. When a list is used wisely, businesses can target top customers, get their brand directly into the right hands, and boost profits in a cost-effective way.

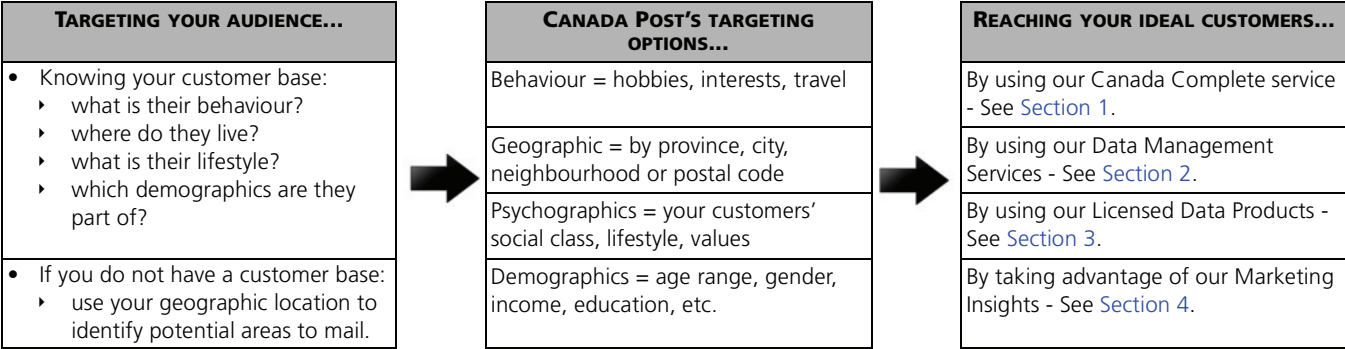
INTRODUCTION

Personalized Mail service is a proven and effective direct marketing medium that offers you the ability to personalize your mailing and tailor your promotional messages to specific customers or prospects. If you do not have a customer list, our targeting solutions can help you target prospects at the postal code level (using addresses), with the added benefit of accessing accurate lists of Canadian residential, multi-unit building/apartment, small office/home office (SOHO) and business addresses.



HOW TO USE DATA AND TARGETING

Canada Post's targeting tools/solutions can help you find your target customer by selecting and targeting neighbourhoods or localities that have the highest potential to respond to an offer based on their characteristics.



NOTE: See "Data and Targeting solutions at a glance:" for an overview of the Sections.

DATA AND TARGETING SOLUTIONS AT A GLANCE:

Solutions	Definition
Canada Complete™	
List rentals from Canada Post offer you the ideal combination of accuracy, reach and targeting. With more than 14 million addresses available, you can send a campaign from coast to coast in Canada, or to specific high-potential customers close to your business. Choose to exclude your existing customers to maximize the value of your acquisition campaigns.	
<ul style="list-style-type: none"> Consumer lists Business lists (SOHO also available) 	Cost-effective and accurate targeting of prospects based on a set of geographic, demographic, psychographic and behaviour criteria. Canada Complete lists provide access to Canadian residential, multi-unit building/apartment, and business addresses. Customers can choose from two Canada Complete list options: Consumers and Business (with the added option to target only Home Offices).
Data Management Services	
Canada Post Data Management Services correct and enhance the data hygiene of your mailing list. Start with Address Accuracy and then select additional data cleansing features to suit your business needs and budget.	
<ul style="list-style-type: none"> Standard Services Premium Services 	Corrects, completes and standardizes mailing addresses on your list. When your addresses are accurate, more of your mail can be delivered and reach the intended audience. Canada Post offers missing suite information (suite infill), name and address validation and other services that can increase deliverability and in turn drive a higher return on investment.
Licensed Data Products	
Provides geographic information to support your business objectives. Licensed Data Products let you work with the most current and updated monthly copy of Canada Post's address data. You can license it for use within your company or as part of a product or service you offer.	
<ul style="list-style-type: none"> Postal Code Address Data Point of Call Address Data Postal Code Latitude/Longitude Data Postal Outlet Data Municipal Amalgamation Data 	Helps your business do many things, like validate addresses for mailing and data hygiene purposes, sorting your mail to save on postage, or by connecting demographic and location data to gather business insights. With the most accurate, complete, and up-to-date data available, you can use Canada Post Licensed Data Products for so much more than sorting mail.
Marketing Insights	
Provides the ability to gain insights into your customer database, target market and trade area as well as review your marketing campaign performance.	
<ul style="list-style-type: none"> Profile Analysis Response Analysis Penetration Analysis Maps 	Helps with competitive positioning and overall market strategies.

CANADA COMPLETE™

1 WHAT IS CANADA COMPLETE?

Canada Complete provides you with access to Canada's most comprehensive lists from a database that meets Canada Post's addressing standards and Address Accuracy requirements, combined, where available, with consumer and business name information. Enhance the targeting in your list by pinpointing specific audiences based on geographic, demographic and lifestyle criteria that best match your prospects.

Customers can choose from two Canada Complete lists:

MASTERFILE	DEFINITION
Consumer	A list of residential addresses that allows for the best market penetration with the option to personalize with consumer names.
Business	A list that targets active Canadian businesses with the option to include business names, contacts, and titles (including Small Office Home Office [SOHO]).

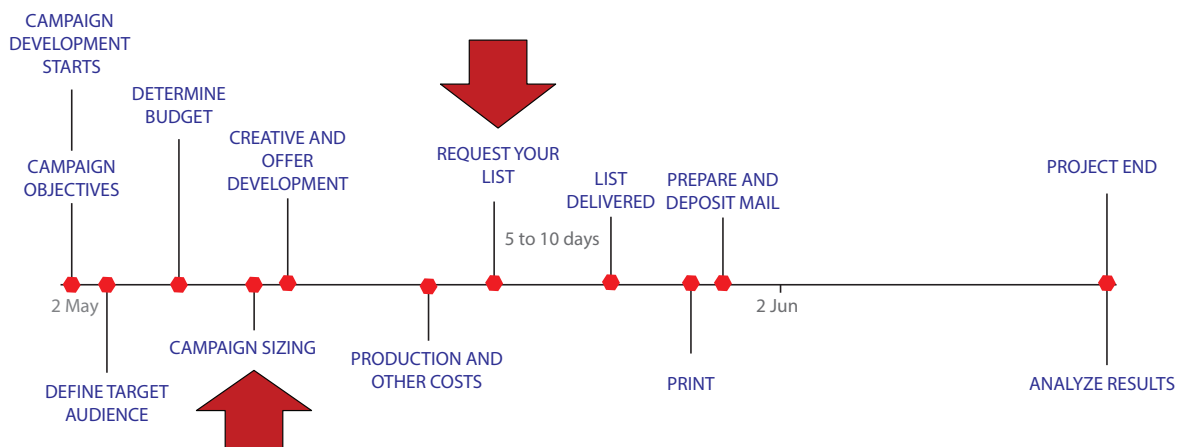
1.1 How can it help your marketing campaign?

Canada Post reaches more than 14 million households and businesses. Canada Complete can be used to create a targeted campaign as it provides geographic, demographic and lifestyle information. Canada Complete allows you to create a list of potential customers that resembles your existing customers or target audience, driving a better return on investment.

1.2 Where does it fit in your marketing plan?

When planning a Canada Complete mailing, there are two important steps that should be included in a campaign planning timeline after objectives and budgets are allocated:

1. **Campaign sizing:** Request a count of the target market and criteria that you plan to mail to. This step takes approximately three to five business days. A counts request provides you with an estimate of the number of mail items that should be printed.
2. **Request your list:** Request a mailing list to match your count request. This step should be made well in advance of the print date leaving at least five to ten business days to complete.



1.3 List select options

Canada Complete lists from Canada Post help you reach the right audience when you are planning a Personalized Mail campaign. Business and Consumer Lists targeting criteria ensures your campaign targets your best prospects:

LISTS SELECTS	LINK
Business lists targeting criteria	canadapost.ca/listoptions-b
Consumer lists targeting criteria	canadapost.ca/listoptions-c
E-commerce shoppers	
E-commerce recipients	Reach online shoppers by targeting areas that receive the highest number of parcels from Canada Post's parcel delivery database.
Other consumer lists	
Automotive	Customize your messaging with information on a household's vehicle type, make and year.
Interests	Target prospects who have indicated their interests through self-reported information.
Lifestyle (PRIZM5)	This list classifies neighbourhoods by 66 lifestyle types, providing insight into consumer behaviour.

1.4 Pricing

Canada Complete prices are available for business and consumer target audiences.

- Business
- Consumer

1.5 List rental specification

LIST RENTAL	
Minimum order quantity	5,000 records
List validity period	90 days
List orders greater than 100,000 records	are eligible for additional savings
Address standardization and address accuracy for the output file	included
Suppression of CMAs "Do not mail" addresses	included (not applicable for businesses)
Deceased suppression on addresses with consumer names	included
Suppression of previous order (up to 12 months from file delivery)	included
Inter-dupe lists within one order	included
Re-use option	available for a fee
Targeting criteria	available for a fee
Phone numbers (Phone numbers are only available as a supplement to a mailing list order. It cannot be rented as a stand-alone list)	available for a fee
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 Direct)
Repeat customers with list orders greater than 40,000 records	are eligible for additional volume pricing

1.6 How to access list rental

Canada Complete 5-step process:

STEP 1: CONTACTING THE DATA AND TARGETING EXPERTS

You can contact the Business Speciality Team by sending an email to data.targetingsolutions@canadapost.ca and an agent will contact you within 24 hours.

- When discussing your list needs, you will be asked information about who you would like to target, including: geographical parameters; how many addresses would you like in your list; what demographic or other criteria you would like to use to reach your best prospects; if you have a list of existing customers to suppress, etc.
- You will require as well:
 - A commercial customer number "ACCOUNT" status and credit in good standing
 - Information about your third-party mail service provider.

STEP 2: SUBMITTING YOUR FILES AND RECEIVING A QUOTE

Send us your targeted list(s) of postal codes and suppression file(s) for an estimate of available addresses:

- You can provide up to 5 files with your target postal codes and up to 5 suppression files in the same file format
- File delivery and pickup will be facilitated using a secure service.

	POSTAL CODE FILE(S)	SUPPRESSION FILE(S)
File format	<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"> • Excel, Comma Separated Value (CSV), Tab delimited, Dbase (DBF), MS Access (MDB), ASCII fixed length (TXT) • Character encoding: UTF-8
File structure	<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 (Examples: A1B 2C3 or A1B2C3 or a1B 2c3) <p>Example: R2E1E9 R2G1H1 R2G1H8 R2G1J2 R2G1P8</p> <p>NOTE: If you do not have a Postal Code file, we can help - Using our targeting services, we will 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.</p>	<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 (# h/unparsed) Address Muni Prov PC Example: 22 RANCH RD WINNIPEG MB R2G3E1 2. Unparsed address form with two address lines (# h/unparsed2) Address1 Address2 Muni Prov PC Example: 18 RANCH RD UNIT 201 WINNIPEG MB R2G3E1 3. Residential address in parsed form (# h/civicparsed) Unit Type Unit Number Street Number Street Number Suffix Street Name Street Type Street Direction Municipality Province Postal Code Example: 20 GLOUCESTER ST MONCTON NB E1A4E6 <p>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.</p>
Address Accuracy Program	<ul style="list-style-type: none"> • Participation in the Address Accuracy Program is mandatory for all mailings greater than 5,000 items. 	

STEP 3: FINALIZING YOUR ORDER

To have your order processed:

- The Business Speciality Team will help you finalize the details of your *Order* and you will receive a price estimate.
- As soon as you approve the *Order* and agree to pricing, you will sign the Canada Complete List Rental Agreement.
- Your authorized third-party must also have signed the Canada Complete Third-Party Mail Service Provider License Agreement
 - If phone numbers are selected and you are leveraging a third-party telemarketing company to call on your behalf, they must also sign the Canada Complete 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 mail service provider:

- The Canada Complete list will be ready in a minimum of 5 - 10 business days, from the time your *Order* is finalized.
- Canada Post will delivery your list through *epost Connect™*, 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 masterfile Global Addressee Address Muni Prov PC Example: ADDRESSEE 22 RANCH RD WINNIPEG MB R2G3E1	Business masterfile (with business name) Business Name Address Muni Prov PC Example: BUSINESS NAME 22 RANCH RD WINNIPEG MB R2G3E1
OR	OR
Consumer masterfile (with consumer name) First Name Last Name Address Muni Prov PC Example: FIRST NAME LAST NAME 22 RANCH RD WINNIPEG MB R2G3E1	Business masterfile (with business name and contact name) First Name Last Name Business Name Address Muni Prov PC Example: FIRST NAME LAST NAME BUSINESS NAME 22 RANCH RD WINNIPEG MB R2G3E1
OR	OR
Business masterfile Global Addressee Address Muni Prov PC Example: ADDRESSEE 22 RANCH RD WINNIPEG MB R2G3E1	Business masterfile (with business name, contact name and title) First Name Last Name Business Name Address Muni Prov PC Example: FIRST NAME LAST NAME TITLE BUSINESS NAME 22 RANCH RD WINNIPEG MB R2G3E1

- Your file will be available for pick up 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 using 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 1 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 masterfile	Business masterfile
City/Province/FSA/Phone Number Example: WINNIPEG/MB/R2G/4165551234	City/Province/FSA/Phone Number Example: WINNIPEG/MB/R2G/4165551234

NOTE: Consumer names, business names, contact and title will be included in the phone list file if they were selected in the address mailing file.

Payment Terms

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

STEP 5: CREATING AN ORDER AND DEPOSITING YOUR MAIL

You are ready to mail:

Detailed information can be found in the modules listed:

MODULE	LIST ORDERS
Creating an Order	Statement of Mailing <ul style="list-style-type: none"> • All <i>Orders</i> should be prepared and submitted using the Electronic Shipping Tools (EST) either the online or desktop versions (EST 2.0) NOTE: Manual <i>Orders</i> are not accepted.
Pricing	Address Accuracy <ul style="list-style-type: none"> • All <i>Orders</i> greater than 5,000 items must include an address accuracy percentage as provided by Canada Post on the Statement of Accuracy.
Depositing	<ul style="list-style-type: none"> • Mailing must be deposited within 90 days from the date the list is provided by Canada Post.
Pricing	<ul style="list-style-type: none"> • Applicable postage is due upon deposit.

1.7 Canada Complete - Terms and Conditions

The Canada Complete Agreement is subject to the [List Rental](#) Terms and Conditions (Supplement Terms and Conditions - [Phone List Rental](#)). The delivery of your mailing is subject to the General Terms and Conditions found in the "Paying & Terms" module.

DATA MANAGEMENT SERVICES

2 WHAT IS DATA MANAGEMENT SERVICES?

Canada Post **Data Management Services** corrects and enhances the data hygiene of your mailing list. Start with Address Accuracy and then select additional data cleansing features to suit your business needs and budget.

There are two types of service offerings:

- **Standard services** - services that are available throughout the “List and Data” industry. Also available through Canada Post:
 - recognized Service Bureaus: canadapost.ca/ncoa.
 - recognized software vendors: canadapost.ca/presortationsoftware
- **Premium services** - services that go above and beyond to validate the accuracy of the mailing list and in some cases are unique to Canada Post.

STANDARD SERVICES

STANDARD SERVICES	
Address Accuracy	<ul style="list-style-type: none"> • validates and corrects key mailing address elements in your records.
Duplicate identification	<ul style="list-style-type: none"> • identifies address duplicates or name and address duplicates.
National Change of Address (NCOA)	<ul style="list-style-type: none"> • identifies consumers (including deceased estates) and businesses that have purchased the Mail Forwarding for Moves service within the last 6 years, and who have granted permission to share their addresses with organizations with whom they do business.
CMAs Do Not Contact suppression	<ul style="list-style-type: none"> • identifies records of people on the Canadian Marketing Association’s Do Not Contact list.

PREMIUM SERVICES

PREMIUM SERVICES	
Name and address validation	<ul style="list-style-type: none"> • validates consumer or business name and address records against a proprietary Canada Post database, providing insights on whether an individual or business has received mail within the last 90 days.
Suite infill	<ul style="list-style-type: none"> • identifies consumer or business name and address records with missing suite numbers and appends missing suite information, where available.
Residential rural to civic conversion	<ul style="list-style-type: none"> • identifies rural addresses that have been converted to civic addressing and appends the new civic address, where available.
Deceased suppression	<ul style="list-style-type: none"> • identifies deceased contacts in your name and address records by matching it to a master database of deceased Canadians.
Data append	<ul style="list-style-type: none"> • the overlaying of name, telephone number, demographic and/or interest data on to a customer file to gain a deeper understanding of a consumer’s, household’s or business’ characteristics, such as the number of mail items received by a particular address.

NOTE 1: All Standard and Premium services are fee-based.

2: Address Accuracy is a pre-requisite and mandatory for all Standard and Premium services.

3: Repeat customers can leverage an existing Canada Post Address Accuracy report for any Standard and/or Premium services within 30 days of Canada Post providing a Statement of Accuracy. Standard Address Accuracy fees will apply after 30 days.

2.1 Service option details

SERVICE	PRE-REQUISITE	TURN-AROUND TIME (UP TO 3M RECORDS)	NAME OF ADDRESSEE REQUIRED	AVAILABILITY (RESIDENTIAL/BUSINESS)	RUN PROCESS
Address Accuracy	None	3 - 5 days	No	Both	All records
NCOA	Address Accuracy	3 - 5 days	Yes	Both	All records
Duplicate identification	Address Accuracy	3 - 5 days	No	Both	All records
CMA suppression	Address Accuracy	3 - 5 days	No	Residential	Valid records
Name and address validation	Address Accuracy	5 - 7 days	Yes	Both	Valid records
Suite infill	Address Accuracy	5 - 7 days	Yes	Both	All records
Rural to civic conversion	Address Accuracy	5 - 7 days	Yes	Residential	Valid records
Deceased suppression	Address Accuracy	5 - 7 days	Yes	Residential	All records
Data append	Address Accuracy	5 - 7 days	No	Both	Valid records

2.2 Pricing

Prices will vary depending on the size of your list and the number of data cleansing features you select. [Contact us](#) or call 1-877-281-4137 to discuss your needs and request a quote.

2.3 How to order 4-step process

STEP 1: CONTACT THE DATA AND TARGETING EXPERTS

- You can contact your Canada Post representative or our Business Speciality Team at 1-877-281-4137 or email at data.targetingsolutions@canadapost.ca.

STEP 2: FINALIZE THE DETAILS OF YOUR ORDER

To have your order processed:

- The Business Speciality Team will help you finalize the details of your order and you will receive a price estimate.
- As soon as you approve the *Order* and agree to pricing, you will be asked to sign the Data Management Services Agreement.

Your order will be processed once we have all signed agreements and final customer data file(s) from you.

STEP 3: TRANSMIT YOUR FILE

- Send us your customer data file using our *epost Connect™* service. File delivery and pickup will be facilitated using a secure service.

NOTE: If more than one file is transmitted, additional fees will be applied per file. You can provide up to five files in the same file format.

- Your customer file must have a minimum of the following data columns:
 - › ID number (it does not have to be unique)
 - › Address line 1
 - › City
 - › Province
 - › Postal Code
- An additional 10 columns of data are acceptable
- Acceptable file formats:

FILE FORMAT	ADDRESS FORMAT	DESCRIPTION	SAMPLE (USING PIPE DELIMITED FILE TYPE)
Excel, Comma delimited (.csv) with string qualifier, Dbase (.dbf), Tab delimited (.txt), Pipe-delimited (.txt)	Civicparsed*	Record with address in parsed format	Record ID Unit Type Unit Number Street Number Street Number Suffix Street Name Street Type Street Direction Municipality Province Postal Code First Name Last Name
	Unparsed	Record with unparsed address form	Record ID Address Muni Prov PC First Name Last Name
	Unparsed2	Record with unparsed address form 2	Record ID Address1 Address2 Muni Prov PC First Name Last Name

* To achieve the most accurate output files, all the output files will be in the Address Format of Unparsed or Unparsed2.

NOTE: Files that are not provided in the acceptable file formats may incur additional charges.

STEP 4: YOUR ORDER IS READY

- Your customer file will be ready in 3 - 5 business days for Standard services and 5 - 7 business days for Premium services (up to three million records) from the time your order is finalized. For customer files greater than 3 million records, a quote for estimated file delivery will be provided to you.
- Canada Post will deliver output files through a secure service, in the following format:

FILE FORMAT	ADDRESS FORMAT	DESCRIPTION	SAMPLE (USING PIPE DELIMITED FILE TYPE)
txt, pipe-delimited, character encoding: UTF-8, header information	Unparsed	Record with unparsed address form	Record ID new_add1 new_city new_prv new_pstcde First Name Last Name Misc... Status NCOA NCOA_cntry Duplicates CMA Deceased Rural_to_Civic Name_Address_Validation Suite_Infilled old_add1 old_city old_prv old_pstcde
	Unparsed2	Record with unparsed address form 2	Record ID new_add1 new_add2 new_city new_prv new_pstcde First Name Last Name Misc... Status NCOA NCOA_cntry Duplicates CMA Deceased Rural_to_Civic Name_Address_Validation Suite_Infilled old_add1 old_city old_prv old_pstcde

- NOTE 1:** File and Address formats that require a different final output file than Unparsed or Unparsed2 may incur additional charges.
- 2:** For additional information on Address Accuracy and your Statement of Accuracy, please refer to the “Pricing” module.

2.4 Data Management Services - Terms and Conditions

The Data Management Services Agreement is subject to the [Data Management Services](#) Terms and Conditions. The delivery of your mailing is subject to the General Terms and Conditions found in the “Paying & Terms” module.

LICENSED DATA PRODUCTS

3 WHAT ARE LICENSED DATA PRODUCTS?

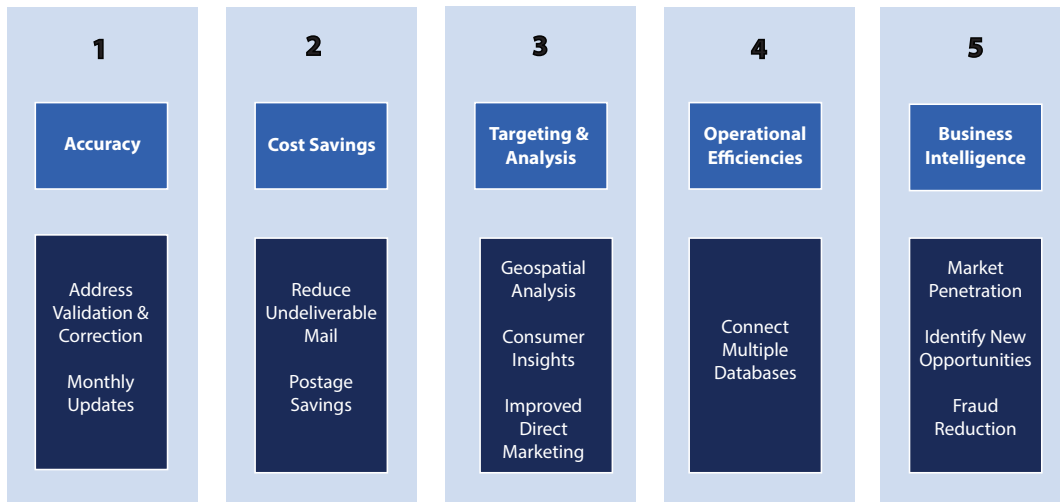
Licensed Data Products provide geographic information to support your business objectives, which can be used internally for address verification, or for many other business purposes. Licensed Data Products enable your business to work with the most current and updated monthly copy of Canada Post's address database, available in six different products to suit a variety of business needs, including location intelligence, business analysis, address verification and more. The six database products are Postal Code Address Data (PCAD), Point of Call Address Data (POC), Postal Code Latitude/Longitude Data, Postal Outlet Data, Delivery Mode Data and Municipal Amalgamation Data.

3.1 Database products

SERVICE	DESCRIPTION	IDEAL FOR																																										
Postal Code Address Data (PCAD)	<ul style="list-style-type: none"> A list of all postal codes in the country and the range of addresses associated with each one (e.g., K1S 1A1 addresses range from 1 Main Street to 19 Main Street). <table border="1"> <thead> <tr> <th>Civic Range</th> <th>Street Name</th> <th>Suite Range</th> <th>Street Direction</th> <th>Municipality</th> <th>Province</th> <th>Postal Code</th> </tr> </thead> <tbody> <tr> <td>1 - 19</td> <td>Main Street</td> <td></td> <td>East</td> <td>Ottawa</td> <td>Ontario</td> <td>K1S 1A1</td> </tr> <tr> <td>1 - 17</td> <td>Main Street</td> <td></td> <td>West</td> <td>Ottawa</td> <td>Ontario</td> <td>K1S 1A3</td> </tr> <tr> <td>1 - 61</td> <td>Clydesdale Drive</td> <td></td> <td></td> <td>North York</td> <td>Ontario</td> <td>M2J 3N2</td> </tr> <tr> <td>2370 - 2370</td> <td>Bayside Road</td> <td>1101-1135</td> <td>SW</td> <td>Ottawa</td> <td>Ontario</td> <td>T4B 0M9</td> </tr> </tbody> </table>	Civic Range	Street Name	Suite Range	Street Direction	Municipality	Province	Postal Code	1 - 19	Main Street		East	Ottawa	Ontario	K1S 1A1	1 - 17	Main Street		West	Ottawa	Ontario	K1S 1A3	1 - 61	Clydesdale Drive			North York	Ontario	M2J 3N2	2370 - 2370	Bayside Road	1101-1135	SW	Ottawa	Ontario	T4B 0M9	<ul style="list-style-type: none"> checking and validating addresses to improve data hygiene overlying other data to gain customer intelligence 							
Civic Range	Street Name	Suite Range	Street Direction	Municipality	Province	Postal Code																																						
1 - 19	Main Street		East	Ottawa	Ontario	K1S 1A1																																						
1 - 17	Main Street		West	Ottawa	Ontario	K1S 1A3																																						
1 - 61	Clydesdale Drive			North York	Ontario	M2J 3N2																																						
2370 - 2370	Bayside Road	1101-1135	SW	Ottawa	Ontario	T4B 0M9																																						
Point of Call Data (POC)	<ul style="list-style-type: none"> The most comprehensive address database available in Canada, with more than 13 million residential addresses. It is the best foundation for all location-based intelligence for companies, and the premium source of addresses in Canada. It contains urban addresses in Canada, including individual suite information for urban and suburban apartments, as well as PO boxes for rural addresses (where available). It offers a unique identifier (Master Address Key) for each individual address that does not change. For your businesses, internal use only. 	<ul style="list-style-type: none"> offering a competitive edge via location-based marketing intelligence to link different or unique data from across numerous data sets to provide better analytics 																																										
Postal Code Latitude/Longitude Data	<ul style="list-style-type: none"> Allows organizations to determine geographic coordinates at the Postal Code level. It also includes the number of houses and apartments served by the postal code. For rural areas (where available), centroid (center point) is identified at the town or city level. <table border="1"> <thead> <tr> <th>Postal Code</th> <th>Latitude</th> <th>Longitude</th> <th>Confidence Score</th> <th>FSA</th> <th>Community Name</th> <th>Province</th> </tr> </thead> <tbody> <tr> <td>L5J 1W8</td> <td>43.50</td> <td>-79.64</td> <td>1</td> <td>L5J</td> <td>Toronto</td> <td>ON</td> </tr> <tr> <td>A0A 1V0</td> <td>47.48</td> <td>-53.16</td> <td>4</td> <td>A0A</td> <td>Bacon Cove</td> <td>NL</td> </tr> <tr> <td>T9G 1N4</td> <td>53.36</td> <td>-113.71</td> <td>2</td> <td>T9G</td> <td>Devon</td> <td>AB</td> </tr> <tr> <td>N5P 1A2</td> <td>42.77</td> <td>-81.21</td> <td>2</td> <td>N5P</td> <td>London</td> <td>ON</td> </tr> <tr> <td>L5J 1W8</td> <td>43.50</td> <td>-19.64</td> <td>1</td> <td>L5J</td> <td>Mississauga</td> <td>ON</td> </tr> </tbody> </table>	Postal Code	Latitude	Longitude	Confidence Score	FSA	Community Name	Province	L5J 1W8	43.50	-79.64	1	L5J	Toronto	ON	A0A 1V0	47.48	-53.16	4	A0A	Bacon Cove	NL	T9G 1N4	53.36	-113.71	2	T9G	Devon	AB	N5P 1A2	42.77	-81.21	2	N5P	London	ON	L5J 1W8	43.50	-19.64	1	L5J	Mississauga	ON	<ul style="list-style-type: none"> conducting analysis linking demographics with locations gathering business intelligence for analysis
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Postal Outlet Data	<ul style="list-style-type: none"> Outlines all the postal outlets that are open, closed or amalgamated in Canada, with their respective serving delivery installation name and postal outlet address. It includes insights into PO Box management, and potential for Convenience PO Box, versus Primary delivery mode PO Boxes. 	<ul style="list-style-type: none"> reducing fraud within your business gathering business intelligence for analysis 																																										
Delivery Mode Data	<ul style="list-style-type: none"> Provides all the information you need to sort your mail and get the best price for your mailing. The file contains postal codes and their related delivery modes. 	<ul style="list-style-type: none"> preparing Personalized Mail campaigns 																																										
Municipal Amalgamation Data	<ul style="list-style-type: none"> Provides updated address information whenever municipal areas are merged. The data cross-references old and new addresses and helps you to keep your customer database current and clean. 	<ul style="list-style-type: none"> ensuring addresses are updated when municipalities merge reducing undeliverable mail 																																										

3.2 Using address data in your organization

Accurate and complete **address data can deliver many benefits** to help your organization improve its customer intelligence and targeting abilities. When planning a Direct Mail Marketing Campaign, for example, the offer and creative are important, but if your message is not delivered to the right customers, the campaign will not be as successful as it could otherwise be. Mining address data to identify your best opportunities is the smart way to market and the best way to mail.



3.3 Choosing the right data licensing option

By licensing Canada Post data, you get access to a database that can be mined in diverse ways for information that can be put to use in marketing planning, process development, and many other areas of your business. Data is a critical component of **Smartmail Marketing** because targeting your best customers is an important step that advanced demographic data can help you achieve. Working with the most accurate information available for your campaign will help to improve your customer list, which ultimately improves response rates and marketing effectiveness.

Here are some other examples of how a data licence can satisfy your business's needs so that you choose the right data option for your business:

BUSINESS NEED	LICENCE RECOMMENDATION
Boost the performance of your address list by ensuring it's accurate to identify new prospects and connect your database through unique mailing ID's for each address	Point of Call Data (POC)
Gather location-based intelligence to establish premiums, improve market penetration, and make better-informed business decisions	Postal Code Address Data (PCAD)
Validate and correct customer addresses	Postal Code Address Data (PCAD) Point of Call Data (POC)
Develop applications, gain insights into customer locations and preferences, and conduct customer analysis	Postal Code Address Data (PCAD) Postal Code Latitude/Longitude Data
Use data in a product or service for third parties	Point of Call Data (POC)
Reduce the level of invalid addresses and undeliverable mail items	Postal Code Address Data (PCAD)
Gather enhanced location-based intelligence to have the largest competitive edge when prospect targeting	Point of Call Data (POC)
Ensure address lists are completely up-to-date and inclusive of municipal changes	Municipal Amalgamation Data

3.4 How do I license Canada Post data and determine pricing?

Subscribing to a Licensed Data Product from Canada Post is easy when you follow these three simple steps:

1. **Complete and submit** a Scope of Usage form describing how you plan to use the data.
 - a) Complete the form found online at: canadapost.ca/cpo/mc/assets/pdf/business/pcdp_scopeofusage_en.pdf
 - b) Submit the completed form to our Business Speciality Team via email at data.targetingsolutions@canadapost.ca, or by fax at **416-204-4410**.

If you have questions you can call us at **1-877-281-4137**.

2. An agent will review your submission and **provide you with a quote**.
3. We will supply you with the appropriate license agreement based on the Data Product and intended usage outlined for your business. We will then **send you the data** by secure FTP transfer, as well as monthly updates thereafter.

3.5 When does Canada Post upload data files?

We make new data files available each and every month to ensure that you are always using the most up-to-date address database information. Once a Data License Agreement has been completed and signed, the FTP Portal information will be provided to you for future data pick-ups.

3.5.1 2017 DATA SCHEDULE

DATA POSTED TO FTP SITE	DATA SHIPPED TO CUSTOMERS	RESTRUCTURE IMPLEMENTATION DATE	VALID FOR MAILINGS FROM...TO...
December 9, 2016	December 12, 2016	January 16, 2017	January 13 to February 9, 2017
January 6, 2017	January 9, 2017	February 13, 2017	February 10 to March 9, 2017
February 3, 2017	February 6, 2017	March 13, 2017	March 10 to April 6, 2017
March 3, 2017	March 6, 2017	April 10, 2017	April 7 to May 11, 2017
March 31, 2017	April 3, 2017	May 15, 2017	May 12 to June 15, 2017
May 5, 2017	May 8, 2017	June 19, 2017	June 16 to July 13, 2017
June 9, 2017	June 12, 2017	July 17, 2017	July 14 to August 17, 2017
July 7, 2017	July 10, 2017	August 21, 2017	August 18 to September 14, 2017
August 11, 2017	August 14, 2017	September 18, 2017	September 15 to October 12, 2017
September 8, 2017	September 11, 2017	October 16, 2017	October 13 to November 16, 2017
October 6, 2017	October 10, 2017	November 20, 2017	November 17 to December 14, 2017
November 10, 2017	November 13, 2017	December 18, 2017	December 15 to January 11, 2018
December 8, 2017	December 11, 2017	January 15, 2018	January 12 to February 15, 2018

3.5.2 OVERVIEW OF TECHNICAL SPECIFICATIONS AND SAMPLE DATA FILES

Technical specifications include - general specifications, file descriptions and record descriptions.

TECHNICAL SPECIFICATIONS	DOWNLOAD SAMPLE DATA
Postal Code Address Data	Sample data
Postal Code Latitude/Longitude Data	Sample data
Postal Outlet Data	Sample data
Delivery Mode Data	Sample data
If you have questions, you can call us at 1-877-281-4137.	

NOTE: There are no technical specifications or sample data for Point of Call or Municipal Amalgamation Data Licenses.

MARKETING INSIGHTS

4 WHAT IS MARKETING INSIGHTS?

Canada Post **Marketing Insights** provide you insights that can help with planning and analysing a marketing campaign. Canada Post can help you:

- Profile your database or your trade area
- Determine market penetration
- Visually see a trade area through mapping
- Measure campaign results

4.1 How can it help your Personalized Mail marketing campaign?

Marketing Insights can help you make decisions to plan an effective campaign and then analyse its performance.

PROFILE ANALYSIS:

Understanding the unique attributes of your customers. Profiling analysis features include:

- Trade area characteristics - find out who lives in and around your business for better targeting
- Customer demographic analysis - tailor your message by audience life stage, lifestyle, ethnic origin, etc.

RESPONSE ANALYSIS:

- The response analysis report will help you quantify the success of your marketing campaign and provide insight into the attributes that differentiate higher responding consumers (responders vs the target list)

PENETRATION ANALYSIS:

- Point of Call to Route: percentage of households that you have in a database file for each route
- Postal Code to Route: percentage of the postal codes in a database for each route

MAPS:

- Map only - a map identifying specific FSAs can help visualize the Smartmail coverage.
- Map with route information - this type of map helps those with their own customer databases to map points of call.