



Canada Post: TELUS Case Study

Addressed Admail Service Delivers High-Speed Results for TELUS

Canada Post partners on test campaign and
follow-up survey



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Tami Gillespie,
Manager, Direct
Marketing, TELUS

TELUS is one of Canada’s leading national telecommunications companies, with more than \$9 billion in annual revenue. As the incumbent telephone-line service provider in British Columbia and Alberta, TELUS enjoys a large share of the telecommunications market in those two provinces. The company provides a full range of telephone, wireless, television and Internet products and services.

The company’s marketing strategy includes brand-building advertisements in major media such as television, radio and print. TELUS also relies heavily on direct marketing—via telephone, email and Addressed Admail service—to attract new clients and encourage existing customers to purchase additional products and services.

Addressed Admail service is the cornerstone of the company’s direct-marketing efforts; TELUS uses Addressed Admail service to deliver millions of brochures and letters each year. TELUS continually compiles and analyzes customer data, and uses the information to improve its marketing efforts.



“Addressed Admail is a proven performer for us,” says Tami Gillespie, direct marketing manager at TELUS. “It enables us to deliver messages directly into the hands of consumers.”

TELUS faces significant competition from a large regional company in Western Canada.

Putting Addressed Admail service to the test

In an effort to enlarge its subscriber base for high-speed Internet services and to gather market intelligence, TELUS partnered with Canada Post on a direct-mail campaign and follow-up evaluation. The test and survey were timed to coincide with a high-profile

integrated marketing campaign that featured ads in all major media.

The direct-mail campaign was designed to test the appeal of two time-limited offers: the first was a discounted monthly rate of \$19.95 for high-speed Internet service; the second included a laptop computer and TELUS’s high-speed service for \$40 a month.

The target group for the test included current TELUS customers without high-speed Internet service. Using Addressed Admail service, TELUS sent brochures promoting the special offers to 56,000 customers; a control group of an additional 5,000 customers was not sent brochures. The evaluation phase

began 10 days after the mailings were completed. Calls were placed to people selected at random until approximately 500 surveys had been completed for each group.

The telephone interviews probed respondents' perceptions of TELUS and key competitors, including Internet service providers. The survey also examined how familiar the respondents were with TELUS ads placed in other media.

Test campaign boosts sales

The test campaign clearly demonstrated the impact that Addressed Admail service has on sales. People in the direct-mail group signed up for TELUS high-speed at twice the rate than those in the control group. And one of the offers generated significantly more sales than the other.

"We were certainly pleased that the test confirmed the value of Addressed Admail," says Gillespie.

"And it was great to learn which offer consumers found more appealing."

According to Gillespie: "The data on customer attitudes and perceptions were particularly interesting and valuable to us. The results will help us structure our high-speed Internet offerings and marketing campaigns so that they are more successful. That should help increase our market share."

Test groups			
Group	Addressed Admail	Survey Random Selection	Completed Surveys
Addressed Admail	56,000	5,000	500
Control	5,000	5,000	453



Survey yields valuable market intelligence

The follow-up survey demonstrated that Addressed Admail service has a large impact on consumer attitudes. Interviewees from the Addressed Admail group were significantly more likely than those in the control group to:

- Perceive TELUS as a company that delivers great customer service
- Recall TELUS advertisements in other media
- Express less positive opinions about the quality and reliability of high-speed service provided by TELUS's largest competitor



The survey also generated important information about the nature of the market for high-speed Internet services. Fully 43 per cent of all respondents without computers said they were likely to subscribe to a high-speed service, along with 9 per cent of all computer-owning respondents yet to be connected to the Internet.

“The results of the test will certainly influence our future campaigns,” says Gillespie. “Addressed Admail is a great way to support the TELUS brand and to convince our customers to upgrade to high-speed.”

Survey demonstrates power of Addressed Admail service

Survey response	Addressed Admail Group	Control Group
Recall other TELUS ads	61%	52%
Recall campaign creative	25%	19%
Consider competitor's offer superior	14%	19%

Addressed Admail service alters attitudes about leading competitor

Perception	Addressed Admail Group	Control Group
Offers great service	54%	63%
Speed is consistently fast	53%	61%
Connection is reliable	61%	69%

About Canada Post

Canada Post is a leading provider of direct mail and other targeted-marketing solutions. Businesses, charities and other groups use Addressed Admail service to promote their products and services to leading customers and prospects on a targeted and personalized basis. For more information, please visit www.canadapost.ca or call 1-866-747-3871.