

REACH YOUR IDEAL TARGET MARKET

Your marketing must meet your business objectives. Ensure you get the right message to the right person at the right time and connect with similar Business Audiences to get the best campaign results.



Smartmail Marketing

CANADA
POST



POSTES
CANADA



“Acquire with the intention to retain, and retain with the intention to grow.”

Lester Wunderman

Founder of Wunderman advertising agency



1 Million
Businesses



7 Data Sources
and Growing



3300
Available Targeting
Attributes

Create B2B campaigns that drive action

Achieve your acquisition objectives and improve results by delivering a message that drives more prospects to take action. Target the right business with the right message at the right time, delivered right to their business.

Leverage better data for better marketing results

Better data means better marketing results. Smartmail Marketing™ Audiences apply the power of Canada Post's database to provide you with a national reach of current and active businesses, big or small. Our comprehensive geolocation database is one of Canada's largest and most actionable, providing lists that blend reach and accuracy.

Target with precision

Benefit from a range of targeting filters to reach your best audience – delivering effective campaigns directly into the hands of business decision makers to drive higher response.

Access clean business address data

We've built our foundational intelligence in a way that helps your message be heard. Our comprehensive business database is refreshed on a monthly basis and validates each record to ensure accuracy and completeness. Keeping business lists up to date is important, as there are approximately 100K new businesses that open, and the same number closes every year.¹ Validating based on who still receives mail is important to ensure accuracy.

1. https://www.ic.gc.ca/eic/site/061.nsf/eng/h_03090.html#point1



Firmographics

Characteristics to segment prospective organizations.

Number of employees
Revenue
Credit score
Payment index
Mail volume



Industry

Grouping of companies that are related in terms of business activities.

Industry types (finance, insurance, etc.)
Business types (e-commerce, bricks and mortar)
NAICS codes
SIC codes
Merchant industry categories



Audiences Solutions

Whether it's a new business – small, at-home or large – you can pinpoint your exact prospects by using our attributes. Access the full list at canadapost.ca/businessattributes

Business Life Cycle

The progression of a business and its phases over time.

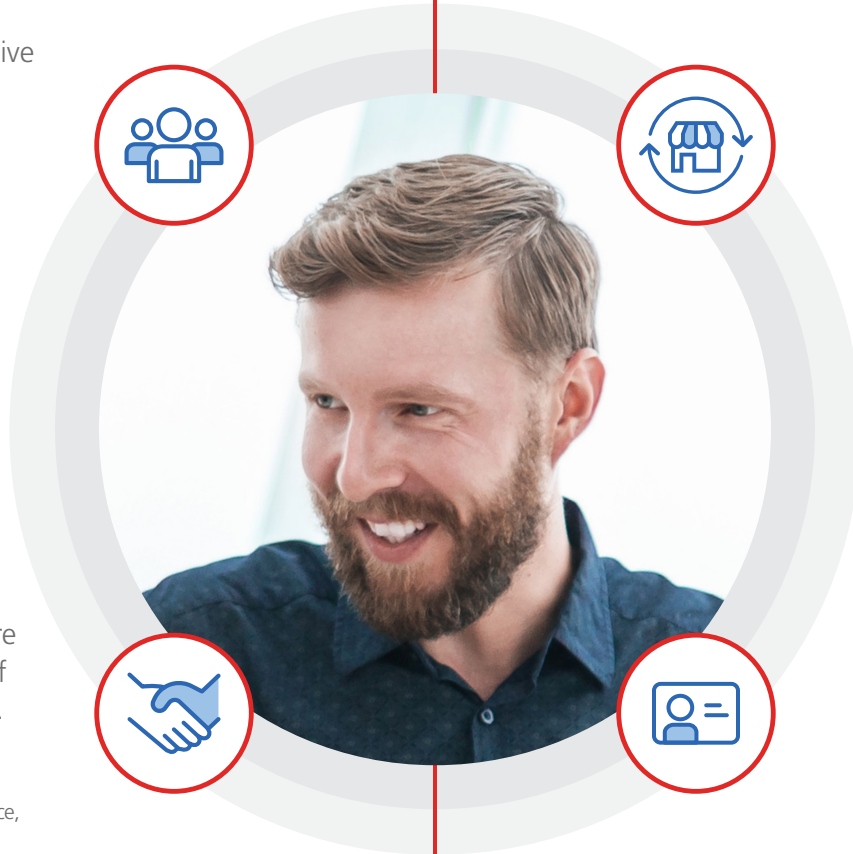
Business moves
New businesses
SOHO (Small Offices, Home Offices)



Contact Info

Reach influencers and decision makers by name and title.

Business names
Titles
Phone numbers





Targeting Levels

Available at different levels of granularity, our database provides you with varying levels of precision and coverage within a set geography.

Address Level

Reach individual businesses that meet specific characteristics.

Postal Code Level

Reach all businesses within a postal code.

Route Level

Reach all businesses on a letter carrier route.

Trusted Sources

Building on our proprietary operational data, we've partnered with a wide variety of trusted data providers, such as phone directories and credit bureaus to bring you comprehensive and intelligent targeting data, certain to meet your business needs.

Audience Solutions Pricing

| Options | Standard |
|-----------------------|----------------|
| Personalized Mail | \$100/M |
| Postal Code Targeting | Included |
| Neighbourhood Mail | Please inquire |

| Additional Services | Costs |
|--------------------------|------------------|
| Suppression of customers | Included* |
| List reuse | 50% of flat rate |
| Key coding | Included |
| File split | Included* |
| Custom/other | \$250/hour |

*Some restrictions apply

For full list of targeting attributes visit canadapost.ca/businessattributes

To see data in action visit canadapost.ca/incite

For more information or to order, contact our Data Solutions Centre at: **1-877-281-4137** or data.solutionscentre@canadapost.ca



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