

Your Targeting Report

Mailing Campaign Details



07-05-2022

1245988 ONTARIO LTD

Mailing ID 9QKXQ102498218674276

Thank you for taking advantage of our targeting service - a one stop solution designed to help you get the most out of your Smartmail Marketing™ campaigns.

- Anonymous Precision Targeter users will have their reports saved and accessible for 30 days from the day the report has been generated.
- Signed-In Precision Targeter users will have their reports saved and accessible for 13 months from the day the report has been generated.

Inside, find comprehensive insight into your selected trade area, including:

Variables	
Address Attributes	Houses, Apartments and Farms
Number of Mail Pieces	23315
Urban / Rural	All
Estimated Delivery Cost	\$4033.50
Delivery Mode (Route Type)	Letter Carrier (LC), Rural Route (RR), Suburban Service (SS), General Delivery (GD), Lock Box (LB), Call For (CF), Motorized Route (MR), Direct (DR)
Valid for Mailings From	22-06-17 To 22-07-14
Householder Types	Consumer's Choice

Not only does the attached report provide an in-depth look at your chosen trade area, it also harnesses the power of data analytics to help maximize your return on investment (ROI) by providing you with:

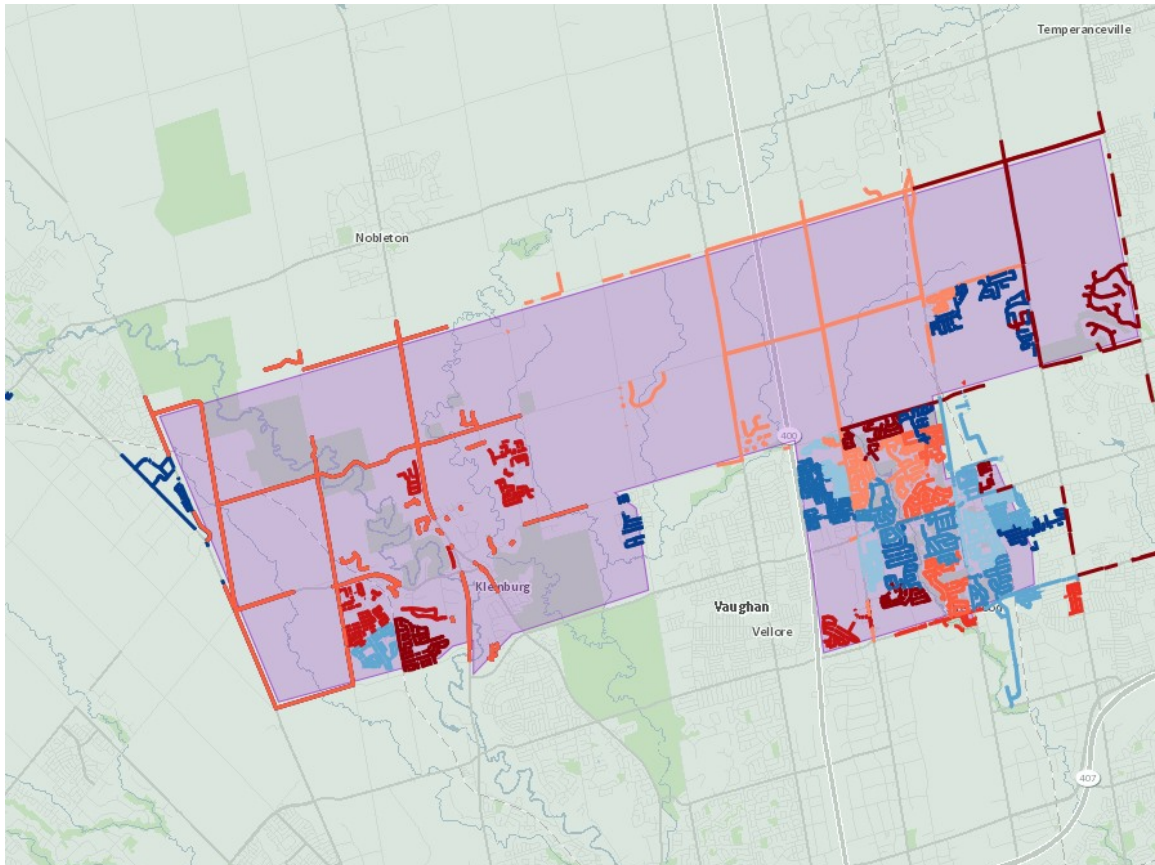
- A Route Ranking report that prioritizes your postal route selections based on your demographic criteria, enabling you to deliver your message to the people most likely to respond;
- A Postal Station Summary report that indicates the facilities responsible for your mailing;
- Maps, Impact Assessment, and many other campaign-enhancing resources.

Do you want to further improve your Smartmail Marketing™? Take advantage of our suite of data and targeting solutions:

Canada Complete Lists	Data Management Services	Analytics
Canada Complete lists provide one of the largest reach in Canada, drawing from Canada Post's mail delivery database of over 13 million residential addresses and close to a million business addresses. With our additional targeting filters, supplement your list by pinpointing specific audiences that best match what your best prospects look like.	With the help of Canada Post's Data Management Services, you can improve your address accuracy, identify movers, and suppress duplicate records. This will ensure clean, current, and accurate mail files - in doing so, you will have less undeliverable mail and an improved ROI.	Our analytics experts will work with you to ensure your consumer data delivers optimal results. For example, we can help identify highest-potential customers and prospects through penetration analysis, location intelligence, segmentation, modeling and profiling.

Questions? Contact your Canada Post Sales Representative or our Commercial Service Network at 1-866-757-5480.

Reaching the right people with the right message is a key driver of campaign success. The map below shows your selected trade area and the routes that make up your coverage. The routes are colour coded according to the penetration of your selected demographic variable(s) to show how closely it matches your ideal prospect.



Your Targeting Report

Route Ranking Report



Below you will find your Route Ranking Report, which provides you with a tabular view of the routes within your trade area ranked according to the value of the selected demographic variable(s). By looking at the "Cumulative Penetration" and the "Cumulative Points of Call" columns, you can easily determine which routes you need to target in order to meet your desired quota.

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FSA	Delivery Mode (Route)	Depot	All Points Of Call	Cumulative Points of Call
L4K	LC0127	CONCORD STN MAIN	881	881
L6A	SS0702	MAPLE STN DELIVERY CENTRE	824	1705
L4H	SS0947	WOODBRIIDGE STN MAIN	813	2518
L6A	SS0708	MAPLE STN DELIVERY CENTRE	773	3291
L4H	SS0946	WOODBRIIDGE STN MAIN	756	4047
L6A	SS0707	MAPLE STN DELIVERY CENTRE	735	4782
L6A	SS0711	MAPLE STN DELIVERY CENTRE	729	5511
L6A	SS0709	MAPLE STN DELIVERY CENTRE	724	6235
L6A	SS0712	MAPLE STN DELIVERY CENTRE	715	6950
L6A	SS0718	MAPLE STN DELIVERY CENTRE	715	7665
L6A	SS0720	MAPLE STN DELIVERY CENTRE	708	8373
L6A	SS0706	MAPLE STN DELIVERY CENTRE	700	9073
L4H	SS0949	WOODBRIIDGE STN MAIN	691	9764
L4H	SS0945	WOODBRIIDGE STN MAIN	666	10430
L6A	SS0725	MAPLE STN DELIVERY CENTRE	660	11090
L6A	SS0714	MAPLE STN DELIVERY CENTRE	655	11745
L6A	SS0715	MAPLE STN DELIVERY CENTRE	652	12397
L6A	SS0705	MAPLE STN DELIVERY CENTRE	650	13047
L6A	SS0719	MAPLE STN DELIVERY CENTRE	648	13695
L6A	SS0713	MAPLE STN DELIVERY CENTRE	643	14338
L6A	SS0716	MAPLE STN DELIVERY CENTRE	639	14977
L6A	SS0724	MAPLE STN DELIVERY CENTRE	630	15607
L6A	SS0728	MAPLE STN DELIVERY CENTRE	613	16220
L6A	SS0701	MAPLE STN DELIVERY CENTRE	607	16827
L0J	RR0002	KLEINBURG PO	576	17403
L6A	SS0710	MAPLE STN DELIVERY CENTRE	553	17956
L6A	SS0703	MAPLE STN DELIVERY CENTRE	540	18496
L6A	SS0721	MAPLE STN DELIVERY CENTRE	521	19017
L4H	SS0948	WOODBRIIDGE STN MAIN	511	19528
L6A	SS0722	MAPLE STN DELIVERY CENTRE	511	20039
L6A	SS0704	MAPLE STN DELIVERY CENTRE	506	20545
L6A	SS0717	MAPLE STN DELIVERY CENTRE	500	21045
L0J	LB0001	KLEINBURG PO	494	21539
L6A	SS0727	MAPLE STN DELIVERY CENTRE	487	22026
L7E	SS0906	CALEDON STN MAIN	254	22280
L4K	LC0123	CONCORD STN MAIN	237	22517
L3L	SS0916	WOODBRIIDGE STN MAIN	229	22746
L0J	RR0001	KLEINBURG PO	227	22973
L6A	SS0738	MAPLE STN DELIVERY CENTRE	212	23185
L3L	SS0931	WOODBRIIDGE STN MAIN	85	23270
L6A	LB0001	MAPLE RPO JANE/MAJOR MAC	25	23295

FSA	Delivery Mode (Route)	Depot	All Points Of Call	Cumulative Points of Call
L6A	LB0002	MAPLE PO MAIN	10	23305
L6A	LB0005	MAPLE PO MAIN	5	23310
L6A	LB0003	MAPLE PO MAIN	3	23313
L6A	LB0004	MAPLE PO MAIN	2	23315
L6A	LB0001	MAPLE PO MAIN	0	23315

Your Targeting Report

Postal Station Summary



To avoid transportation charges, you may want to deposit your Neighbourhood Mail™ directly at each postal station responsible for your mailing. The table below provides you with a list of post offices where you need to induct your mailing, and how many pieces must be deposited at each location.

	HOUSES	APARTMENTS	FARMS	BUSINESSES	TOTAL POINTS OF CALL
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KLEINBURG PO10504 ISLINGTON AVE KLEINBURG ON L0J 1C0

TOTAL	1164	128	5	0	1297
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CONCORD STN MAIN707 CREDITSTONE RD CONCORD ON L4K 1A0

TOTAL	772	346	0	0	1118
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WOODBIDGE STN MAIN707 CREDITSTONE RD CONCORD ON L4L 1A0

TOTAL	3747	0	4	0	3751
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MAPLE PO MAINRETAIL-9926 KEELE ST MAPLE ON L6A 1A0

TOTAL	20	0	0	0	20
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MAPLE RPO JANE/MAJOR MAC2943 MAJOR MACKENZIE DR MAPLE ON L6A 3N0

TOTAL	25	0	0	0	25
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MAPLE STN DELIVERY CENTRE707 CREDITSTONE RD CONCORD ON L6A 4G0

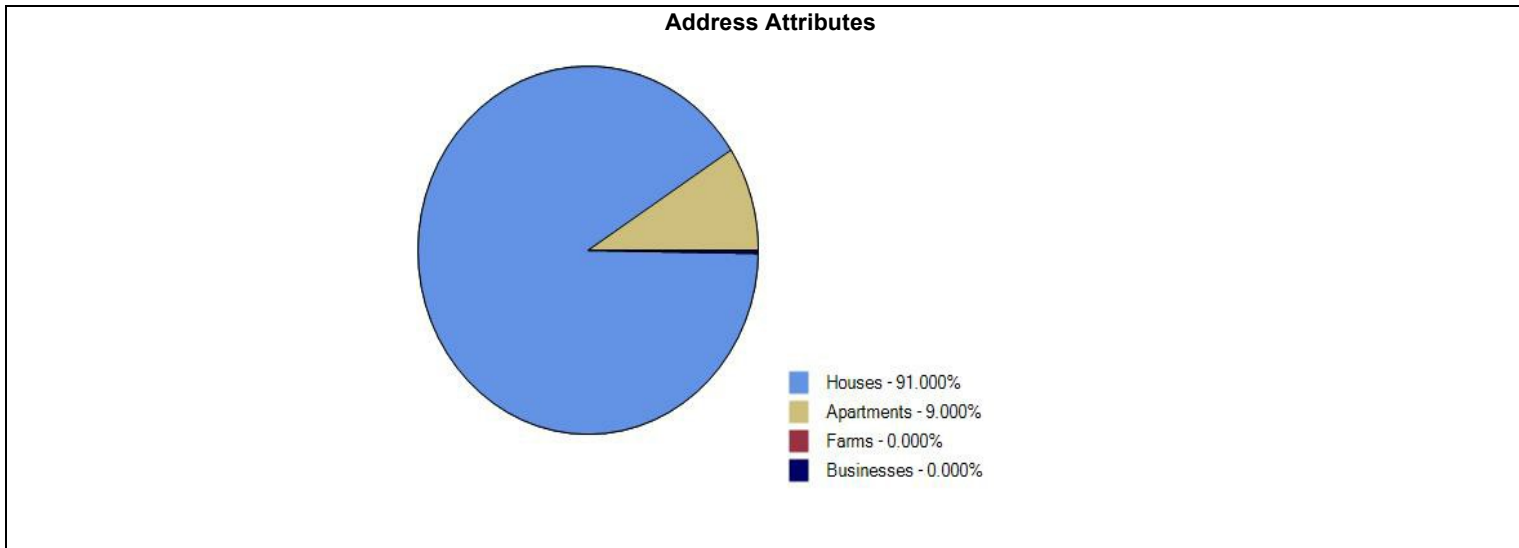
TOTAL	15194	1656	0	0	16850
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CALEDON STN MAIN5-171 VAN KIRK DR BRAMPTON ON L7A 1A0

TOTAL	192	62	0	0	254
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GRAND TOTAL	21114	2192	9	0	23315
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Below, you will find some insights to your trade area. The provided charts give a simple visual representation of some key characteristics of your target area in order to help you better understand the dynamics of your market.



This chart provides you with a breakdown of various delivery points within your trade area, based on your selected address attributes.

The majority of your area is characterized by:
Houses

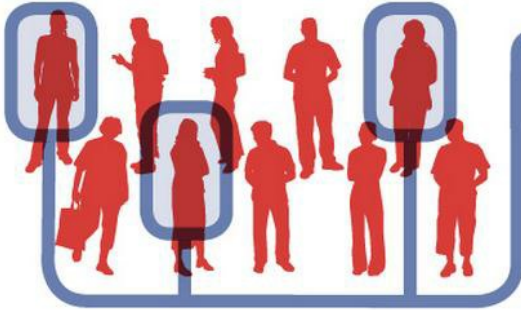
Did you know...

We can help you discover and harvest untapped market potential? We do so by generating a list of additional high value routes, typically located just outside your selected trade area, that meet or exceed your targeting criteria. To take advantage of this offering, simply accept our high value walk suggestions within the online application or request this feature when having an analysis run by our team of geospatial analysts.

Your Targeting Report

Powerful Data & Targeting

Looking for more ways to harvest the campaign-boosting powers of data and analytics? We have options...



It's time to be more direct. Reach more prospects with Canada Complete lists from Canada Post

Canada's best list just got even better. Our lists provide one of the largest reach in Canada, drawing from our mail delivery database of over 13 million residential addresses and close to a million business addresses. By customizing your mail with a name and/or an address you can provide an instant boost to open rates and responses. With our additional targeting filters, supplement your list by pinpointing specific audiences based on geographic, demographic, and lifestyle criteria that best match what your best prospects look like.

Why choose Canada Complete?

- We have more addresses than anyone else and with the best market penetration in the country
- Gain access to the most complete list that can provide nationwide access to apartments and suite numbers
- Validated addresses that you know are deliverable - save money by reducing returned mail
- Exclude existing customers by suppressing addresses you already have - only pay for the records you need
- Canada's best list for accessing Canadian New Movers - a segment that spends \$11B annually
- Enhance your list with a range of unique and exclusive targeting filters to reach your best audience

Ensure your mailing list is valid

Is bad address data hindering your campaign performance? Thanks to our **Smart Data Cleaner**, it doesn't have to. This easy-to-use online tool lets you clean and update your customer and prospect mailing lists. Not sure if your list needs a scrub? Get a free diagnostic first.

Reach people by name and boost response

Neighbourhood Mail™ is a powerful and effective marketing solution. To take your targeting to a whole new level use Canada Post Personalized Mail™, and reach Canadians by name and address at their place of residence or work. Studies have shown that 87% of Canadians are likely to read mail that is addressed to them personally, and that Personalized Mail™ garners three times as much attention as Neighbourhood Mail™.

Turn your customer data into actionable insight with our Advanced Analytics Services

Data is the fuel that drives campaign performance, but it can sometimes be a challenge to analyze and take action on it. That's where our dedicated team of analytics experts comes in. Through **penetration analysis, location intelligence, segmentation, modeling and profiling** they can help enhance your response potential by identifying your highest potential prospects.

Want to learn more about our powerful Data & Targeting Solutions?

Visit our website: www.canadapost.ca/datatargetingsolutions

email us at: data.targetingsolutions@canadapost.ca

If you wish to speak with one of our Data and Targeting specialists, call us at **1-877-281-4137**

1. **Address Attributes:** Describes the types of buildings present in your trade area, whether they are houses, apartments, farms, and/or businesses.
2. **All Points of Call:** The total number of physical locations (points of call) receiving your mailing on a given letter carrier's route, which can be houses, apartments, farms and/or businesses based on your selection criteria.
3. **Average Value:** The average value (%) of the chosen Statistics Canada demographic variables that can be associated with the letter carrier's route, which provides you with insight into your recipients.
4. **Cumulative Penetration:** The cumulative percentage of penetration associated with the letter carrier's routes based on the selected demographic variables.
5. **Cumulative Points of Call:** The cumulative point of call count associated with the letter carrier's routes, which has been calculated by adding the previous Delivery Mode rows in the report.
6. **Delivery Mode:** The area served by a letter carrier.
7. **Depot:** A postal facility established for the processing and delivery of mail. Example: Etobicoke, Ontario.
8. **Forward Sortation Area (FSA):** The first three characters (alpha-numeric-alpha) of a Postal Code ^{OM}, which represent a geographic area. Example: M9W
9. **Postal Station Summary:** This report indicates which postal stations are responsible for your targeted routes. The count of each point of call type (houses, apartments, farms, and/or businesses) is displayed for each depot. The total point of call count, listed at the end of the report, denotes the number of houses, apartments, farms, and/or businesses associated with each postal station.
10. **Route ID:** This represents the identifier assigned to each letter carrier's route. Its primary use is for the coordination of the mail delivery.
11. **Target Variables:** A report can have a minimum of one to a maximum of three Statistics Canada demographic variables selected. These variables are displayed in the value columns as a percentage (%) that can be associated with that entire Delivery Mode.
12. **Total Points of Call:** The total number of houses, apartments, farms, and/or businesses (based on your selection) associated with the depot in your Postal Station Summary. This number indicates how many pieces are required for each depot.
13. **Total:** This row represents the sum of each dwelling type (houses, apartments, farms, and/or businesses) within a depot.
14. **Valid for Mailings From:** Due to monthly route restructures, the results found within this report are valid between these dates. Mailing outside of these dates could cause delivery problems or pose a risk of non-delivery.