

Data and Targeting



Neighbourhood Mail™

- Targeting Solutions & Tools
- 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 and 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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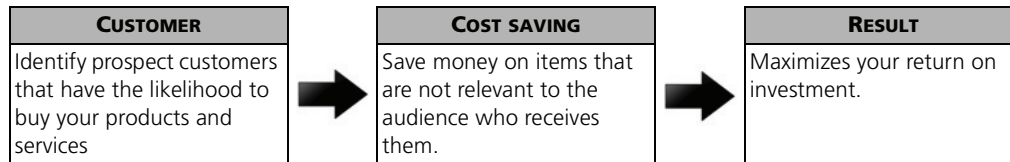
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DATA AND TARGETING

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.

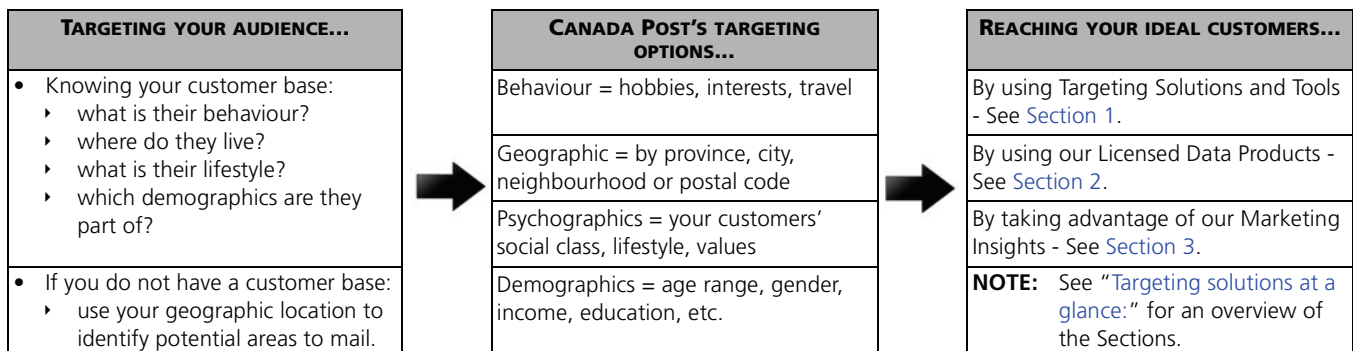
INTRODUCTION

Neighbourhood Mail service delivers advertising messages to more than 15.7 million mailboxes served by Canada Post. You can choose your delivery areas based on geographic, age, education and lifestyle information.



HOW TO TARGET USING NEIGHBOURHOOD MAIL SERVICE

Canada Post's targeting tools 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 – without a customer database.



Target locally or nationally, directing the message to an area as small as a single postal route or as many postal routes across the country. Whether you selected area, you can further refine your targeting to reach specific address types. Target the message to:

- Houses** Include residential dwellings that may be: detached, semi-detached or attached in a row. These dwellings have separate entrances.
- Apartments** Include self-contained residential units within a high-rise or low-rise multiple-unit building of three or more such units that share a common main entrance to the building.
- Businesses** Include buildings and structures where the primary activity is commercial, industrial or institutional (institutional includes but is not limited to churches, hospitals, nursing homes, and schools).
- Farms** Include residential and business buildings associated with a defined area of land (ex. fields) used to grow crops, raise animals or fish. The point of call does not necessarily have to belong to any farming association to be classified as a farm.

NOTE: If a business is operated from a house or apartment which is also used as a residence, the point of call is to be classified as a house or apartment.

TARGETING SOLUTIONS AT A GLANCE:

TARGETING SOLUTIONS	DEFINITION
Targeting Solutions and Tools	
Provides mapping tools that are interactive and self-serve. For complex targeting requirements, you can contact our experts for marketing advice and support.	
<ul style="list-style-type: none"> • Snap Admail™ 	A fast and easy online tool to help small businesses create effective direct mail campaigns on any budget. Includes creative templates and print/production of mail item.
<ul style="list-style-type: none"> • Precision Targeter™ 	The Precision Targeter application offers enhanced targeting capabilities, pricing visibility and a simple-to-use order entry system that streamlines the entire process.
<ul style="list-style-type: none"> • Professional Services 	Professional Services from Canada Post Data team is available to clients with advanced or complex targeting requirements.
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"> • Householder Data • Householder Elite Data • Postal Code Latitude/Longitude Data • Postal Outlet Data 	Helps your business do many things, like evaluate address counts to prepare for a mailing, to reduce fraud within your business, to drill down on market penetration rates, 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 more than just mailing.
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.

TARGETING SOLUTIONS AND TOOLS

1 SOLUTIONS AND TOOLS

Canada Post's **Neighbourhood Mail Targeting** provides the ability to reach your best customers with your Neighbourhood Mail campaigns. You can target your campaign using online tools and professional services.

1.1 Snap Admail™

Snap Admail offers thousands of easy-to-use templates to help customers plan, create, print and deliver their Neighbourhood Mail campaigns. As an end-to-end solution, it is ideal for both Small Office, Home Office (SOHO) and small business customers who are looking for quick help developing their own campaign materials. Available at canadapost.ca/snapadmail.

• Step 1: Target	Find the best neighbourhoods to target with our powerful and user-friendly « point and click » mapping tool.
• Step 2: Design	Choose a postcard or flyer size, then browse over a thousand free design templates. You can also upload your own artwork or get professional design help.
• Step 3: Launch	Place your order online, then relax. We do everything for you including printing, preparing the mailing, and delivery. No paperwork or drop-offs required.

1.2 Precision Targeter™

An intuitive and innovative online application that takes you from targeting to ordering in five easy steps. Available at canadapost.ca/precisiontargeter.

• Step 1: Describe your mailing	Precision Targeter will prompt you for details about your mailing, including a description of your mail item, your campaign dates and budgeting requirements (costs compared with number of items). The more details you provide, the more accurate the estimate.
• Step 2: Rank by demographics	Select from up to three demographic categories to define your target audience. For example, choose marital status, age and education level.
• Step 3: Define your delivery area	There are many ways to define your delivery areas, including proximity to your business (like radius, drive time and distance) or choose by municipality or FSA (the first three characters of a postal code). The interactive maps can also be used to help customize your delivery areas and create your targeting analysis.
• Step 4: Review your mailing	View a summary of your mailing. Download, email or save your targeting analysis for up to 13 months. You can even import your targeting analysis into Canada Post's EST 2.0 or export it to your mail service provider.
• Step 5: Place your order	When you're ready to place your order, select "Order Now." The application will guide you through the steps required to prepare your mail and it will create all of the documentation needed for you to bring your mailing in for delivery.

1.3 Professional Services

Available for clients with advanced marketing campaigns and targeting.

• Step 1: Contact Business Specialty Team	<ul style="list-style-type: none"> ▶ To contact the Business Specialty Team, please submit an online enquiry and you will be contacted within 24 hours or call 1-877-281-4137. ▶ You will require a Customer number (ACCOUNT) and credit in good standing.
• Step 2: Finalize the details of your request	<p>To finalize the details of your targeting request.</p> <ul style="list-style-type: none"> ▶ The Business Specialty Team will help you finalize the details of your order and you will receive a price estimate with a description of the request. ▶ As soon as you approve the order, agree to pricing, and sign the Analytics and Targeting - Request Form your request will be processed.

LICENSED DATA PRODUCTS

2 WHAT ARE LICENSED DATA PRODUCTS?

Licensed Data Products provide geographic information to support your business objectives, which can be used internally for business insights, to plan counts for a Direct Mail Marketing Campaign, and much more. Licensed Data Products enable your business to work with the most current and updated monthly copy of Canada Post's address database, available in four different products to suit a variety of business needs, including householder counts, location intelligence, business analysis and more. The four database products are Householder Data, Householder Elite Data, Postal Code Latitude/Longitude Data, and Postal Outlet Data.

2.1 Database products

SERVICE	DESCRIPTION	IDEAL FOR																																										
Householder Data	<ul style="list-style-type: none"> Indicates the number of houses, apartments, farms and businesses within an area defined by the first 3 characters of a postal code (Forward Sortation Area or FSA). The list is also broken down by the routes the letter carriers follow to deliver the mail. <p>Forward Sortation Area (FSA): A1Y → Letter Carrier (LC) Walks per FSA: LC0021</p> <p>Counts per Walk (LC0021)</p> <table border="1"> <thead> <tr> <th>Address Type</th> <th>Houses</th> <th>Apartment</th> <th>Farms</th> <th>Total Res.</th> <th>Businesses</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Consumer's Choice</td> <td>412</td> <td>135</td> <td>0</td> <td>547</td> <td>22</td> <td>569</td> </tr> <tr> <td>Total Points of Call</td> <td>454</td> <td>152</td> <td>0</td> <td>606</td> <td>25</td> <td>631</td> </tr> </tbody> </table> <p><small>For Illustration Purposes Only.</small></p>	Address Type	Houses	Apartment	Farms	Total Res.	Businesses	Total	Consumer's Choice	412	135	0	547	22	569	Total Points of Call	454	152	0	606	25	631	<ul style="list-style-type: none"> counting how many items you need for Neighbourhood Mail campaigns understanding market penetration rates 																					
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Householder Elite Data	<ul style="list-style-type: none"> Shows the number of houses, apartments, farms and businesses within an area defined by a complete postal code. The list is also broken down by the routes the letter carriers follow to deliver the mail, including all the information you need to send mail using Canada Post's Electronic Shipping Tools. <p>Postal Code: A1Y 1A7 → Letter Carrier (LC) Walks per Postal Code: LC0021</p> <p>Counts per Walk (LC0021)</p> <table border="1"> <thead> <tr> <th>Address Type</th> <th>Houses</th> <th>Apartment</th> <th>Farms</th> <th>Total Res.</th> <th>Businesses</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Consumer's Choice</td> <td>412</td> <td>135</td> <td>0</td> <td>547</td> <td>22</td> <td>569</td> </tr> <tr> <td>Total Points of Call</td> <td>454</td> <td>152</td> <td>0</td> <td>606</td> <td>25</td> <td>631</td> </tr> </tbody> </table> <p><small>For Illustration Purposes Only.</small></p>	Address Type	Houses	Apartment	Farms	Total Res.	Businesses	Total	Consumer's Choice	412	135	0	547	22	569	Total Points of Call	454	152	0	606	25	631	<ul style="list-style-type: none"> getting the most detailed counts for Neighbourhood Mail campaigns drilling down on market penetration rates gathering business intelligence for analysis 																					
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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 																																										

2.2 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 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
Gain insights into market penetration areas for an upcoming Neighbourhood Mail Campaign	Householder Data (FSA Level) Householder Elite Data (Postal Code Level)
Find out how many mail items you will need before starting your Neighbourhood Mail Campaign	Householder Data (FSA Level) Householder Elite Data (Postal Code Level)
Gain insights into customer locations and preferences, and conduct customer analysis	Postal Code Latitude/ Longitude Data
Reduce fraud within your business	Postal Outlet Data

Select the Licensed Data Product that provides you with the information your business needs, in the format you prefer

	HOUSEHOLDER	HOUSEHOLDER ELITE	POSTAL CODE LAT/LONG	POSTAL OUTLET
Address Type Counts by FSA	✓	✓	✓	
Address Type Counts by Postal Code		✓	✓	
Address Type Counts by Letter Carrier Walks	✓	✓		
Latitude / Longitude by Postal Code			✓	
Postal Outlet Addresses by Postal Code				✓

2.3 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 Specialty 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.

2.4 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.

2.4.1 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

2.5 Overview of technical specifications and sample data files

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

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

MARKETING INSIGHTS

3 WHAT IS MARKETING INSIGHTS?

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

- Profile a customer address, a postal code list or geographical area
- Determine market penetration
- Visually see a trade area through mapping
- Measure campaign results

3.1 How can it help your Neighbourhood 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. and reach new prospects that look like your best customers.

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
- Point of Call to Postal Code: the customer distribution for each valid postal code that exists in your input file

MAPS:

- Map only - a map identifying specific FSAs can help visualize the Smartmail coverage. This can also be accessed through Precision Targeter.
- Map with route information - this can be used for visually identifying the routes covered by a Neighbourhood Mail campaign based on selected criteria. This type of map can also help those with their own customer databases to map those points of call.