

WHAT IS PARTIALLY ADDRESSED MAIL?

Partially Addressed is the new Advertising Mail product from the Royal Mail. It has been created so advertisers can continue using direct mail communications to prospect for new customers, without using personal data.

*86% of Partially Addressed Mail is engaged with!
Source: Royal Mail (All Advertising Mail, JICMAIL Q2 2017 – Q1 2018)*

When should you use Partially Addressed Mail?

Partially Addressed is the new intelligent channel in the middle. It will deliver your message to your ideal audience with speed to market.

It is non personalised, less targeted, cheaper than personalised Direct Mail and is approximately 200 times more targeted than Door Drops.

9,335 Door Drop sectors in the UK (3,000 houses per sector) compared to 1.7M postcodes in the UK (15 house average) available for Partially Addressed

We do recommend you test all three services; Direct Mail, Partially Addressed and Door Drops, as part of your acquisition strategy. For example, Door Drops connect effectively with a wider audience, are location based and are successfully used to drive people into stores.

Find what works for you!

Check out the Royal Mail user guide
www.royalmailtechnical.com/products_partially_addressed_mail.cfm

HOW IT WORKS

Sophisticated Targeting

With Partially Addressed you target households using geo-demographics at post code level.

BOOST YOUR POTENTIAL CUSTOMERS

Topping up

You can target postcodes where you are already rich in customers on the assumption that they will contain good prospects

Look-a-likes

You use geo-demographic profiling such as Mosaic or Cameo to find look-a-like prospects, namely postcodes with similar characteristics to existing customers

Combining both these, is more likely to make your campaign a success

Some Detail

You don't need to worry about emailing existing customers as these can be easily removed

You can save up to 14p per item over personalised Advertising Mail -

Rather than identifying the recipient by name, it is campaign specific and addressed to the Cat Lover or the householder.

- 4p per item cheaper than the Letters category of Advertising Mail or 2p per item cheaper in Large Letter category

Minimum volume 10K mail items

- 10p per item (up to) saved because you are not buying cold data

Must be Mailmark compliant unless your items are post cards which must be sorted to Access 1400 High Sort

HOW CAN WE HELP?

Lettershop, part of the YM Group can get you started with Partially Addressed Mail

We can help you to devise a regular mailing programme to acquire new customers using a combination of offline and online campaigns.

Our Campaign Management team will listen to your objectives, analyse your data, locate new audiences, design, print and mail to your target customers.

Our printing process is fully-variable to target the relevant message.

You only need to share with us the postcodes of your existing customers and we'll do the rest.

If you have demographic information on your customers, we'll use that too, to further refine your targeting.

We can find you Postcodes/Households to target

We have own proprietary software called **Pebl** to identify target postcodes.

The targeting can be based on locational/geographic data or it can be demographic data based on your best customers' profiles or a combination of each.

If you don't have a profile or persona, you can provide us with your customer addresses, and we will identify the discreet profiles of your customers and target those postcodes with the greatest propensity to engage.

For more information please contact your representative or enquiries@ymgroup.co.uk

