

Acquisition Mail

As at 15 September 2008

Registration

1. Do I need to register to use the Acquisition Mail service?

A. Yes, you must register to use the service via the link on the Acquisition Mail website www.auspost.com.au/acquisitionmail

On your first visit to the online registration system you will need to sign up as a user to receive a username and password. This username and password can then be used on subsequent visits.

Each individual campaign must be registered separately. The registration process involves providing details of your intended campaign including selection criteria and target regions. Upon accepting the terms & conditions of the service your requested data will be extracted and emailed to you along with information required to prepare and lodge your mailing. This will be emailed to you within 2 working days of submitting the registration.

2. Can my mail house or agency register my Acquisition Mail campaign?

A. Yes, either the advertiser or another company representing the advertiser (mail house/agency) can register an advertiser's campaign.

3. What if I need help registering my campaign?

A. There are easy to follow step by step instructions provided in the online registration system for registering a campaign. You can also access information on any of the data fields by running your cursor over the ? next to the field.

For further help customers can call 1800 082 844 between the hours of 8.30am and 5.00pm, Monday to Friday (EST) or out of hours email am@auspost.com.au. Alternatively, you can speak to your Australia Post sales representative or Mail Marketing Consultant for assistance.

4. What if I register my campaign and then choose not to go ahead?

A. Once you have chosen to "Get Data" during the registration process you will be asked to "Accept" the terms & conditions of the service. Once the terms & conditions are accepted you have entered into a commitment to lodge an Acquisition Mail campaign within 3 months of receiving your address file. If a campaign is cancelled thereafter you will be charged up to \$0.10 per address supplied. This amount will be charged to the Australia Post charge account supplied at time of registration.

5. What if I need to change the details of my campaign after registration?

A. Once a campaign is submitted it is locked for user edits. If you require any changes at this stage including charge account number, number of progressive lodgements, estimated lodgement date or additional data you must contact the Acquisition Mail Administrator on 1800 082 844 between the hours of 8.30am and 5.00pm, Monday to Friday (EST) or out of hours email am@auspost.com.au. Please quote your AM Job ID number for easy reference.

You are unable to change the selection criteria and remove target regions from your campaign once it is submitted. You are only permitted to include additional target regions to increase the total data provided. In this situation, you will be sent a new address file to replace the initial address file as well as replacement pre-populated lodgement document/s.

Product

6. Why is there a minimum volume requirement and saturation rate for Acquisition Mail?

A. To qualify for the Acquisition Mail service you must lodge a minimum of 30,000 articles and mail at least 60% of the addresses provided by Australia Post. Acquisition Mail has been introduced to allow you to target specific geographic areas for the purpose of acquiring customers. A minimum volume requirement and saturation rate exists to ensure you blanket your target regions to get the best possible coverage of the area. These requirements also reduce the costs involved in processing and delivering the mail, meaning we are able to provide a lower postage rate.

7. Does the minimum volume requirement apply to all customers?

A. Yes, the minimum volume requirement of 30,000 articles applies to all customers.

8. How do I ensure that my piece is acquisition in nature? Is there anyway I can check this before lodging?

A. Your mail piece must have a core communication objective of obtaining customers and generating sales, donations and/or memberships for products and services. The communication can not be designed to provide general brand knowledge or provide businesses or the public with community information or announcements. This includes government or business notices with an informative/educational communication objective. Your mail piece can not make reference to an intended recipient's personal details including past transactions that would indicate a prior or current relationship between you and the intended recipient.

The proposed mail piece must be submitted to the Acquisition Mail Administrator prior to lodgement to ensure content compliance. This can be emailed to am@auspost.com.au. Please quote your AM Job ID Number for easy reference.

9. Is Acquisition Mail suitable for government organisations?

A. Acquisition Mail can not be used where the core communication objective is to provide the community with general information and public knowledge. This includes any informative/educational message from any organisation. If a government organisation adheres to the terms & conditions of the service, then they, like any organisation, can use the Acquisition Mail service.

10. Am I able to lodge my campaign over several different lodgements?

A. Yes, you can lodge a maximum of 3 lodgements over a 6 week period. Your final lodgement must be made within 3 months of the date you received your initial address file and within 6 weeks of your first lodgement.

11. Can variable data be printed in Acquisition Mail articles?

A. Yes, you can print variable images, content and copy, however this can not be directly related to the individual recipient. For example – a car manufacturer could change the dealership contact details or model of car on offer according to different geographical locations. The addressing salutation could also vary between location, eg. "To the resident of Bulimba", "To the resident of Springfield".

12. What are the delivery times for Acquisition Mail?

- A. Delivery times are the same as PreSort Off Peak (between 1 and 7 days, dependant on same/other state of lodgement).

13. What are the payment options available with Acquisition Mail?

- A. Payment for the Acquisition Mail service can only be made using an Australia Post charge account or by postage meter. During registration you will need to advise of your intended payment option and ensure that your lodgement is paid for using the charge account or postage meter details supplied. If these details change after submitting your registration please contact the Acquisition Mail Administrator on 1800 082 844 between the hours of 8.30am and 5.00pm, Monday to Friday (EST) or out of hours email am@auspost.com.au. Please quote your AM Job ID number for easy reference.

14. What if I don't have an Australia Post charge account or postage meter?

- A. If a mail house or agency is organising the campaign on your behalf you could ask them to pay for the lodgement on their Australia Post charge account and have them on-charge you. Alternatively, you can apply for an Australia Post charge account by calling 131118.

15. What are the consequences of not meeting the terms & conditions of the Acquisition Mail service?

- A. If you are found to breach the terms & conditions of the service Australia Post has the right to increase the charges so that the applicable delivery service postage rate is charged. In addition, you will also be charged up to \$0.10 per address supplied. In this situation Australia Post will credit the Acquisition Mail charge on the charge account supplied at time of registration and charge the applicable postage rate for the articles. Where a data charge is made, Australia Post will charge this directly to the customer's Australia Post Charge Account supplied at time of registration. You will be advised by email of any potential charges being made.

Targeting

16. What are the levels of targeting available using Acquisition Mail?

- A. Residential address points at a postcode, suburb or CCD (Census Collection District) level can be requested through the Acquisition Mail service. You nominate your intended targeting method, ie. postcode, suburb or CCD and submit the regions you would like to target, ie. if targeting by postcode you might submit, 3000, 3010, 3012, 3121 etc.

The addresses supplied for these regions will exclude households that have a 'No Advertising Material' (NAM) sticker on their letterbox or those on ADMA's 'Do Not Mail' (DNM) list, however you have the option to override these exclusions if required.

17. How can I determine the best areas to target with my mailing?

- A. There are services available to assist you in determining your target regions. A list of companies specialising in data profiling is available on the Acquisition Mail website www.auspost.com.au/acquisitionmail

18. How do I target at CCD level?

- A. You will need to provide a list of the specific CCD numbers you would like to target and Australia Post will provide you with the address data for your specified CCD's. There are companies available that can provide you with the CCD numbers for your targeted areas. A list of some of these companies is available on the Acquisition Mail website www.auspost.com.au/acquisitionmail

19. How do I determine how many address points will be available for my target regions?

- A. The Acquisition Mail website www.auspost.com.au/acquisitionmail has an address count tool available. By entering your selection criteria and uploading your target regions a calculation on the number of address points will be provided. This is a good way of getting an accurate indication of address points prior to registering for the service.

20. Am I able to include my current customers in the mailing?

- A. Yes, you can send your current customers your mail campaign, however consideration should be given to the communication objective and whether you want to convey the same message to your current customers and prospects. You must keep in mind that the content requirements of the service do not allow personalisation and references that suggest a prior relationship with the customer.

21. Am I allowed to include 'No Advertising Material' (NAM) address points in my mailing?

- A. Acquisition Mail is an addressed mail service and as such delivery to 'No Advertising Material' households is permissible. In accordance with direct mail best practice, these address points are excluded from your address file unless you directly request for them to be included during registration.

Price

22. Why is Acquisition Mail cheaper than PreSort ?

- A. The Acquisition Mail price reflects concentration of delivery points (minimum volume of 30,000 and 60% saturation) and has content and timing restrictions applied which means a lower price point can be achieved.

23. Why are there different price points available for Acquisition Mail?

- A. Like any delivery service, when you prepare and lodge your articles in accordance with the mailing conditions of the service, Australia Post can more efficiently process the mail. By barcoding and sorting your mail campaign you can access the cheapest possible Acquisition Mail postage rate. Unbarcoded and unsorted articles are subject to higher postage rates due to the inefficiencies this creates in processing.

Data

24. What is the source of Acquisition Mail Data?

- A. The Acquisition Mail Data is extracted from the Australian Address Reference File (AARF) with additional suppressions and exclusions being applied. The AARF lists all address points in terms of whether they are residential, non-residential and if the letterbox has a 'No Advertising Material' sticker. These characteristics have been identified by posties based on the physical features of the building and the address characteristics of mail regularly sent there.

25. What is the difference between addresses supplied for Acquisition Mail and through the Customer Locator tool?

- A. Acquisition Mail is an addressed Australia Post delivery service with restrictions around content, volume, concentration of delivery points and delivery standards. When a customer would like to do an Acquisition Mail campaign they are provided with addresses as part of the service. These addresses are from the Acquisition Mail Data which is sourced from the AARF.

Customer Locator is an online direct marketing tool that allows users to purchase addresses directly from the AARF. The customer can then use these addresses to mail their own direct mail campaigns without the volume requirements, content restrictions and other terms & conditions Acquisition Mail is subject to. Customer Locator and Acquisition Mail both use addresses from the AARF, however they are separate databases and some variations may occur due to additional suppressions and exclusions that may be applied to the Acquisition Mail data.

26. What is the turnaround time for receiving an address file?

- A. After registering a campaign you will be emailed your address file within 2 working days (excluding National and Victorian public holidays).

27. Are there any types of addresses that are excluded from the Acquisition Mail Data ?

- A. Yes. PO Boxes, locked bags, private mail bags, community bags, addresses subject to road and counter delivery and any address that has temporary or inconsistent occupancy throughout the year, eg. holiday homes are excluded. Any households that have requested to be removed from the Acquisition Mail Data are also excluded and will not be provided regardless of a request to include address points on ADMA's 'Do Not Mail' File.

28. Are PO Boxes included in the Acquisition Mail Data?

- A. PO Boxes are not included in the Acquisition Mail Data. Where a household has a PO Box diversion for their street address mail, all Acquisition Mail articles will be diverted to that PO Box address.

29. Are address points on ADMA's 'Do Not Mail' (DNM) list included in the Acquisition Mail Data?

- A. ADMA's DNM file is a list of individuals that have registered not to be mailed. Addresses on the DNM file have been flagged in the Acquisition Mail Data. These address points are excluded from your address file unless you directly request for them to be included during registration. You have this option because Acquisition Mail articles are addressed to a household (not an individual).

30. Are DPIDs supplied within the address file?

- A. The address file supplied for your campaign does not include DPID details. You need to contact an AMAS licensee to perform this appending. A list of AMAS licensees is available at www.auspost.com.au/amas

Returned Mail

31. Why do I have to use the mandatory return address? What occurs if I don't use the return address provided?

- A. All returns must be directed to the Australia Post return address so that they can be counted and if required a return to sender (RTS) rebate credited directly to the Australia Post charge account provided at time of registration. This also allows us to maintain the Acquisition Mail Data. Failure to use this mandatory return address means the campaign will not qualify for the Acquisition Mail service, meaning the applicable delivery service postage rate will apply and you will be charged up to \$0.10 per address supplied.

32. What % of returns can I expect to receive from my Acquisition Mail campaign?

- A. Acquisition Mail data has a 90% deliverability guarantee. In the unlikely event that the returns received for your campaign exceed 10% of the total lodgement volume, Australia Post will rebate the postage cost of the excess articles. The rebate amount will be credited to the Australia Post charge account provided at time of registration.

33. Will Australia Post re-imburse me for all the production costs associated with my returns?

- A. No, Australia Post will only rebate you for the postage cost for any returned articles in excess of 10% of the total lodgement volume

34. How does Australia Post manage my returned mail?

- A. Returns received within 2 weeks of the final lodgement date will be included in your RTS count. We need to provide a cut off date so that finalisation can be made.

35. Can I access my returned mail?

- A. No, once Australia Post has finished counting your returns they will be recycled.

36. When and how will I receive details on my returned articles?

- A. If your Acquisition Mail campaign achieves a return rate of more than 10%, you will be sent an email advising of the return rate and the amount that your charge account will be rebated. You can expect to receive this email within 6 weeks of your final lodgement date. You will not be provided with addresses of the returned articles.

Preparation & Lodgement

37. Are there any particular instructions for how to correctly address my Acquisition Mail articles?

- A. The preparation instructions document supplied with your address file provides detail on exactly how to prepare an Acquisition Mail article. It includes instructions on postage paid imprints, barcoding, displaying the Acquisition Mail job number, mandatory return address and addressing the recipient. Further details can be found in the Acquisition Mail service guide.

38. Do I need to sort my Acquisition Mail articles prior to lodgement?

- A. Yes. To ensure Acquisition Mail articles can be delivered efficiently you need to sort your articles as Acquisition Mail Barcode Direct Tray. A Direct Tray contains 300 articles that belong to a single sort plan number (postcode range). The Barcode Sort Plan (BSP) can be downloaded at www.auspost.com.au/sortplans Any remaining barcoded articles become Residue. Unbarcoded articles also become Residue.

39. What lodgement documentation do I need to use?

- A. After registering your campaign you will be sent an email that includes your address file, preparation instructions and pre-populated lodgement document/s. The lodgement document is pre-populated with all your contact details and mail details including the minimum lodgement volume required for the campaign and date lodgement/s must be made by. If you are making progressive lodgements you will be provided with a pre-populated lodgement document for each lodgement.

You must use this document/s when lodging your campaign and manually input details of your articles onto the form. If using the Electronic Lodgement Mailing Statement (eLMS) you will need to transfer the exact details from your pre-populated lodgement document/s.

40. What if the details on my pre-populated lodgement document/s have changed?

You need to advise the Acquisition Mail Administrator on 1800 082 844 between the hours of 8.30am and 5.00pm, Monday to Friday (EST) or out of hours email am@auspost.com.au. This includes changes to your contact details, payment details or the number of lodgements you intend to do. You will be emailed an updated pre-populated lodgement document/s.

41. Can I lodge my campaign using the Electronic Lodgement Mailing Statement (eLMS)?

- A. Yes, you can lodge your campaign using eLMS. Simply transfer the details under the Payment/Invoice Details section in the pre-populated lodgement document/s into the Job Reference section in eLMS