

Precision Targeter™ for Unaddressed Admail™

Questions and answers

-
- 1** What is the Precision Targeter application? Unaddressed Admail customers have access to an exciting interactive targeting application. Precision Targeter enables customers to easily plan, price and place Unaddressed Admail orders using an interactive step-by-step approach. The application is sophisticated and smart – yet simple and intuitive – even for new or occasional users of the Unaddressed Admail service.
-
- 2** How does Precision Targeter work? The application offers the option to instantly and dynamically select, adjust and review the target selections in an online environment. With Precision Targeter, you start with a general geographic area. This might be a 5 km radius around your business, for example. Then, you define your target audience by combining up to three demographic variables – things like age, income or household size. Precision Targeter then combines this information and shows you the Canada Post delivery routes that best match your target audience. It also shows you the routes that contain very few of your target group, so you can save money by deleting them and maximizing your campaign ROI.
- Customers may choose to use the support of Canada Post's Data and Targeting experts should they require more advanced targeting services than the Precision Targeter application provides.
-
- 3** What are the benefits of using the online Precision Targeter application? The Precision Targeter application is a seamless end-to-end online application with targeting capabilities and built-in tools that will impress and simplify campaign planning for existing and new Unaddressed Admail customers.
- Benefits include:
- a one-stop, intuitive application to help target, plan and prepare an Unaddressed Admail order;
 - simplified targeting tools using web-based interactive maps to draw a custom shape and define a radius, drive time, or drive distance from a point on the map;
 - expanded potential target audience by suggesting additional routes based on the targeting and demographic variables selected;
 - access to the applicable Unaddressed Admail contract price (on log-in).
- We've recently made some improvements to the Precision Targeter application. We've updated its look and feel with new colouring, backgrounds, and images. We have also redesigned the interface so it's easier to navigate. This will provide you with a simplified user experience whether you are a new or an experienced user.
-
- 4** How will Precision Targeter support my marketing efforts? This robust application is ideal for helping you
- find your best prospects with ease;
 - get the best possible return on your marketing campaign;
 - plan and budget.
-
- 5** Will there be a charge to use Precision Targeter? No, it's free for all existing and potential customers.
-
- 6** When using Precision Targeter, can I pay for a mailing by credit card? Unaddressed Admail customers using the Precision Targeter application can pay for their order by an approved Canada Post method of payment, including a credit card or a Canada Post account.
-
- 7** Do I have to log in each time I use the Precision Targeter application? Customers can use the application without logging in. However, in this case, the non-contract price will be used to determine cost estimates. For mailings to be priced based on the contract price, customers will need to log in using their Canada Post identification information. Customers are also required to log in to submit an order or save a targeting analysis.

Precision Targeter™ and Unaddressed Admail™ are trademarks of Canada Post Corporation.