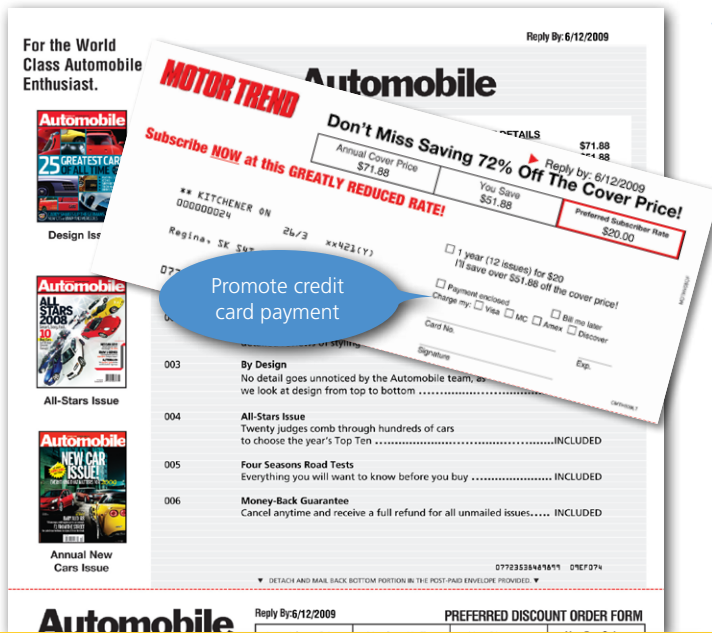


Keys to successful direct mail to Canadians

- Use Canadian return business addresses
- Use Canadian indicia on the outer mailing envelope
- Promote credit card payment
- Use Canadian postage/ indicia on reply card



"Canada Post's Addressed Admail service yielded an exceptional return on investment for us. The subscription rate **increased by 25 per cent** over SIM's previous Canadian direct-mail campaign. As a result, we are testing seven new titles this year that have no prior history of mailing in Canada."

Jeff Shafer
Source Interlink Media



Background

Source Interlink Media (SIM) is one of the largest publishers and distributors of consumer magazines in North America. The company's magazine portfolio includes more than 70 titles catering to a range of interests, from automobiles and action sports to technology and media.

CLIENT: Source Interlink Media

SECTOR: Consumer magazines

GOAL: Expand subscriber base in Canada

SOLUTION: Addressed Admail™ service

Five years ago, SIM expanded its direct-mail campaigns into Canada, with mixed results. To demonstrate the effectiveness of the Addressed Admail service, Canada Post partnered with SIM in a test campaign focusing on two popular magazines: *Motor Trend* and *Automobile*.

sent out more than 120,000 offers via the Addressed Admail service in a series of mailings.



Marketing strategy and challenge

Targeted direct mail plays a central role in SIM's marketing strategy; the company maintains a database of current and lapsed subscribers, and regularly rents and analyzes lists from independent brokers. To target its appeals effectively, the company compiles and analyzes data related to demographics, lifestyle and spending habits.

Along with sophisticated direct-mail campaigns, SIM also promotes its subscription offers through advertisements online and in magazines. The bulk of these efforts focus on the U.S. market.



Canada Post solution

Canada Post helped SIM tailor its direct-mail strategy to the Canadian market. Subscription offers featured return addresses in Canada, for instance. Given the high invoicing costs associated with the "bill me later" option, the offer also promoted payment via credit card and featured Canadian postage-paid return envelopes. Using names derived from its own database and those of brokers, SIM



Results

The test campaign generated swift and powerful returns: the subscription rate increased by 25 per cent over SIM's previous Canadian direct-mail campaign. In fact, the preliminary results were strong enough to convince SIM to expand the campaign after the first few mailings. Furthermore, an exceptionally large number of new subscribers opted to pay up front with credit cards, boosting the campaign's return on investment. As a result of the success of this campaign, the company will continue to use the Addressed Admail service customized to the Canadian market, and plans to promote an additional seven new titles that have no prior history of mailing in Canada.

"Canada Post provided the strategic advice and support we needed to use direct mail successfully in the Canadian market," says Jeff Shafer, Marketing Manager, Source Interlink Media.