

Canada Complete™: Ecommerce Recipients

Gain access to an exclusive ecommerce mailing list by leveraging Canada Post's parcel delivery database to reach neighbourhoods with the most online shopping activity. Enhance your ecommerce targeting further with e-category selects and gain insights on the types of online purchases made. All address records are validated to ensure accuracy and completeness (including full apartment and suite information).

General Details

Type	Consumer, Ecommerce
List universe	1,643,336
Minimum order	5,000
Base cost / thousand	\$42.50
List updated	Monthly

Complimentary Services

Address Accuracy, including Statement of Accuracy	✓
National Change of Address (NCOA)	✓
Canadian Marketing Association 'Do Not Mail' suppression	✓
Deceased suppression	✓
Secure File Transfer	✓

Ecommerce	Costs
Fashion	\$40.00/M
Health and beauty	\$40.00/M
Consumer electronics	\$40.00/M
Mass merchants	\$40.00/M
Books, music, videos	\$40.00/M
Home & housewares	\$40.00/M
Sporting goods	\$40.00/M

Selects	Costs
Consumer names	\$20.00/M
Geography	\$10.00/M
Telephone numbers	\$25.00/M
Residence type (houses / apt)	\$20.00/M
French language indicator	\$10.00/M
Residential mail volume	\$40.00/M
Mail Recipients	\$25.00/M

Demographics	Costs
Gender	\$10.00/M
Age	\$20.00/M
Household income	\$20.00/M
Marital status	\$20.00/M
Ethnicity	\$20.00/M
Education	\$20.00/M
Credit score	\$40.00/M

Automotive	Costs
Vehicle Type	\$60.00/M
Make	\$60.00/M
Year	\$60.00/M
Country of origin	\$60.00/M
Parent model	\$60.00/M

Lifestyle	Costs
PRIZM5	\$15.00/M
PRIZM QC	\$15.00/M

Interests	Costs
Charitable donors	\$20.00/M
Travel frequency	\$20.00/M
Reading preferences	\$20.00/M
Mail order buyers	\$20.00/M
Loyalty card holders	\$20.00/M

Provincial Breakdown

AB	338,511	ON	637,000
BC	261,443	PEI	4,174
MB	38,024	AC	163,043
NB	36,096	SK	81,281
NL	31,597	NT	9,413
NS	34,858	YK	7,896

List Terms

- » For one-time use only
- » Cancellation fee: \$500.00/F
- » List valid for 90 days
- » List orders greater than 100,000 records are eligible for additional savings
- » Full terms and conditions are set out in the List Rental Agreement

Additional services	Costs
Suppression of customer lists	\$10.00/M
'Do Not Call' suppression	\$350.00/F
Key coding	\$5.00/M
File split	\$50.00/F
Re-use (<100,000 records)	Costs
Base cost	\$22.50/M
Select(s) cost	50% off
Re-use (>100,000 records)	Costs
Base cost	Waived
Select(s) cost	50% off