

Your Targeting Report

Mailing Campaign Details



07-05-2022

1245988 ONTARIO LTD

Mailing ID 3O1FH102497618672852

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	19015
Urban / Rural	All
Estimated Delivery Cost	\$3289.60
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:

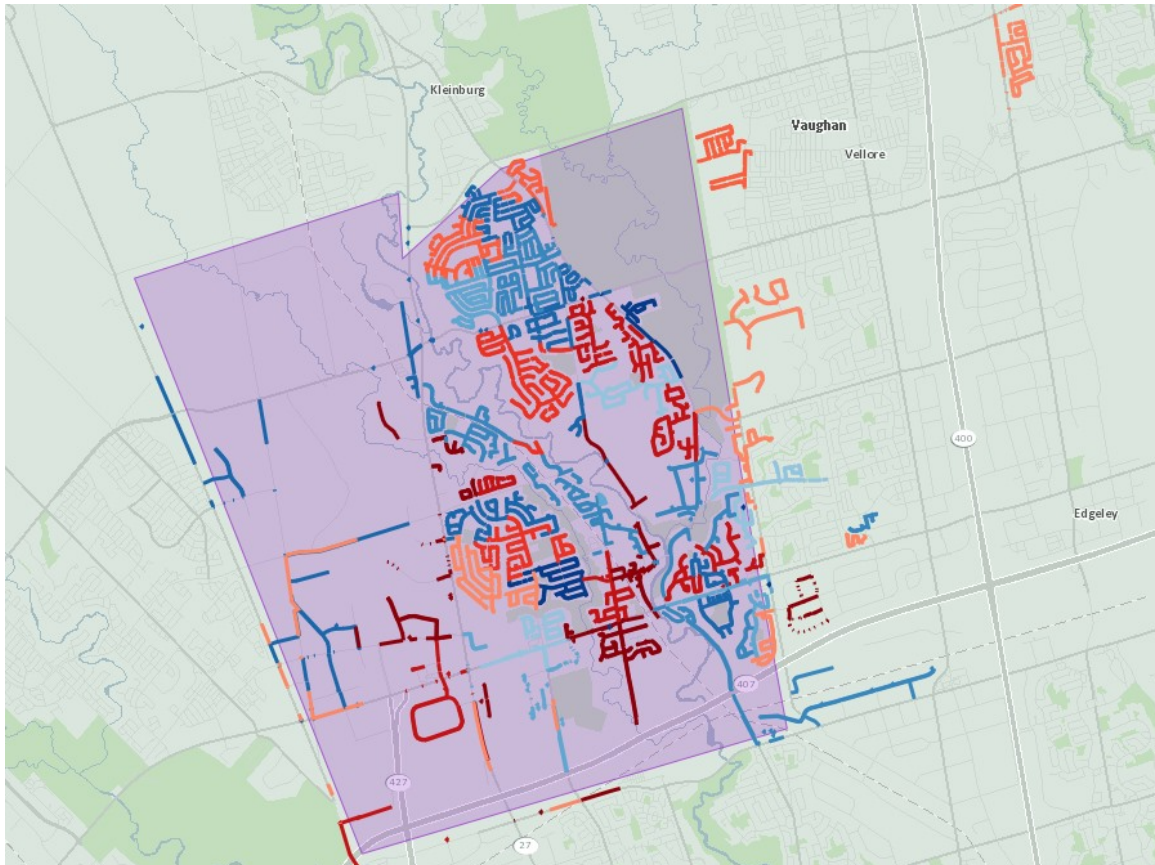
- A Route Ranking report that prioritizes your postal route selections based on your demographic criteria, enabling you to deliver your message to the people most likely to respond;
- A Postal Station Summary report that indicates the facilities responsible for your mailing;
- Maps, Impact Assessment, 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
L4L	LC0013	WOODBIDGE STN MAIN	887	887
L4L	LC0023	WOODBIDGE STN MAIN	793	1680
L4L	LC0009	WOODBIDGE STN MAIN	786	2466
L4H	SS0942	WOODBIDGE STN MAIN	743	3209
L4L	LC0012	WOODBIDGE STN MAIN	734	3943
L4L	LC0006	WOODBIDGE STN MAIN	728	4671
L4L	LC0022	WOODBIDGE STN MAIN	714	5385
L4H	SS0917	WOODBIDGE STN MAIN	688	6073
L4H	SS0940	WOODBIDGE STN MAIN	687	6760
L4H	SS0943	WOODBIDGE STN MAIN	682	7442
L4H	SS0938	WOODBIDGE STN MAIN	679	8121
L4L	LC0005	WOODBIDGE STN MAIN	672	8793
L4H	SS0944	WOODBIDGE STN MAIN	667	9460
L4H	SS0941	WOODBIDGE STN MAIN	655	10115
L4L	LC0008	WOODBIDGE STN MAIN	631	10746
L4L	LC0002	WOODBIDGE STN MAIN	620	11366
L4H	SS0937	WOODBIDGE STN MAIN	588	11954
L4L	LC0011	WOODBIDGE STN MAIN	569	12523
L4H	SS0939	WOODBIDGE STN MAIN	526	13049
L6A	SS0704	MAPLE STN DELIVERY CENTRE	506	13555
L4L	LC0024	WOODBIDGE STN MAIN	503	14058
L4L	LC0004	WOODBIDGE STN MAIN	477	14535
L4L	LC0021	WOODBIDGE STN MAIN	468	15003
L4L	SS0932	WOODBIDGE STN MAIN	458	15461
L4L	LC0027	WOODBIDGE STN MAIN	435	15896
L4L	LC0026	WOODBIDGE STN MAIN	352	16248
L4L	LC0007	WOODBIDGE STN MAIN	333	16581
L4L	LC0014	WOODBIDGE STN MAIN	325	16906
L4L	LC0010	WOODBIDGE STN MAIN	316	17222
L4L	LC0025	WOODBIDGE STN MAIN	312	17534
L4L	LC0017	WOODBIDGE STN MAIN	305	17839
L4L	SS0904	WOODBIDGE STN MAIN	240	18079
L4H	SS0934	WOODBIDGE STN MAIN	236	18315
L4H	SS0936	WOODBIDGE STN MAIN	224	18539
L4L	SS0933	WOODBIDGE STN MAIN	120	18659
L4L	SS0939	WOODBIDGE STN MAIN	111	18770
L4L	LC0003	WOODBIDGE STN MAIN	100	18870
L4L	SS0938	WOODBIDGE STN MAIN	57	18927
L4H	SS0935	WOODBIDGE STN MAIN	54	18981
L4L	LB0001	WOODBIDGE RPO PINE VALLEY	20	19001
L4H	LB0001	WOODBIDGE RPO RUTHERFORD	8	19009

FSA	Delivery Mode (Route)	Depot	All Points Of Call	Cumulative Points of Call
L4L	LB0001	WOODBIDGE RPO MARTINGROVE	6	19015
L4L	DR0000	WOODBIDGE STN MAIN	0	19015
L4L	SS0935	WOODBIDGE STN MAIN	0	19015

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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WOODBIDGE STN MAIN707 CREDITSTONE RD CONCORD ON L4L 1A0

TOTAL	15564	2911	0	0	18475
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WOODBIDGE RPO MARTINGROVERPO-5694 HIGHWAY 7 WOODBRIDGE ON L4L 1B0

TOTAL	6	0	0	0	6
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WOODBIDGE RPO PINE VALLEYRPO-7700 PINE VALLEY DR WOODBRIDGE ON L4L 2X0

TOTAL	20	0	0	0	20
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MAPLE STN DELIVERY CENTRE707 CREDITSTONE RD CONCORD ON L6A 4G0

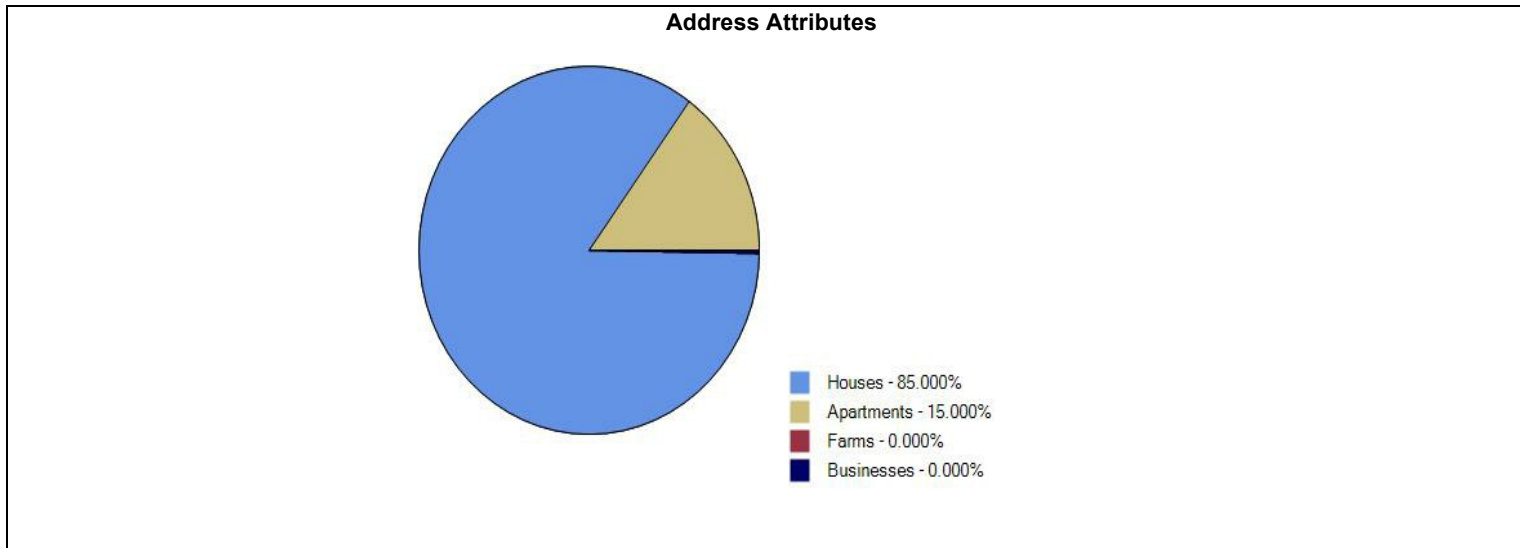
TOTAL	479	27	0	0	506
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WOODBIDGE RPO RUTHERFORD5100 RUTHERFORD RD WOODBRIDGE ON L4H 2J0

TOTAL	8	0	0	0	8
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GRAND TOTAL	16077	2938	0	0	19015
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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

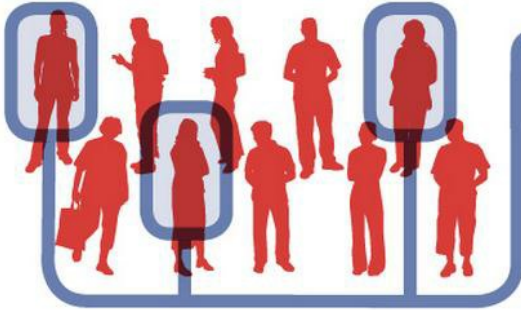
Did you know...

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.