

ALBERTA MOTOR ASSOCIATION GAINS HUNDREDS OF NEW MEMBERS IN SIX WEEKS

Using Postal Code Targeting, AMA's campaign leveraged existing customer data to find new members for acquisition



New Postal Code Targeting empowers businesses to directly connect with the most receptive audiences and drive powerful action.



Putting membership acquisition in the fast lane

The Alberta Motor Association (AMA) had a great offer: two memberships with no enrollment fee for less than nine dollars a month. What it didn't have was a quick and easy way to reach prospects quickly.

The AMA connects with its target market through a variety of ways, which includes renting or purchasing lists of potential members. This time, however, Canada Post's Postal Code Targeting solution presented an opportunity to suppress the addresses of AMA's current members and improve the odds of quickly and affordably reaching prospects within their target market.

"Canada Post can help map out your best opportunities using postal code data to strengthen your targeting," says Ashley Pharand, Acquisition Marketing Manager with the AMA. "If there is a segment you're after, Canada Post will connect you to those people."

The AMA sent out 70,000 direct mail pieces using Postal Code Targeting with an offer that had to be redeemed within 10 days. To make it easy to take advantage of membership right away, it included two "Activated" stickers that could be applied on the temporary membership cards once prospects signed up.

To learn how to maximize your acquisition budget with Postal Code Targeting, visit canadapost.ca/pct.

™ Trademark of Canada Post Corporation

A strategy worth repeating

"We were able to get to market quicker than if we were to purchase a list. It was highly targeted," Pharand says. "It was also really collaborative, and I appreciated that. We got a really great response in a matter of six weeks."

The campaign also proved direct mail and digital marketing work better together: almost half of the members who responded to the offer joined via a URL driving them online to sign up.

With one successful test complete, the AMA wants to continue to hone its target list, which was far more straightforward thanks to Postal Code Targeting from Canada Post, says Pharand.

"I'd like to include it as a part of our whole sequencing strategy. It's a great way to deploy something quickly – with science and data behind it."

AMA's acquisition campaign with Postal Code Targeting

- 591 new members
- Nearly 10% above projected gain
- Impressive low cost per acquisition



Smartmail Marketing™
Connect. Captivate. Convert.