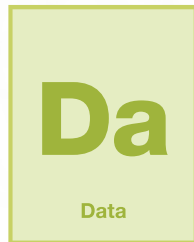
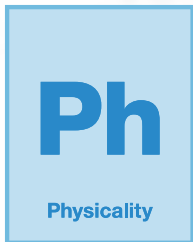




THE RESEARCH BEHIND THE SCIENCE OF ACTIVATION™

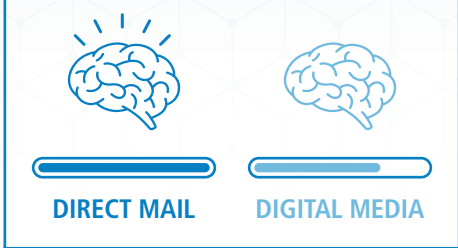
Canada Post Smartmail Marketing™ combines the elements of physicality, data and connectivity to drive action.

Here we take a look at just a few of the findings that support this approach. Ethnographic research revealed how mail gets into hands and into homes. Then neuromarketing research took it further for an inside look at how the brain reacts to this tangible medium.



THE TANGIBLE ELEMENTS OF DIRECT MAIL CAN INCREASE YOUR ABILITY TO DRIVE ACTION.

IT'S EASIER TO UNDERSTAND



21% LESS mental effort is required to process direct mail than digital media.

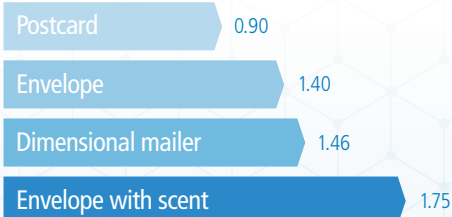
IT'S MORE PERSUASIVE



20% HIGHER motivation response to direct mail than digital media.

COMPARING EFFECTIVENESS*

As you add sensory elements, your direct mail piece becomes more effective at engaging the brain.



*Effectiveness based on motivation-to-cognitive load ratio, as explained in *A Bias for Action*, 2015.

TAP INTO INFORMATION ABOUT YOUR CUSTOMERS TO INCREASE YOUR EFFECTIVENESS.

REACH THE RIGHT PEOPLE



66% KEEP MAIL THEY CONSIDER USEFUL

Use demographics and psychographics to find people who are interested in your product.

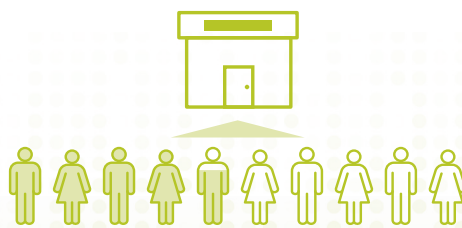
SHOW APPRECIATION



57% FEEL MORE VALUED WHEN BRANDS CONTACT THEM THROUGH MAIL

Let your customers know you truly appreciate their business.

CREATE A LOCAL SENSATION



47% VISITED A STORE IN REACTION TO DIRECT MAIL

Make the most of geotargeting to connect with customers close to you.

USE DIRECT MAIL AS PART OF YOUR MARKETING MIX TO AMPLIFY YOUR IMPACT.

TURN AWARENESS INTO ACTION

IN RESPONSE TO DIRECT MAIL:

43% ORDERED A PRODUCT ONLINE

64% VISITED A WEBSITE

54% ENGAGED IN SOCIAL MEDIA

SHARING ISN'T JUST FOR ONLINE



- 26% have shared an email ad
- 22% have shared a social media promotion
- 32% have shared a direct mail ad**

SMARTMAIL MARKETING™

It's a more intelligent approach to direct mail that gets a brand directly into a customer's hands. Start putting The Science of Activation™ to work for your brand at canadapost.ca/smartmailmarketing.

