How to Create Your Promotional Mail Campaign

Campaign Targeter helps you create effective promotional mail campaigns in four easy steps.
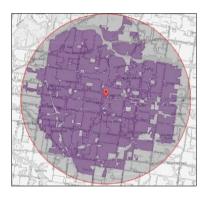
Create > Map > Review > Book

Create	**First, decide how to target your campaign**

Start by considering how to target your campaign.

Here are some helpful questions to consider:

- **Where** does my target market live?
- **Who** is my target market and how can I use demographics or Helix Personas® to help me find them?
- What is my budget and how many households do I want to target?

Configure	**Next, configure your campaign**

It's easy to configure your campaign directly on the map. Simply give your campaign a name, enter a starting address and click **Map It**.

You can also preconfigure some campaign parameters, by selecting on **More options**.

Which option best suits my campaign targeting needs?

- **Option 1 – Where**
  The location of your target audience is known.
- **Option 2 – Who**
  Identify your audience first, using demographics or Helix Personas® *(we call these customer insights)* and then deciding where to target.
- **Option 3 – Who and Where**
  Use this approach when you know the geographical area of your audience and would like to apply customer insights to refine your targeting.

Target Where	**Where – Define Catchment:** Target by geographical location of your audience.

What is a catchment?

A *catchment* is an area that contains addresses where your promotional campaign will be delivered to. Defining a catchment area helps you target potential customers for your campaign. These addresses could include business, residential and PO Boxes.

Who	**Who:** Apply customer insights (demographics or Helix Personas®) Target by identifying your audience first (who), and then decide where to send your campaign.
	What are customer insights? Customer insights help you identify your target audience. You can use them to assist in reaching a specific audience or target 'like' customers. Learn more about customer insights **here.** There are three major categories of customer insights, select one of these to continue: • Demographics • Helix Personas® • Helix Insights
Who and Where	**Who and Where**: Target using a combination of both geographical location and customer insights.
	Use a combination of both geographical and customer insights targeting. To do this, you can choose to: • Decide where to target first • And then select a category of customer insights • Or the other way around
Define Catchment	**Define your catchment**
	Campaign Targeter gives you simple options on managing the cost versus reach of addresses in your catchment. These preferences utilise Australia Post's Unaddressed Mail and Addressed mail services. *So, what's important about this?* • **Unaddressed Mail** is delivered at a postal round level. In built up areas a postal round typically contains about 1000 households (approx). Unaddressed mail is lower cost helping you to maximise the reach of your campaign. • **Addressed Mail** is targeted to a level 1 statistical area (SA1) - which in built up areas typically translates to about 220 households – and is delivered at a household level (non-personalised). This makes the price per item delivered higher than Unaddressed Mail, but also means you can be very specific in your targeting e.g. once you have the list of marketable residential addresses for your selected SA1's you could remove one side of a street or even take out addresses belonging to your existing customers. For customers using the demographic data to guide selections in Campaign Targeter also offers the advantage of mapping to the boundary of the demographic variable selected.

To define your catchment, consider the following options

Option 1: Stay within boundary	Option 2: Cover all catchment
Is your campaign restricted by a boundary? If you must deliver within your catchment boundary, select this option. Please note postal rounds or SA1's that cross the boundary will not be excluded. See image:	If you would like to maximize the number of addresses reached within your catchment, and overlapping the boundary line is not a concern for you, select this option. Please note – making this selection will extend your delivery area beyond the catchment boundary. See image:

Define catchment continued – Cost versus Coverage: Following your selection of a catchment preference, consider a "Cost & Coverage" option that best suits your needs. Here's an explanation of what each selection represents:

Stay within boundary	Cover all catchment
Less catchment coverage, lower cost • Product: Unaddressed Mail • Maps with: postal rounds • Lowest unit cost option, and least catchment coverage	**Less catchment coverage, lower cost** • Product: Unaddressed Mail • Maps with: postal rounds • Lowest unit cost option with a higher number of addresses included outside the catchment boundary line
Balance cost and catchment coverage Product: Unaddressed Mail • Maps with: postal rounds & SA1 • Increases catchment coverage affordably	**Better catchment coverage, higher cost** • Product: Addressed Mail • Maps with: SA1 • Higher unit cost option with fewer addresses included outsider the catchment boundary line
Better catchment coverage, higher cost • Product: Addressed Mail • Maps with: SA1 • Maximise coverage at a higher unit cost	

TIP – Configuring your campaign can be done in two ways:
1. Preselect the parameters under 'More options' in the Create Campaign screen.
2. Enter some basic information in the Create Campaign screen, and then select on **Map It** to configure your campaign direct on the map.

i For more helpful information and to register, visit: **auspost.com.au/campaigntargeter**