

STEINBACH CREDIT UNION USES POSTAL CODE DATA TO ACQUIRE MORE MEMBERS

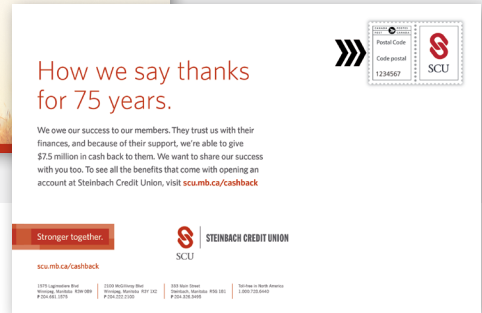
Thanks to Postal Code Targeting from Canada Post, this financial institution refines the reach of its marketing mix and boosts results



STEINBACH CREDIT UNION

SCU

By leveraging the power of postal code data, businesses can reach and engage with customers and prospects like never before.



An invitation to a brand-new audience

Steinbach Credit Union (SCU) is Manitoba's largest credit union and the 8th largest in Canada.

To celebrate 75 years of business, it decided to give \$7.5 million in cash back to its members, but wanted to spread the good news even further. The problem was finding people who weren't already enjoying all the benefits SCU has to offer.

To enhance their annual campaign, SCU paired Canada Post's Postal Code Targeting direct mail solution with digital and out-of-home advertising to connect with potential new members.

"What excited us the most about Postal Code Targeting was the ability to leverage our existing postal code data to find new members," explains Stephanie West, Marketing and Advertising Specialist at SCU.

Through Postal Code Targeting, SCU was not only able to suppress the addresses of current members but also refine the list of new people it wanted to reach. Data from Canada Post was overlaid with SCU's third-party data to identify five well-defined target groups.

Direct mail boosts digital results

SCU mailed a postcard that included a unique URL where potential new members could learn more about all the benefits associated with SCU membership.

West believes Canada Post's Postal Code Targeting mail not only drove a substantial overall increase in new members, but boosted its success in other marketing channels, such as awareness of its billboards and traffic to its website.

"When you're doing a mass marketing effort, every piece that you can connect together just reinforces the overall message," she says.

"I'm extremely satisfied with the results of this campaign. Canada Post has made the process very easy working with us on our targeting, but also working with our printer in the production and delivery of the piece."

"Postal Code Targeting is a really cost-effective way for organizations to reach a specific audience with a specific message," says West. "It's definitely something we're going to consider in the future as part of our total mix. We really look forward to working with Canada Post again."

39% increase in new members
55% increase in website visits
over the previous year's campaign

To see how Postal Code Targeting can help you reach your best prospects, visit canadapost.ca/postalcodetargeting.

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