





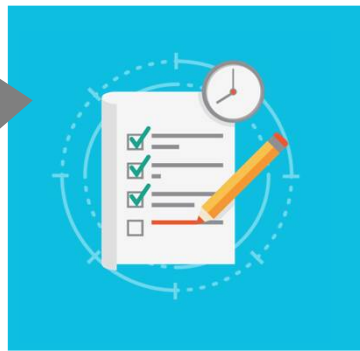
**DMapp:** the global online platform for cross-border direct marketing services to meet the rapid growth of international e-commerce

**DMapp:** enable businesses to provide an international offer to existing customers and reach new ones through direct marketing campaigns.

**DMapp:** one-stop shopping for global postal services, from address list management to production and delivery of campaigns through hybrid mail.



**I browse the DMapp.post menu of participating postal operators**



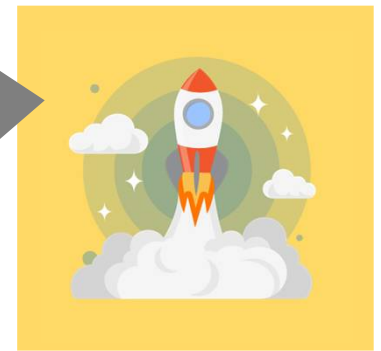
**I select the provider and send a request for an offer**



**I agree and design the campaign with my customer**



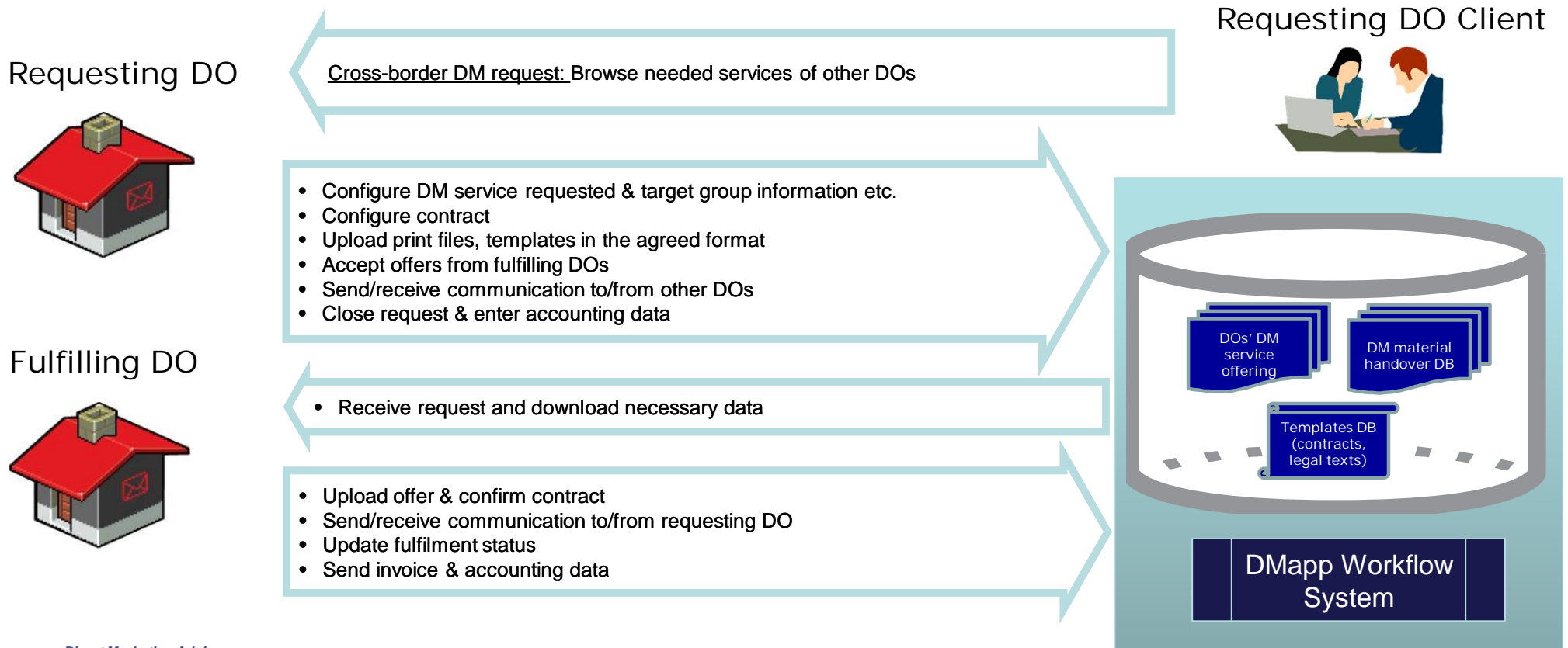
**Fulfilment by the DMapp.post partner**



**My campaign is delivered!**



## Global Direct Marketing Platform DMapp – Cross-border DM request



## DMapp.post at a glance:

### Established relationship

The customer will deal with its own domestic designated operator

### Easy to use

The customer/designated operator can browse several international offers through a simple tool

### Cost effectiveness and sustainability

The platform enables hybrid mailing campaigns

### Efficiency

The platform allows for profiled targets to be reached

### Compliant with data protection frameworks

No personal data exchanged between participants



The screenshot displays the DMapp.post interface. At the top, there is a navigation bar with 'DMapp.post' and a UPU logo. Below this, a yellow header contains 'DMapp.post', 'CAMPAGNE', 'BUSINESS PRODUCT', 'LISTE POSTE', 'VIDEO TUTORIAL', and 'CHAT SUPPORT'. The main area is divided into a left sidebar, a central map, and a right sidebar. The left sidebar has a 'FILTRO' section with 'RESIDENZIALE' and 'BUSINESS' categories, each with sub-options like 'Condizione economica', 'Numero di figli', 'Numero macchine', 'Poste', and 'Poste'. The central map shows a street view with a yellow circle highlighting a specific area. The right sidebar has a 'FORMATO' section with 'PDF' and 'WEB' options. At the bottom, there is a blue bar with 'indirizzo: 1405', 'formato: Cartolina', and a yellow 'PROCEDI' button. Three blue callout boxes with white text are overlaid on the interface: one on the left sidebar pointing to the filter options, one on the map pointing to the highlighted area, and one at the bottom pointing to the filter options.

Possible target selection allowed for B2C or B2B

Map with GIS tools for target selection

target counts per area selected

Filtering variables available for B2C and/or B2B

## Platform and tool features and requirements

Capabilities and requirements that designated operators should make available to be active participants on the platform

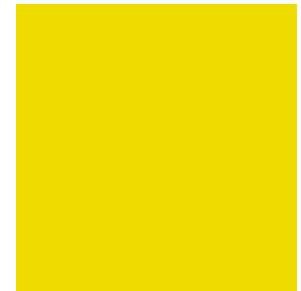
## Types of services considered



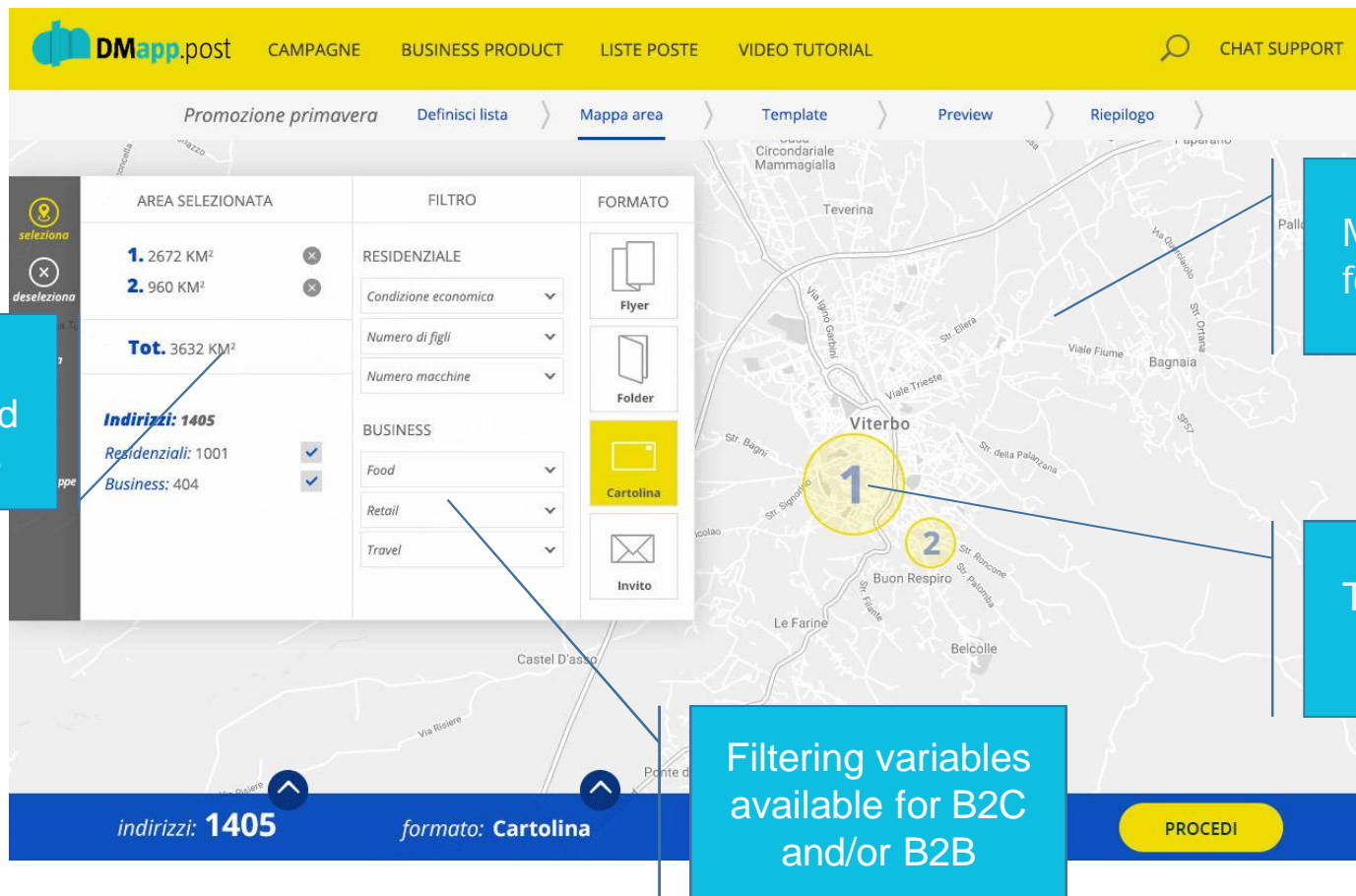
Addressed mailing



Partially  
Addressed  
mailing



unaddressed  
mailing



The screenshot displays the DMapp.post interface with the following elements:

- Navigation Bar:** DMapp.post, CAMPAGNE, BUSINESS PRODUCT, LISTE POSTE, VIDEO TUTORIAL, CHAT SUPPORT.
- Progress Bar:** Promozione primavera, Definisci lista, **Mappa area**, Template, Preview, Riepilogo.
- Map:** A map of Viterbo with two yellow circles labeled '1' and '2' indicating selected target areas.
- Left Panel (AREA SELEZIONATA):**
  - 1. 2672 KM<sup>2</sup>
  - 2. 960 KM<sup>2</sup>
  - Tot. 3632 KM<sup>2</sup>**
  - Indirizzi: 1405**
  - Residenziali: 1001
  - Business: 404
- Middle Panel (FILTRO):**
  - RESIDENZIALE
  - Condizione economica
  - Numero di figli
  - Numero macchine
  - BUSINESS
  - Food
  - Retail
  - Travel
- Right Panel (FORMATO):**
  - Flyer
  - Folder
  - Cartolina** (highlighted)
  - Invito
- Bottom Bar:** indirizzi: **1405**, formato: **Cartolina**, **PROCEDI**

Possible target selection allowed for B2C or B2B

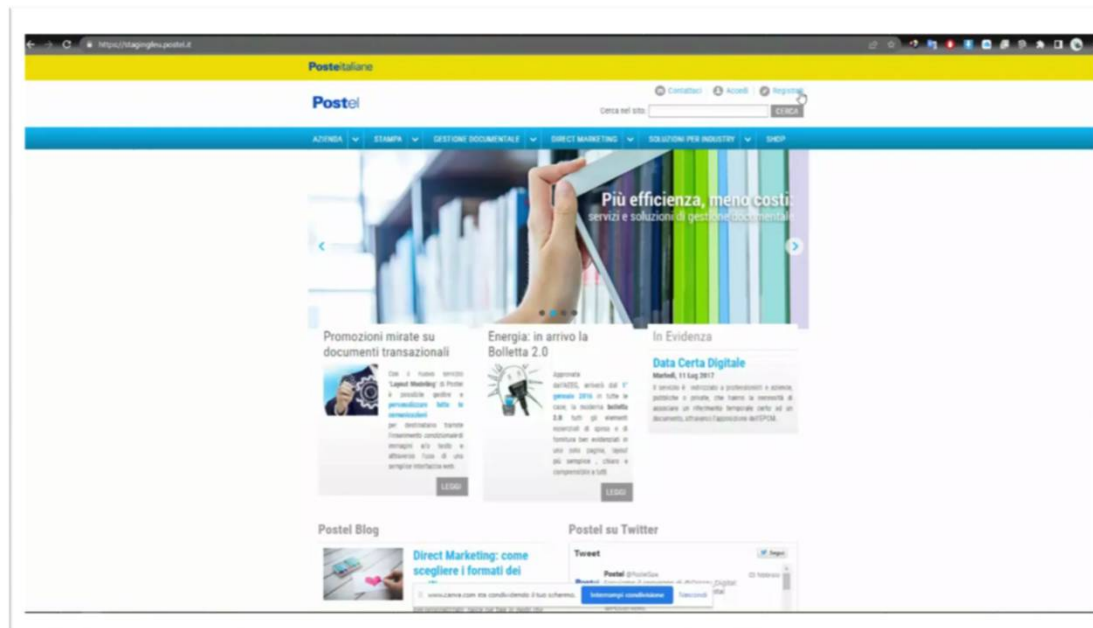
Map with GIS tools for target selection

Target counts per area selected

Filtering variables available for B2C and/or B2B



# Let's give a look to Poste Italiane printing platform



## Postel DMPro



**DMapp.post** CAMPAGNE BUSINESS PRODUCT LISTE POSTE VIDEO TUTORIAL CHAT SUPPORT

Promozione primavera > Definisci lista > Mappa area > Template > Preview > **Riepilogo**

Nome Campagna

Inindirizzi: 1405 (1001 Residenziali, 404 Business)

Filtri: Numero di figli 2, Food ..., Retail ..., Travel ...

Aggiungi COPIA CAMPIONE Quantità: 100 € 67

INDIRIZZO DI CONSEGNA  
Via Lorem Ipsum, 45  
Dolor sit amet  
40126 Bologna  
Modifica

Definisci la settimana di invio

Marzo 2017						
Lu	Ma	Me	Gi	Ve	Sa	Do
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Formato: Cartolina  
Dimensione 10cm x 4cm  
Grammatura 180  
Finitura opaca

€ 0.67 cadauno

Nome  
Direzione  
Grammatura  
Finitura  
Modifica

budget: € 1078,03

SALVA ORDINA

Campaign  
summary

Button to confirm  
the campaign and  
to activate the  
payment process

Calendar to choose  
delivery date



Back Up



**A UNIQUE  
VALUE PROPOSITION**

## Seven good reasons to join

**1**

A response to a market trend of global e-commerce that is creating the need for a global direct marketing service offering.

**2**

An opportunity to create a unique postal cross-border direct marketing service that could be unrivalled on a global scale thanks to the UPU's worldwide network of postal operators.

**3**

Postal operators' existing domestic services show the capacity and ability to be extended internationally.

**4**

An opportunity to grow your international offering with little financial risk.

**5**

A postal cross-border one-stop-shop offering.

**6**

Increased capabilities in the areas of addressing and address list management.

**7**

Run by the UPU in a neutral environment.



**UPU** UNIVERSAL  
POSTAL  
UNION

# Work streams



## Financing model

The screenshot displays the DMapp.post interface. At the top left is the logo and name 'DMapp.post'. Below it is a navigation bar with options: 'CAMPAGNE', 'BUSINESS PRODUCT', 'LISTE POSTE', 'VIDEO TUTORIAL', and 'CHAT SUPPORT'. The main area is divided into several sections:

- Left Panel:** 'AREA SELEZIONATA' with a list of selected areas (e.g., 'Indirizzo: 1405', 'Indirizzo: 1501'). Below this is a 'FILTRO' section with 'RESIDENZIALE' and 'BUSINESS' categories, each with a 'Seleziona' checkbox.
- Map:** A map showing a selected area with a yellow circle. A callout box points to the map with the text 'Map with GIS tools for target selection'. Another callout box points to the map with the text 'target counts per area selected'.
- Right Panel:** 'FORMATO' section with a 'Formato' dropdown menu.
- Bottom:** A blue bar with 'Indirizzo: 1405', 'formato: Carlolina', and a 'PROCEEDI' button.

Three blue callout boxes provide additional context:

- 'Possible target selection allowed for B2C or B2B' (pointing to the filter section).
- 'Filtering variables available for B2C and/or B2B' (pointing to the filter section).
- 'target counts per area selected' (pointing to the map).

## Platform and tool features and requirements

## MAXIMUM REQUIREMENTS

### B2C List

Gender; Age; Address;  
Family composition; wealth; type  
of housing; study level; profession  
(statistical inference – if available)

## MINIMUM REQUIREMENTS

**B2C**  
Address

## RECORD LAYOUT FOR PRINTING OF ENVELOPES (minimum)

### B2C

B2C (streetname (with streettype),  
hounumber, zipcode, city,  
province (if available))\*

\* Each country follows its rules.....

## LISTS SOURCES

usually provided  
by the DO's (extract of  
delivery points network)

## LIST REQUIREMENTS

No need of GDPR compliance **NO** privacy disclaimer

### **Geocoded**

Each delivery point must be geocoded to be uploaded onto the map, thus lat/lon infos must be provided per each record. The platform manager can provide the geolocation service.

### **Pricing list**

usually part of delivery service

### **Minimum quantities** (if any)

### **Fixed costs** (if any)

### **SLA**



## MAXIMUM REQUIREMENTS

### Layers

Shapefiles of polygons of all possible territorial partition (zipcodes, municipalities, census areas....)

### B2C list

counting of families belonging to each area with concentration by Gender; Age; Family composition; wealth; type of housing; study level; profession (statistical inference – if available – usually provided by national statistic institute)

## MINIMUM REQUIREMENTS

### Layers

Zipcodes

### B2C List

counting of families belonging to each area

## RECORD LAYOUT FOR PRINTING OF ENVELOPES (minimum)

No address personalization required



## LISTS SOURCES

usually provided  
by the DO's (extract of  
delivery points network)

## LIST REQUIREMENTS

No need of GDPR  
compliance **NO** privacy  
disclaimer

### **Geocoded**

each poligon must be geocoded  
to be uploaded onto the map, thus  
lat/lon info must be provided



## MAXIMUM REQUIREMENTS

Postcard  
Selfmailer  
Letter  
Wrapper

Selection of graphic  
templates for industry  
and use case  
(sales, Christmas,  
Black Friday, etc.)

## MINIMUM REQUIREMENTS

Postcard without  
templates



## SOURCE

Printing services can be provided either by DOs or local printers

## REQUIREMENTS

**Dimensions** and **weights** and **type** of paper for each format

**DO's graphic layout\***

**Address side design** with indication of read zone; franking zone; sender zone; coding zone (if any)

**Price list:** Excel spreadsheet with prices per range of quantities

**Minimum quantities** (if any)

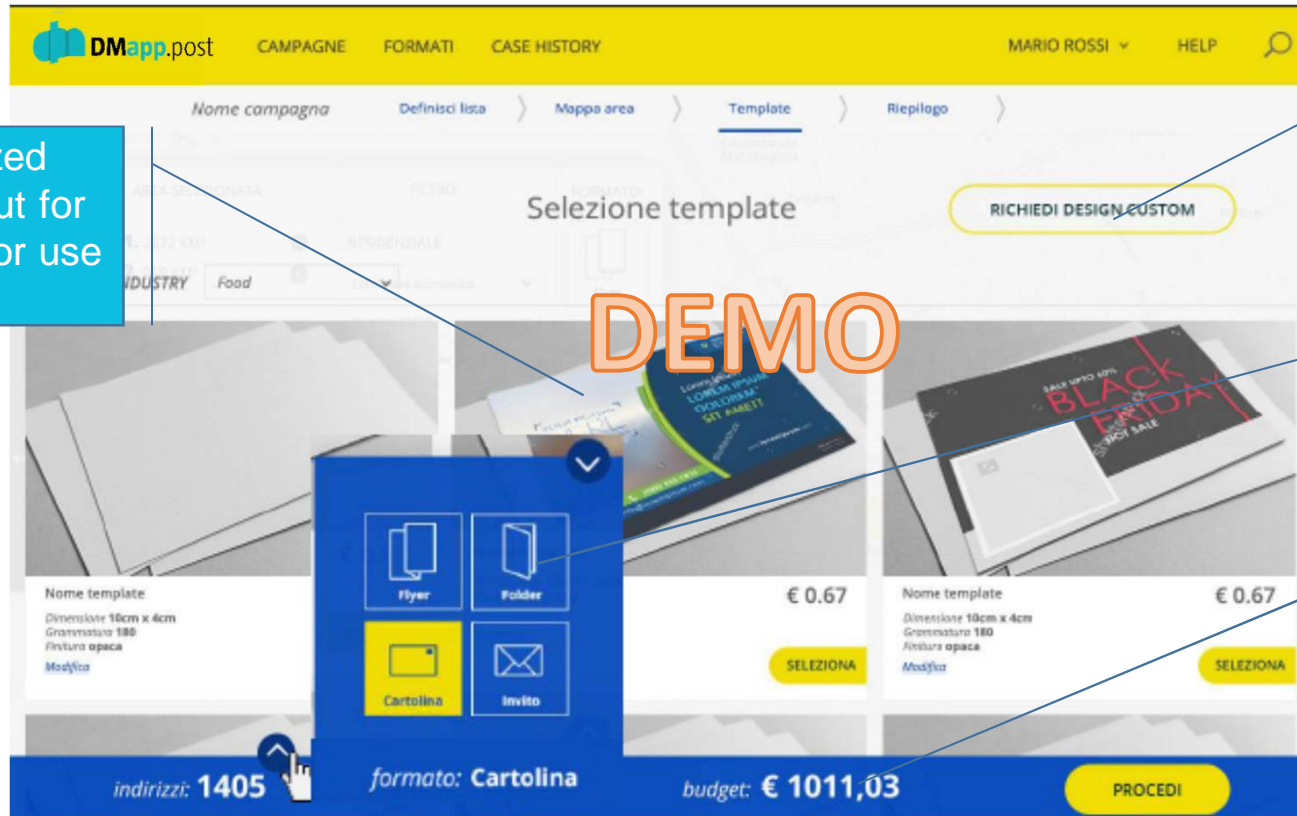
**Fixed costs** (if any)

**SLA**

\* Possible adaptation of general layout for each language is provided by platform manager



Personalized graphic layout for industry and/or use case



DMapp.post CAMPAGNE FORMATI CASE HISTORY MARIO ROSSI HELP

Nome campagna Definizi lista Mappa area Template Riepilogo

Selezione template RICHIEDI DESIGN CUSTOM

INDUSTRY Food

**DEMO**

Nome template Dimensione 10cm x 4cm Grammaturo 180 Finitura opaca Modifica

Flyer Folder

Cartolina Invito

€ 0.67 SELEZIONA

Nome template Dimensione 10cm x 4cm Grammaturo 180 Finitura opaca Modifica

€ 0.67 SELEZIONA

indirizzi: 1405 formato: Cartolina budget: € 1011,03 PROCEDI

Possible to request a custom design through contact form

Choice of four formats for DM campaign

Budget updated for each selected format