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To: The designated operators of Union member countries

For information:

The UPU regional project coordinators

The restricted unions

Contact: Ms Raquel Ferrari  
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Berne, 14 July 2017

**Reference:** 4465(DMR.MKD)1092

**Subject:** DMAB survey on direct and digital marketing products and services

Dear Sir/Madam,

The Direct Marketing Advisory Board (DMAB) is conducting its 2017 survey on direct and digital marketing products and services provided by designated operators (DOs).

All designated operators are encouraged to complete this year's survey, even if they have already done so in the past. Moreover, designated operators that do not offer any products or services in this area are still invited to respond; this will help us to plan development activities in their region.

For your information, the results of the past surveys can be found on the DMAB pages (under Survey on products and services) of the UPU website (www.upu.int). They are published at aggregate (regional) level, and also individually where DOs have given their permission.

Since this information is a valuable working tool, it may be shared with other International Bureau programmes and UPU groups with common interests.

/ A straightforward questionnaire has been prepared (Annex 2), or you can respond online by copying the link into your browser:

- English – <https://fr.surveymonkey.com/r/SRBPQDK>
- French – <https://fr.surveymonkey.com/r/SR6QZP2>

All questions can be answered with a simple "yes" or "no". Respondents are strongly encouraged to provide further detailed information on their products and services, such as:

- whether products or services are provided "in house" or in partnership with an external supplier;
- the conditions under which a product or service is provided; and
- whether the DO plans to introduce a product or service in the near future.

As some of the concepts involve specialized direct marketing terminology, you will find a glossary of terms in Annex 1 to help you answer the survey. **We urge you to read the glossary before turning to the questions.** The concepts have been defined as simply and specifically as possible for the purposes of this survey, considering the different regions, languages and levels of development of UPU member countries. Currently, the survey concerns domestic services only.

The survey has been revised to incorporate questions related to direct and digital marketing products and services. We would be thankful if you could provide us with your feedback on the new survey and the online methodology in the general comments section at the end of the survey.

We would greatly appreciate it if you could complete this survey as soon as possible and return your response, **no later than 15 September 2017**, to:

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If you have any questions, please do not hesitate to contact Ms Raquel Ferrari, Programme Manager, Direct Marketing and Trade Facilitation (contact details above), or Ms Abby Bossart.

Thank you in advance for your cooperation. We look forward to receiving your reply.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Siva', with a stylized flourish extending to the right.

Siva Somasundram  
Director of Markets Development and Regulation