



Personalisation: A new Print Post opportunity

What is it and
what does it
mean for me?

The business
benefits of
personalised mail

How to personalise

Ways to target content and
offers to your readers



What is Print Post Personalisation?

When your customer communications are personally relevant, you have more opportunity to create better connections and build customer loyalty.

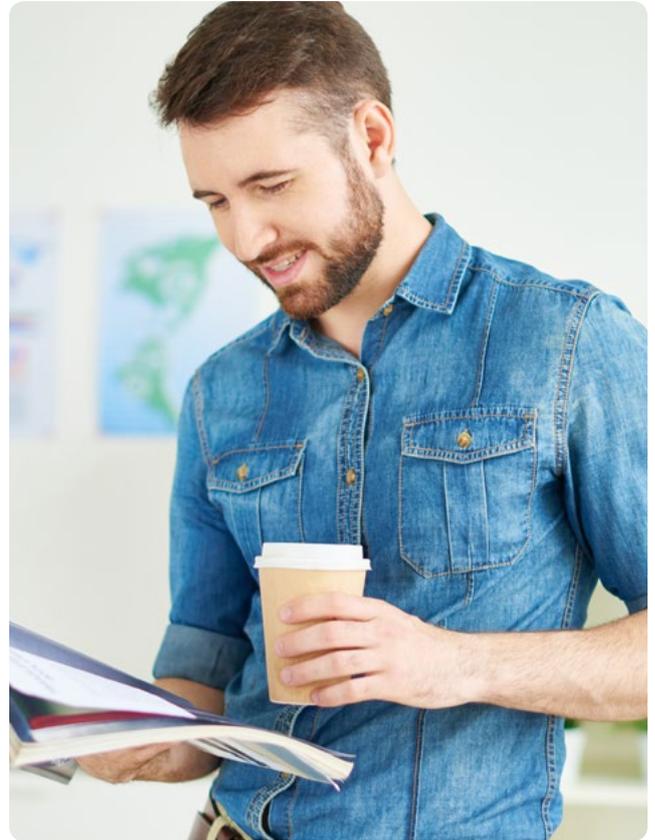
That's the idea behind Print Post Personalisation, an update to Australia Post's Print Post service that lets you individualise your publication and associated content, meaning you can tailor promotional messages in your magazines or catalogues to be personally relevant to your readers.

Special offers acknowledging a birthday?
Magazine editorial highlighting advertising and articles of particular interest?
Personalised promotional codes to reward customers and measure responses?

All these options and more will be accessible when delivering your publication with Print Post.

So now you will have the choice to offer a variety of different communication services to connect with readers, with the ability to:

- Send the same communications to all readers, i.e. as it is today
- Target different communications to different segments – for example by using your customer profiles to tailor specific content to particular readers, or
- Personalise content to each individual reader.



Here are just four ways you may seek to personalise your Print Post mailings



Include a separate personalised letter from the sender of the publication to promote the publication's subject and content, including offers from advertisers.



Personalisation on the flysheet. Wishing your customer a happy birthday, for example, or thanking them for a previous order recognises and reinforces the value in your pre-existing relationship.



Vary the cover of the same publication issue between different recipients. Using your audience profiles, you can customise variable elements like headlines and imagery.



Personalise editorial and content within the publication itself. Use customer data to draw your readers' attention to the articles and advertisements that will interest them most.

The benefits of personalising

Your customers are individuals – and personalisation helps you treat them like it.

Connect and retain

With personalised publications, you can:

- Build stronger customer relationships and brand connection
- Encourage customer retention through more meaningful connections, boosting order numbers and improving re-subscription rates
- Increase audience interest by speaking directly to customers with more appealing messages
- Increase the value of your advertising with tailored messages and offers
- Keep publications relevant and fresh.



Why personalise in print?

Research has shown catalogues and magazines as having amongst the highest audience reach in Australia.¹

By personalising their content and supplements, you can harness the mass appeal of these mediums to deliver messages that make the reader feel you are talking directly to them.

With a return of **130% magazine advertisements** produce the highest ROI of all media channels.²



After reading a catalogue, **36% of consumers** go online to further investigate products advertised.¹



The more relevant the message, the more effective the result!



Did you know?

Direct Mail is over seven times more effective in generating a customer response than all other major digital channels combined.³

Ways to target messages to your readers

There are numerous ways to connect directly with your readers by individualising content, including:

- Advertising
- Subscription offers
- Discount coupons
- Special promotional offers
- Competitions
- Surveys
- Loyalty program information
- Invitations to events
- Requiring or acknowledging payment for the publication
- Inviting notification of any change to addressee details
- Inviting subscription or re-subscription to the publication.



Remember: If planning to make use of these changes by adding a promotional letter with your Print Post, only letters from the sender of the publication can be included.

A table with guidance on what can be included and more detailed information can be found at auspost.com.au/printpost



Fast fact

Whether or not you choose to add any personalisation, all Print Post publication numbers, product codes and lodgement requirements remain the same.

Contact us

If you have questions about using personalisation with Print Post or want help with a sample check, contact printpostchanges@auspost.com.au