Your Targeting Report

Mailing Campaign Details

08-03-2018

1245988 ONTARIO LTD **Mailing ID K927R77482921558163**

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 and Apartments
Number of Mail Pieces	19281
Urban / Rural	All
Estimated Delivery Cost	$3123.52
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	18-08-17 To 18-09-13
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 canhelp 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.

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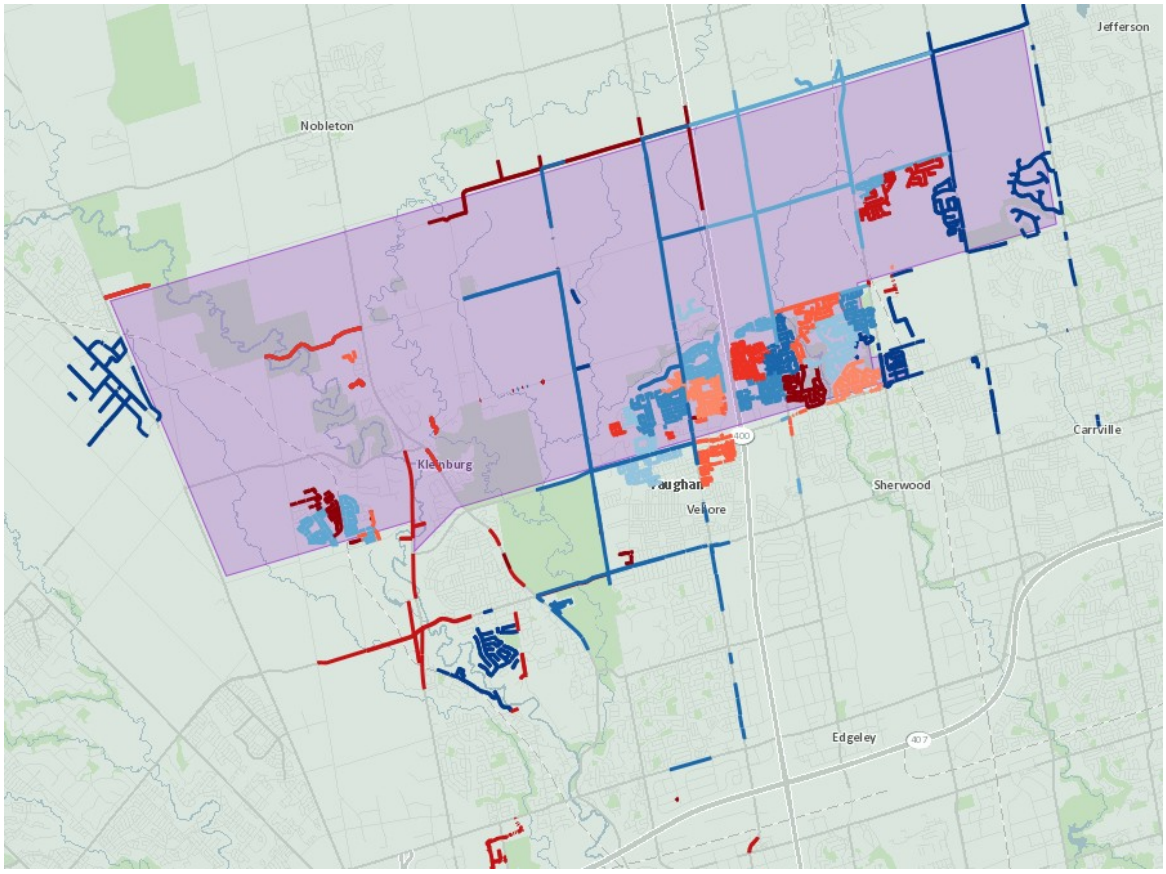
Your Targeting Report

Route Ranking Report

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.



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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
L4H	SS0115	WOODBRIDGE STN MAIN	1167	1167
L4H	SS0130	WOODBRIDGE STN MAIN	1100	2267
L4H	SS0118	WOODBRIDGE STN MAIN	1084	3351
L4H	SS0131	WOODBRIDGE STN MAIN	1033	4384
L4H	SS0117	WOODBRIDGE STN MAIN	999	5383
L6A	SS0317	MAPLE STN DELIVERY CENTRE	879	6262
L4H	SS0116	WOODBRIDGE STN MAIN	878	7140
L6A	SS0323	MAPLE STN DELIVERY CENTRE	875	8015
L6A	SS0324	MAPLE STN DELIVERY CENTRE	818	8833
L6A	SS0325	MAPLE STN DELIVERY CENTRE	815	9648
L6A	SS0326	MAPLE STN DELIVERY CENTRE	790	10438
L6A	SS0318	MAPLE STN DELIVERY CENTRE	782	11220
L4H	SS0124	WOODBRIDGE STN MAIN	780	12000
L4H	SS0119	WOODBRIDGE STN MAIN	770	12770
L6A	SS0327	MAPLE STN DELIVERY CENTRE	756	13526
L6A	SS0319	MAPLE STN DELIVERY CENTRE	744	14270
L6A	SS0330	MAPLE STN DELIVERY CENTRE	742	15012
L6A	SS0329	MAPLE STN DELIVERY CENTRE	656	15668
L6A	SS0311	MAPLE STN DELIVERY CENTRE	633	16301
L6A	SS0320	MAPLE STN DELIVERY CENTRE	627	16928
L0J	LB0001	KLEINBURG PO	539	17467
L0J	RR0002	KLEINBURG PO	395	17862
L0J	RR0001	KLEINBURG PO	339	18201
L4L	SS0100	WOODBRIDGE STN MAIN	334	18535
L4H	SS0132	WOODBRIDGE STN MAIN	253	18788
L4H	SS0100	WOODBRIDGE STN MAIN	202	18990
L4H	SS0134	WOODBRIDGE STN MAIN	120	19110
L4L	SS0121	WOODBRIDGE STN MAIN	84	19194
L4L	SS0119	WOODBRIDGE STN MAIN	77	19271
L7E	SS0605	CALEDON STN MAIN	10	19281
L6A	LB0001	MAPLE PO MAIN	0	19281

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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
KLEINBURG PO10504 ISLINGTON AVE KLEINBURG ON L0J 1C0					
TOTAL	1214	59	0	0	1273
WOODBRIDGE STN MAIN21 HAIST AVE WOODBRIDGE ON L4L 1A0					
TOTAL	8782	99	0	0	8881
MAPLE PO MAINRETAIL-9926 KEELE ST MAPLE ON L6A 1A0					
TOTAL	0	0	0	0	0
MAPLE STN DELIVERY CENTRE1-51B CALDARI RD CONCORD ON L6A 4G0					
TOTAL	8791	326	0	0	9117
CALEDON STN MAIN5-171 VAN KIRK DR BRAMPTON ON L7A 1A0					
TOTAL	10	0	0	0	10
GRAND TOTAL	18797	484	0	0	19281

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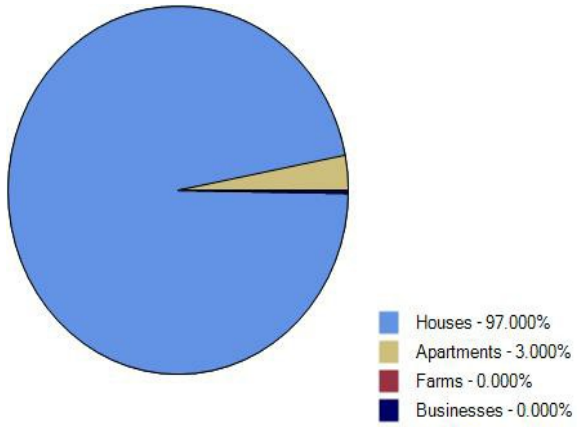
Your Targeting Report

Trade Area Marketing Insights

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.

Address Attributes



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.

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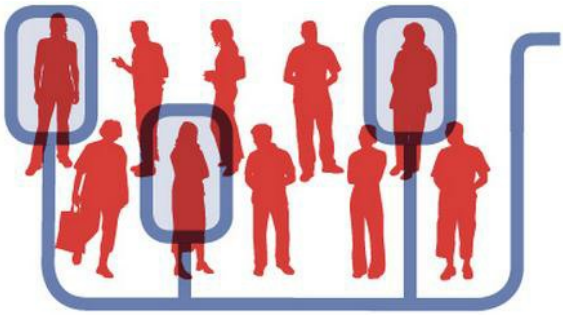
Your Targeting Report

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**

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Your Targeting Report

Glossary of Terms

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.

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