



Direct and digital marketing: survey of designated operators (domestic services only)

This survey aims to assess direct marketing products and services (including direct mail) provided by designated operators. It is important to highlight that direct marketing is a customer process, in which the Post participates as a supplier of products and services.

Customer: the customer of the Post – the mailer of direct mail pieces (advertising items).

Addressee: the person or company to which the direct mail piece is addressed – the recipient.

Glossary

1 *Direct and digital marketing product (service) – domestic:* a database-driven process of directly communicating with targeted customers or prospects using any medium to obtain a measurable response or transaction via one or multiple channels. This definition includes digital marketing as well as direct response advertising.

Direct mail product (service): letter-post product (service) specifically designed for the collection and distribution of advertising items. The product (service) has a brand that allows customers and potential customers to identify it as suitable for their advertising purposes, and a number of attributes (e.g. definition of content, pricing structure, delivery standards, presentation requirements, etc.) which might also define the postal operational process.

- a *Addressed direct mail:* when the addressee is identified with a name and an address (of a person and/or a company).
- b *Unaddressed direct mail:* when the addressee is not identified with a name. Unaddressed direct mail services might, however, be targeted at a specific region, postal code or letter-carrier route, or to a number of households sharing a similar demographic profile. The Post might offer mapping and profiling tools.
- c *E-mail marketing:* direct communication with targeted customers or prospects using e-mail to obtain a measurable response or transaction.
- d *Mobile/SMS marketing:* marketing communications delivered through electronic devices, such as mobile phones.
- e *Display advertising:* advertising using ad space on websites to reach a desired target audience. Sites may include web portals, blogs, casual gaming sites, social networks, instant message applications, widgets, RSS feeds, and more. The most common type of display advertising is banner ads.
- f *Telemarketing:* the practice of marketing by telephone. Inbound telemarketing is when interested customers respond to a mailing or advertisement by phoning the number indicated to place an order or to inquire about the product or service offered. Outbound telemarketing is when a salesperson calls prospects to get them to buy the product or service offered directly by phone. Telemarketing centres may be managed by the Post, making or receiving calls on behalf of the customer, for information or sales purposes.
- g *Social media marketing:* marketing through social media sites (Facebook, Twitter, Instagram, LinkedIn).

2 *Consulting in direct marketing:* free or paid-for specialist advice provided to actual or potential users of direct and digital marketing for planning, executing and managing their campaigns.

3 *Training for customers:* courses, seminars, workshops, educational publications and other tools with the clear objective of teaching customers and potential customers about the benefit of incorporating direct

marketing in their marketing mix – these courses/seminars/publications might also offer information to customers with regard to direct marketing techniques and other postal products and services.

4 *Creative and copy*: the design of all elements of a direct mail package, including copy (written text), style, images, colours, etc. *Copy* is the written text used by marketers to present their offers to the public.

5 *Master address databases (delivery-point databases)*

- a For internal operational purposes.
- b For address verification and correction.

Comprehensive database with all the addresses where mail is to be delivered; this database does NOT contain names of residents or companies within the address details. It can be used both for internal operational planning (e.g. allocation of resources) and for address correction and verification (e.g. the customer is able to verify whether an address (delivery point) exists, and whether an address is complete with all the necessary and sufficient elements for delivery to the delivery point).

6 *Mailing lists (compiled internally by the Post)*: names and addresses of companies and/or individuals with a common interest, lifestyle, activity or characteristic. These lists are owned by the Post and can be compiled from questionnaires sent to individuals/companies (e.g. lifestyle surveys), or other surveys performed by postmen or other agents, or with a combination of data acquired from public or official sources.

7 *Mailing list brokerage*: offering a variety of lists of names and addresses, from a variety of sources (outside the Post), for rental or outright purchase. The Post may or may not charge commission for supply of or referral to mailing lists.

8 *Other database-related and list services*

- a *Customer relationship management (CRM) database*: customer and prospect groups are segmented and analyzed in order to identify behaviour patterns that might be related to purchase probability.
- b *Other list services*: any other service related to mailing lists, such as list hygiene, de-duping (removing duplicate entries, especially when combining mailing lists), etc.

9 *Mapping and profiling capabilities for unaddressed direct mail*: provision of geodemographic information allowing the identification of target groups with similar profiles in a given geographical area.

10 *Mail preparation*

- a *Letter-shop services*: tasks designed to make mail ready for insertion in the mail flow, according to the requirements of the Post. These functions might include any or all of the following: addressing, labelling, folding, collating, assembling, inserting, metering, sorting, etc., by hand or machine.
- b *Printing services*: printing services provided on the postal operator's premises or in partnership with a subsidiary.

11 *Change of address system*

- a For redirection of mail.
- b For mailing list update.
- c For movers' mailing lists.

System that allows companies and individuals to inform the Post when they move to a new address, so that they can have their mail redirected to the new address. A database with the old and new addresses can also be used to update existing mailing lists, usually with the consent of the person or company who is moving. Mailing lists, usually called "movers' lists", can also be compiled and rented/sold to companies selling products and services targeted at this specific group of consumers.

12 *Price incentives*: price incentives for the use of mail as an advertising medium, usually in the form of discounts which might be applicable because the customer performs tasks to facilitate the operational process, and/or to reduce the Post's workload, or to promote larger volume mailings.

- a *For correct addressing*: price incentives (discounts) for mail (usually in larger volumes) showing correct and complete addresses, according to address format standards defined by the Post. These incentives aim to promote the use of correct and complete addresses, thus reducing operational costs. These incentives usually refer to the address only, which may be verified prior to or at the time of mailing; they do not include the question of whether the addressee actually resides at the address.
 - b *For pre-sorting and other work-sharing*: price incentives for work, carried out by the customer, which would otherwise have to be performed by the Post. This includes pre-sorting the mail according to conditions defined by the Post, bundling, posting close to delivery points, etc. – cost savings that are shared with the customer.
 - c *For volume*: price incentive aimed at promoting the mailing of larger volumes.
 - d *Other discounts or price incentives*: other price incentives.
- 13 *Delivery to a residential/business address or post office box*
- a *Delivery to a residential/business address*: direct mail (addressed or unaddressed) sent directly to the addressee's residential or business address.
 - b *Delivery to a post office box*: direct mail (addressed or unaddressed) to a post office box.
- 14 *Business response card/envelope product (service)*: postal product (service) allowing customers to include in their mailings a pre-addressed card or envelope to facilitate response by the addressee. The postage for these cards or envelopes is usually paid for by the company carrying out the campaign upon the return of these items.
- 15 *Response management*: service offered by the Post, consisting of receiving and compiling the responses to a given campaign on behalf of the customer.
- 16 *Returns management*: service offered by the Post, consisting of compiling information on items that could not be delivered as addressed, and providing this information to the customer in electronic format (instead of actually returning undelivered items). This allows the customer to update its databases directly from the list provided by the Post, with no need to receive the actual undelivered items.
- 17 *Fulfilment*: the process of receiving, packaging and shipping orders for goods and services. Some postal services manage this logistical process on behalf of their customers.
- 18 *Direct marketing centre*: special unit or department of the Post dedicated to providing information, training, consulting, and other services to customers and potential customers, as well as sales of the Post's direct marketing–related products and services.
- 19 *Department/division dedicated to direct marketing/advertising mail (product management)*: special unit or department of the Post dedicated to direct marketing product management (definition of product features, pricing, strategy, etc.) – but not necessarily responsible for sales.
- 20 *Direct marketing–specific information on website (if "yes", please provide website address)*: website or web pages produced and maintained by the Post with information on its direct marketing–related products and services.
- 21 *Volume measurement*: can the Post measure, among letter-post items, the amount of mail containing direct mail?
- 22 *Quality of service control of direct mail items*
- a *Measurement*: does the Post measure the quality of service provided for direct mail items (how many days it actually takes between posting and delivery)?
 - b *Delivery standard*: does the Post publish the delivery standard for direct mail items (expected day or time frame for delivery of direct mail items)?