

International Incentive Letter-post



When international service is an important part of the mix.

International Incentive Letter-post provides Canadian commercial mailers with a competitive, Incentive-based Premium, Per Item and Standard service to the United States and international destinations.

An essential part of your marketing and communications toolkit

The personalized, physical connection of letters, cards and postcards is one of today's most powerful communications channels—whether it's the only connection you have with your audiences, or use it in your diversified toolkit.

It's personal

In a world where people are bombarded with information and advertising everyday, the one-to-one connection of personal mail takes on a special quality.

It's physical

International Incentive Letter-post's physical connection adds lasting impact: mail is highly likely to be opened, and to be kept around for re-reading.

It's targeted

You can target International Incentive Letter-post using your own or third-party databases to hone in on precise target groups as part of marketing or customer service mailings.

It's flexible

There's a lot of power in an International Incentive Letter-post envelope. With your regular mailings you can add inserts, turning routine communications into strategic opportunities.

It's cost-effective

International Incentive Letter-post is highly cost-effective as part of your communications mix when you don't need face-to-face contact, but need more presence than e-communication.

Premium, Per Item and Standard Incentive Letter-post rates and services are available to the USA and other international destinations.

International Incentive Letter-post

Get more out of your international mailings

Think inside the envelope

Use your regular mailings of statements or proxies to send marketing or CRM related messages.

Create two-way conversations

By combining International Incentive Letter-post with a response tool such as International Business Reply Mail™, you build a vital feedback loop into your communications cycle.

Improve your mailing effectiveness

Premium Incentive and Per Item Incentive are air mail services that feature return of undeliverable items at no extra charge.

Incentive Letter-post can improve your communications

International Incentive Letter-post is easy and quick to execute so you can establish more frequent contact on shorter lead times, at lower cost.

- Shift from high-cost channels such as telemarketing to International Incentive Letter-post for surveys, advertising, fundraising and loyalty programs.
- Reduce your courier costs by shifting more of your mailings to International Incentive Letter-post.
- Complement your online or eCommerce presence with International Incentive Letter-post when a paper-based back-up is required.
- Use International Incentive Letter-post to handle your highest volume, rush mailings by using our integrated Mail Production and Delivery service.
- Use Premium Incentive & Per Item Incentive for letters, postcards, self-mailers, receipts, invoices, and other printed matter that meets the specs.
- Use Standard Incentive for magazines, newspapers, pamphlets, promotional literature, advertising and promotional postcards.

Learn more today by contacting your Sales Representative.



Let us help you discover where International Incentive Letter-post belongs in your communication toolkit.

- ▶ **High Quality.**
- ▶ **Security of Mail.**
- ▶ **Ease of Use.**

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