

# Marketing Services



## Helping you grow your business by finding and keeping customers

Your business needs customers to grow. Our job is to help you find, reach and keep more of the right ones at the most cost-effective price.

Who do you want to influence? How can you reach them most cost-effectively? How can you improve the performance of your marketing activities?

We have the answers. From providing research resources and advising on content to cleaning your data, printing your material and delivering it to your target audience, we have the experience and expertise to build your business.

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# Consultancy Services

Benefit from the valuable, practical skills and knowledge of our direct marketing professionals to help you plan and assess your direct mail campaigns.

This section includes details on the following services:

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# Through the Mailbox

Understand how direct mail works and how to get the best from it

Producing high quality direct mail is not an easy skill. Our Through the Mailbox service is a half-day workshop that will give your team a greater understanding of how direct mail works – and also learn how to improve their own campaigns.

## Is it for me?

Through the Mailbox is the right choice for your business if you:

- want to gain insight into how direct mail influences customers
- are keen to assess mailpacks produced in your own market
- want to help your team learn how to develop more successful campaigns.

## How will it help me?

### Greater understanding of direct mail

During a half-day workshop, we'll work with your team to evaluate mailpacks in the same way that consumers evaluate them. The mailpacks are sourced from our own extensive library and are judged on quality, look, voice, branding, creativity, personalisation and ease of use.

### Greater awareness of your competitors

You can choose to review packs targeted at your own audience or drawn from areas where the competition has become highly developed. Either way, you'll see exactly how other brands are using direct mail to recruit, cross-sell and deepen customer relationships.

## Better results

Your team marks each pack for clarity, relevance and design – and then discusses and debates how and why some packs score more highly than others. Insights into the latest trends and the most likely routes to success can then be applied to your own campaigns.

## Free advice

Our workshops are free to businesses that request advice. For more information please contact us on the phone number below. Workshops are either held at the Mail Media Centre in central London or at your office.



## What do I do next?

For more information:

Call 020 7421 2250

Visit [www.royalmail.com/advertising](http://www.royalmail.com/advertising)

# Customer Management Assessment Toolkit

Assessing the effectiveness of your CRM programme

Most organisations accept that Customer Relationship Management (CRM) can play an important role in building closer and more profitable relationships with customers. But exactly how successful is your CRM programme? Customer Management Assessment Toolkit (CMAT) will identify what you're doing well – and where there's room for improvement.

## Is it for me?

CMAT is the right choice for your business if you:

- are a larger company with an established CRM programme
- operate within the Business to Consumer market
- want to build better customer relationships.

## How will it help me?

### Greater understanding

We'll provide a detailed and objective assessment of your CRM programme.

CMAT creates a score for your performance and benchmarks your organisation against best practice.

### Signposting the way ahead

A CMAT assessment includes an agreed list of priorities and recommendations, which will help you improve your programme over the next one to three years.

### Better customer relationships

There's a clear link between effective CRM and business performance. With the help of CMAT, your organisation can build closer – and more profitable – relationships with your customers.



## What do I do next?

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Visit [www.royalmail.com/advertising](http://www.royalmail.com/advertising)

# Creative Review

Assessing the creative content of your campaign

In a competitive environment, creativity can make all the difference to your direct marketing. Our Creative Review service will identify the strengths and weaknesses of your mailings, compare performance with that of your peers and show where improvements can be made.

## Is it for me?

Creative Review is the right choice for your business if you:

- recognise the role of creativity in successful direct mail
- want to quantify the impact of your creative content against that of your competitors
- need to check how well the creative solution meets the aims of the original brief
- would benefit from advice from experienced professionals on how to boost response.

## How will it help me?

### Greater understanding

Creative Review is a detailed written report, carried out by an experienced Royal Mail marketing professional, that analyses your direct mail activity. We follow a rigorous review procedure that looks at every aspect of the creative treatment – from creative integration to special offers and production techniques. The Creative Review also evaluates and measures your campaign against its original objectives.

### Signposting the way ahead

The report can include a review of competitor mail packs. So you can see how the creativity of your campaign compares to that of your peers, although confidentiality with regards to your campaigns is always assured.

### Improved return on investment

We'll also provide reliable, professional advice on how to boost response – ensuring that you get the best value out of your creative agency and the best return from your investment in direct mail.



## What do I do next?

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Call 020 7421 2250

Visit [www.royalmail.com/advertising](http://www.royalmail.com/advertising)

# Infobank

Unrivalled marketing information resources to help you get the most from mail media

Infobank is the UK's most extensive bank of mail media information. It contains all the marketing information and research power you need including access to market research reports, subscriptions to online research sites and market analysis reports. Access to the Infobank is free to business customers and is situated at our central London office, the Mail Media Centre. All our marketing consultants are also based here, making it a one-stop shop for all our expert DM advice.

## Is it for me?

Infobank is the right choice for your business if you:

- recognise that understanding the market is the first step towards a successful campaign
- want to analyse competitor activity
- need support in preparing a business case for a marketing campaign
- are an agency needing up-to-the-minute information for a new business pitch.

## How will it help me?

### Competitive advantage

Through Infobank, you'll discover what your competitors are doing and understand your own customers better, so you stay one step ahead. Based at our Mail Media Centre in central London, the Infobank is a unique bank of mail media information, including:

- Extensive research studies
- Case studies
- Mail packs produced by a wide range of companies
- Media tools
- Selected books, magazines and publications
- Economic and demographic information.

### Cost-savings

All the resources you need are free to access, even the subscription-only resources which you normally have to pay for. They are all conveniently located under a single roof, saving time and manpower spent on research.

### Faster decision-making

With a wealth of information at your fingertips, you can react to market opportunities at speed and with greater success.

### Greater understanding

We want to help you get the most from mail media and have put together a wealth of material that you're free to access. We've covered all the main sectors of mail media including direct marketing, statements, publishing and home shopping.

## What do I do next?

For more information:

Call 020 7421 2250 to contact Infobank

Visit [www.royalmail.com/advertising](http://www.royalmail.com/advertising)



# Sampling Tool

Increase your direct mail effectiveness by getting your test cells right first time

Our Sampling Tool is an economical method of getting the right sample size for you.

## Is it for me?

Our Sampling Tool is the right choice for your business if you:

- want to improve your direct mail tests and response rates
- need help in evaluating the success of previous campaigns
- don't want to waste time with complicated formulas and calculations.

## How will it help me?

### Better use of marketing budgets

Our Sampling Tool will clarify how big tests need to be in order to yield robust results, and therefore the likely investment required for testing. The tool will work out a minimum sample size in order to produce a useful result, using reliable information from previous campaign results.

### Confidence in your results

If your test does not focus on the most appropriate Key Performance Indicators your results will not be useful and the business case for further testing or roll out will become unsustainable. This tool gives you the best parameters of test design so that you have confidence in the results of future campaigns.

### Best use of your database

The tool will help you identify high value and high potential customers by providing a confidence level on how likely they are to respond.



## What do I do next?

Visit [www.royalmail.com/advertising](http://www.royalmail.com/advertising)



# Summary

	Through the Mailbox	CMAT	Creative Review	Infobank	Sampling Tool
Improving Customer Relationship Management	■	■	■	■	
Direct mail	■		■	■	■
We supply the data to you				■	
In-house	■				■
Creative assessment	■		■	■	
Measuring response	■	■		■	■
Paid for		■	■		
Free of charge	■			■	■



# Data and Targeting – Audiences

Our Data and Targeting services will help you to find the right new customers and keep track of existing ones – maximising your investment in direct marketing by reducing expensive returns and increasing response rates.

This section includes details of our Audience services – accurate and targeted data to help you reach the best prospects for your direct mail campaigns:

<b>Not Yet Built ▶</b>	<b>67</b>
helping you identify new addresses, before they're even built	
<b>Home Movers Mailing Service ▶</b>	<b>68</b>
helping you reach the important 'home mover' market	
<b>List Provision ▶</b>	<b>69</b>
ensuring you reach more of the right people	

# Not Yet Built

Helping you identify new addresses, before they're even built

Through our allocation of postcodes and addresses, we're the only company that can identify postcodes and addresses for properties under construction or still at the planning stage. Our Not Yet Built service is a data set of all addresses due to become active, giving you prior knowledge of potential future customers.

## Is it for me?

Not Yet Built is the right choice for your business if you:

- want advance notice of new homes so you can shape your future marketing and operations.

## How will it help me?

### Access new markets

Not Yet Built is a powerful tool for organisations such as utility companies, insurance and financial services providers, retailers, marketing agencies and others.

### Accurate and timely

Through our research into new and forthcoming developments on green and brown field land throughout the UK, we can give you the only data set containing accurate up-to-date information on the address data of tomorrow. Not Yet Built is supplied as a completely new data set each month. Records may appear in

more than one month, until the delivery point is built and capable of receiving mail. Once this happens the record is converted and appears on the Postcode Address File.

If a proposed development is discontinued, it will be removed from Not Yet Built. Not Yet Built is supplied on CD and is available for the whole of the UK (excluding Jersey, Guernsey and the Isle of Man). A one-off licence fee applies, plus a monthly fee based on the number of users.

### Competitive advantage

With Not Yet Built, you'll know exactly where your future customers are going to live and work. So you can plan future marketing activities with confidence.

## What do I do next?

For more information:

Call **08456 066 854** to contact the  
Address Management Helpdesk

Email [address.management@royalmail.com](mailto:address.management@royalmail.com)

Visit [www.royalmail.com/notyetbuilt](http://www.royalmail.com/notyetbuilt)  
to download a file specification or  
licence agreement

Visit [www.royalmail.com/solutionsdirectory](http://www.royalmail.com/solutionsdirectory)  
to find out about a range of data solutions  
based on our address management products

# Home Movers Mailing Service

Helping you reach the important 'home mover' market

Moving home is a time when many consumers are interested in a wide range of purchases – from home insurance to furniture. Our Home Movers Mailing Service helps you reach this important market at exactly the right time.

## Is it for me?

Home Movers is the right choice for your business if you:

- need to influence consumers who have just moved to a new home
- would benefit from a full-service solution, including profiling and printing
- want to lead the competition by being the first to contact new homeowners.

## How will it help me?

### Improved targeting

We can help you target home movers with a range of products and services: insurance, utilities, telecoms, home improvements, DIY, home furnishings and many more. There are also opportunities to influence spending patterns of movers through products such as credit cards, loans, home shopping, retail and leisure.

### Flexibility

Home Movers helps you target three distinct audiences:

#### • Personalised Movers

Approximately 40,000 targets per month. This list incorporates the names and addresses of Redirection service customers who have given us permission to send them relevant information or promotional material.

#### • Non-personalised Home Movers

Approximately 60,000 targets per month, made up of addresses that have recently been vacated.

#### • Non-personalised Home Movers

Approximately 10,000 targets per month drawn from 'Just Built' address data.

For more information visit

[www.royalmail.com/justbuilt](http://www.royalmail.com/justbuilt)

## A total service

We can provide a total campaign service, including data profiling and targeting as well as printing, fulfilment and help with campaign planning. We can enclose and despatch your mail in a branded, Royal Mail redirections envelope.

## Competitive advantage

We'll give you 60 days exclusive use within your market sector. So no close competitor will be able to reach the same targets in the same way.

## What do I do next?

For more information:

Call 08456 000 098 to contact our Data Services Helpdesk

Email [datasales@royalmail.com](mailto:datasales@royalmail.com)

Visit [www.royalmail.com/data](http://www.royalmail.com/data) to download a user guide and price guide



# List Provision

Ensuring you reach more of the right people

We can help you reach the customers you need to influence, through a wide range of reliable data sources.

## Is it for me?

List Provision is a cost-effective choice for your business if you:

- are inexperienced in direct mail and unsure of where to start
- are not getting the right results from your current database
- have enjoyed good results until now, but need more potential targets
- need professional advice, as well as a reliable database.

## How will it help me?

### Improved targeting

We'll give you access to a wide range of potential new customers. So you can be sure that your direct mail is targeted at the right people.

### Professional advice

Our Data Services Helpdesk will work with you to identify your target market and to create a database brief. We'll evaluate the options for you and then put forward a proposal covering sources, data counts and costs.

### Better results

An effective database supported by our experience and expertise will make your direct mail activity work harder – and should lead directly to improved results.

## What do I do next?

For more information:

Call **08456 000 098** to contact our Data Services Helpdesk

Email [datasales@royalmail.com](mailto:datasales@royalmail.com)

Visit [www.royalmail.com/data](http://www.royalmail.com/data) to download a user guide and price guide



# Summary

	Not Yet Built	Home Movers Mailing Service	List Provision
Raw data	■		
Address only	■	■	
We mail the items for you		■	
We supply the data to you	■		■
Targeting advice		■	■
Creative input		■	
Unique to us	■	■	







# Data and Targeting – Data Management

This section includes details of our Data Management services – tools to help you manage and clean your database more effectively:

- Multiple Residence ▶ 73**  
identifies addresses that contain premises with one front door but where the building has been sub-divided into flats or units
- Universal Suppression Service™ ▶ 74**  
keeping your database current by removing the ‘goneaways’
- National Change of Address ▶ 75**  
the effective way to retain customers – even when they move home
- Royal Mail Business Changes File® ▶ 76**  
improving the targeting of direct mail to other businesses
- Business Movers File ▶ 77**  
targeting businesses who are just about to move premises
- Returns Management ▶ 78**  
saving costs by improving the way you handle returns
- Response Management ▶ 79**  
save time by letting us collate the response to your direct mail campaigns
- Royal Mail ListCleaner™ ▶ 80**  
update your customer database quickly and easily
- Bureau Services ▶ 81**  
improve performance by outsourcing your database management to us

# Multiple Residence

Identifies addresses that contain premises with one front door but where the building has been sub-divided into flats or units

Shared premises can create challenges for many organisations, such as credit card and insurance companies. Our Multiple Residence service identifies premises where multiple households share the same letterbox. Also referred to as “homes behind the door”.

## Is it for me?

Multiple Residence is a cost-effective choice for your business if you:

- need to identify and verify correct addresses for multiple-occupied premises
- are concerned about possible fraud.

## How will it help me?

### Improved targeting

Multiple Residence provides a detailed address structure for properties that receive a delivery for more than one household to a single letterbox. These properties could be shared entry addresses, self-contained flats and university or nurses accommodation, among others, providing an address structure exists.

### Reduced fraud

The Multiple Residence data will help you verify addresses more readily and accurately than is possible through the Postcode Address File alone. This is particularly important for companies operating in the areas of credit scoring, telecommunications, insurance quotes or risk assessment, postal preferences, invoicing, utilities and fraud prevention.

## Accurate and timely

We form part of the address allocation process, which means this is the only source of first hand, accurate, up-to-date multiple-occupied property address information. Because of our extensive delivery network we are able to verify every single record held in the data set.

We produce a new data set each month, which includes any newly identified multiple-occupied properties or changes to the data set. The data is supplied on CD and is available for the whole of the UK (excluding Jersey, Guernsey and the Isle of Man).

## Excellent value

Multiple Residence is available for a one-off fee, plus a monthly fee based on the number of users.

## What do I do next?

For more information:

Call **08456 066 854** to contact the Address Management Helpdesk

Email [address.management@royalmail.com](mailto:address.management@royalmail.com)

Visit [www.royalmail.com/residence](http://www.royalmail.com/residence) to download a file specification or licence agreement

Visit [www.royalmail.com/solutionsdirectory](http://www.royalmail.com/solutionsdirectory) to find out about a range of data solutions based on our address management products

# Universal Suppression Service™

Keeping your database current by removing the 'goneaways'

If your database is more than a few months old, you're probably wasting time and money by mailing people who are no longer at those addresses (i.e. goneaways). Universal Suppression Service™ ensures that your database is as current as possible.

## Is it for me?

Universal Suppression Service™ is the right choice for your business if you:

- are less than 100% confident that your database contains only 'live' records
- want your direct mail campaigns to perform better.

## How will it help me?

### Cost saving

With our help, your database will be more accurate – so it's more likely to deliver better results from your direct mail activity. And when more of your mailings are reaching the right people, you'll see a reduction in the amount you invest in handling returns. In our experience, a yearly Universal Suppression Service™ licence can pay for itself through cost savings in just three months.

### Choice

We have four types of data that can be used to clean your database:

- **Royal Mail Redirection**  
Around 7.6 million records drawn from our Redirection service.
- **External contributors**  
Over 2.5 million records provided by Universal Suppression Service™ customers.
- **Postal returns**  
Around 2.6 million records provided by customers or captured by other Royal Mail services.
- **Archives**  
20 million Redirection records over three years old.

You simply choose the data you need. For example, if you have a high value item to deliver and need to be confident that a person really has left that address, you could choose to use only the Redirection data.

### Flexibility

We can work closely with your team to tailor the Universal Suppression Service™ to meet your precise requirements.

### Professional advice

We can provide a free health check on your data – and then demonstrate the likely cost savings.

## What do I do next?

For more information:

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Email [datasales@royalmail.com](mailto:datasales@royalmail.com)

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to download a user guide and price guide



# National Change of Address

The effective way to retain customers – even when they move home

It's nearly always more cost-effective to retain existing customers than to acquire new ones. Our National Change of Address service will make sure you don't lose touch with customers, even when they move home.

## Is it for me?

National Change of Address is the right choice for your business if you:

- want to reduce customer churn
- provide high value products or services.

## How will it help me?

### Maintain customer relationships

When your customers move, our National Change of Address service will update your customer and prospect files with their new addresses. So you'll be able to maintain the business relationship you've worked so hard to build. The database is made up of Redirection data and includes 14.8 million records covering a period of ten years.

## What do I do next?

For more information:

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Email [datasales@royalmail.com](mailto:datasales@royalmail.com)

Visit [www.royalmail.com/data](http://www.royalmail.com/data)  
to download a user guide and price guide



# Royal Mail Business Changes File®

Improving the targeting of direct mail to other businesses

If your business database isn't current, you could be wasting a significant percentage of your marketing budget targeting businesses that are no longer there. The Royal Mail Business Changes File® is the ultimate data suppression tool, and the only file that enables you to track and re-establish contact with companies that have moved.

## Is it for me?

Royal Mail Business Changes File® is the right choice for your business if you:

- want to reduce marketing costs
- need to increase response rates
- would like to win new business from lapsed customers.

## How will it help me?

### Cost saving

With our help, your database will be more accurate – so it's more likely to deliver better results from your direct mail activity. And when more of your mailings are reaching the right people, you'll see a reduction in the amount you invest in handling returns.

### Better response

Royal Mail Business Changes File® contains data from our Business Redirection service, other Royal Mail customers' goneaway data, plus Companies House data from the world leading credit information company D&B – no other data cleansing service includes this important information.

### Increased confidence

As well as helping you update your customer database by tracking where companies have moved to, each record on the Royal Mail Business Changes File® also contains a confidence-level indicator giving you confidence in the likelihood that the company has indeed goneaway.

### Try before you buy

We also offer a free health-check on your data, with no obligation to purchase.

### Cost-effectiveness

Pricing is based upon the size of the database being cleansed and the number of hits against the file.

## What do I do next?

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to download a user guide and price guide



# Business Movers File

Targeting businesses who are just about to move premises

When businesses move, they are frequently in the market for a wide range of goods and services. Research by the Association of Directory Publishers shows that new occupants typically spend more in the first six months than in the next five years. Our Business Movers File service helps you reach this important market at exactly the right time.

## Is it for me?

Business Movers File is a cost-effective choice for your business if you:

- need to influence businesses who are moving to a new location
- want to gain competitive advantage
- value an up-to-date B2B database.

## How will it help me?

### Improved targeting

Moving premises is the trigger for many purchases and we can help you target business movers with a range of products and services – from IT and office furniture to utilities and telecoms services.

### Unique reach

Business Movers File is the only source of data that focuses solely on your key business mover targets.

### Flexibility

Records can be selected by date of move, geographic area and by opportunity code that reflects distances moved. You can also choose whether to mail or phone your prospects. Phone numbers are available for most records and all are screened against the Telephone Preference Service to ensure that you only get the leads that want to be contacted.

### Speed

We'll help you seize competitive advantage at speed. We can supply your Business Movers File within five working days. All counts are free of charge and can be provided within two working days.

### Cost-effectiveness

Pricing is based upon the number of names and addresses you buy per thousand. Alternatively, an annual licence for all data is available for a fixed fee.

## What do I do next?

For more information:

Call **08456 000 098** to contact our  
Data Services Helpdesk

Email [datasales@royalmail.com](mailto:datasales@royalmail.com)

Visit [www.royalmail.com/businessmovers](http://www.royalmail.com/businessmovers)  
to download a user guide and price guide

# Returns Management

Saving costs by improving the way you handle returns

Returns cost money – not only in physical handling processes, but also in missed sales. Our Returns Management service will deal with your returns and help you remove ‘goneaways’ from your database.

## Is it for me?

Returns Management is a cost-effective choice for your business if you:

- experience an unacceptable number of returns
- need help with physically handling the returns
- are unsure how to collate returns information and use it to update your database.

## How will it help me?

### Cost saving

We'll produce an electronic file of goneaway records based on your returns. This can then be used to update your customer database or mailing files – so that more of your mailings reach more of the right people.

### Improved targeting

Our team can recommend and verify your data against a range of other Royal Mail data sets to give you even more confidence in your targeting.

### Less hassle

We can receive and process your returns on your behalf, freeing-up your own resources.

## What do I do next?

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Email [datasales@royalmail.com](mailto:datasales@royalmail.com)

Visit [www.royalmail.com/data](http://www.royalmail.com/data)  
to download a user guide and price guide



# Response Management

Save time by letting us collate the response to your direct mail campaigns

When customers respond in numbers to your marketing campaigns, valuable information can sometimes be lost in a mountain of forms, vouchers and other items. Our Response Management service captures and processes all responses – and gives you the accurate and timely customer information you need to build your business.

## Is it for me?

Response Management service is a cost-effective choice for your business if you:

- need to measure the effectiveness of your campaign or event
- want to build an understanding of customer needs
- don't have the resources or expertise to manage responses in-house.

## How will it help me?

### Improved campaign evaluation

We'll capture returned items of mail and provide data intelligence to help you determine the effectiveness of your campaign or event. You'll be able to identify successful activities and plan future marketing operations accordingly.

### Greater understanding of your customers

We can capture and record valuable customer information, helping you gain a greater understanding of customer behaviour and preferences.

## Flexibility

Response Management is a modular service – you simply select and pay for the modules you actually need:

### • Capturing Responses

All responses are received, opened and processed by us.

### • Capturing Customer Specific Information

We capture the data from the response device via bar-code, OCR or MICR as appropriate.

### • Improving Customer Knowledge

We analyse and profile the customer data that has been captured and provide you with a comprehensive management report.

### • Optional Value Added Service

We provide a complete fulfilment service, including print and production. If a response is required back to the consumer, such as a prize or acknowledgement, we can take full responsibility on your behalf.

## More environmentally-friendly

Improved targeting means less wastage.

## What do I do next?

For more information:

Call 08456 000 098 to contact our  
Data Services Helpdesk

Email [datasales@royalmail.com](mailto:datasales@royalmail.com)





# Royal Mail ListCleaner™

Update your customer database quickly and easily

A secure online service, Royal Mail ListCleaner™ is a fast and simple way to make sure your database is up to date.

## Is it for me?

Royal Mail ListCleaner™ is the right choice for your business if you:

- want to enhance the effectiveness of your campaign by improving the accuracy of your database.

## How will it help me?

### Improved targeting

Accurate data leads directly to improved performance. Royal Mail ListCleaner™ allows you to cleanse and profile your customer data lists online and therefore maximise the value from your marketing budget.

### Free advice

You can even test your data quality without any financial commitment. We'll conduct a free data audit together with a summary of how much it will cost to clean and profile the data – you simply choose which, if any, elements you want to tackle. If you ask us to carry out work, there is a minimum charge.

## Flexibility

Clean your data against a wide range of sources (Postcode Address File, Telephone Preference Service, Mailing Preference Service, County Court Judgements, National Change of Address) and profile your data against demographic data on Mosaic. This allows you to update customer data with behaviour, lifestyle and attitude characteristics including gender, age, surname, origin and family status, financial status, housing type, size, council tax banding and ownership.

## Simple to use

Royal Mail ListCleaner™ is simple to use and secure, giving you the peace of mind that your valuable customer data will never be compromised. Just upload your data to our secure servers in the format that best suits you. Your data will then be analysed and cross-referenced against a portfolio of up-to-the-minute data sources.

## Fast service

Depending on the file size, your data could be cleaned and profiled within a few minutes or up to a few hours.

## What do I do next?

For more information:

Call **08456 000 098** to contact our Data Services Helpdesk

Email [datasales@royalmail.com](mailto:datasales@royalmail.com)

Visit [www.royalmail.com/listcleaner](http://www.royalmail.com/listcleaner) to register for your free audit or to download the user guide, price guide and Terms and Conditions

# Bureau Services

Improve performance by outsourcing your database management to us

A direct mail campaign is only as good as its database of recipients. Bureau Services will improve results by improving the quality of your data.

## Is it for me?

Bureau Services is the right choice for your business if you:

- want better results from your direct mail activity
- don't have the in-house expertise to manage your database
- don't have the IT resources to produce suitable files.

## How will it help me?

### More accurate data

We'll carry out a free database healthcheck against five key measures:

- **Address quality**  
To ensure accurate and fast delivery.
- **Name matches**  
Using the Electoral Register.
- **Goneaways**  
To flag up customers who have moved away.
- **Tracing**  
Finding new addresses for customers who have moved away.
- **Deceased**  
Keeping your database current.

## Proven value

Our team will recommend actions to improve the database – and also establish the likely cost savings that would result from using more accurate data.

## More effective targeting

We have a wealth of data that we can use to refine your own database. Information such as date of birth, Mosaic codes, telephone numbers and lifestyle data can all make your targeting more accurate – and your direct mail campaigns more successful.

## Effective support

Our team will work closely with you to:

- analyse your current database
- recommend and carry out improvements
- advise on all aspects of direct mail
- help you plan your direct mail activity.

## What do I do next?

For more information:

Call 08456 000 098 to contact our

Data Services Helpdesk

Email [datasales@royalmail.com](mailto:datasales@royalmail.com)

Visit [www.royalmail.com/data](http://www.royalmail.com/data)



# Summary

	Multiple Residence	Universal Suppression Service™	National Change of Address	Royal Mail Business Changes File®	Business Movers File
Raw data	■				
We supply the data to you	■	■	■	■	■
We clean your data for you		■		■	■
Talking to consumers	■	■	■		
Talking to businesses				■	■
Free audit		■	■	■	
Unique to us	■	■	■	■	■

	Returns Management	Response Management	Royal Mail ListCleaner™	Bureau Services
Raw data				
We supply the data to you			■	
We clean your data for you	■	■		■
Talking to consumers	■	■	■	■
Talking to businesses		■		■
Free audit			■	■



# Online Campaign Tools

You can improve the performance of your marketing activities direct from your PC. Our Online Campaign Tools have been designed to make it quick, easy and cost-effective to market to your customers online.

This section includes details on the following services:

<b>Email Marketing</b> create email marketing campaigns	<b>85</b>
<b>Responsivate® ▶</b> learn how consumers are likely to react to your campaign	<b>86</b>
<b>Mailshots Online ▶</b> produce a high quality mailshot quickly, easily and cost-effectively from your PC	<b>87</b>
<b>Bills Online™ ▶</b> improve service by allowing customers to manage their bills online	<b>88</b>

# Email Marketing

Create email marketing campaigns

No other organisation is as well placed as us to help you exploit the marketing opportunities of all communications channels. Our Email Marketing service will help you manage, implement and analyse your email campaigns.

## Is it for me?

Email Marketing is the right choice for your business if you:

- want to harness our world-class communications experience and expertise
- recognise that email marketing can play an important role in your communications strategy
- need professional advice on all aspects of digital marketing.

## How will it help me?

### Improved marketing

We can help you make the most of all aspects of digital marketing, including:

- List provision
- Campaign management
- Transmission
- Campaign analysis.

## An extra communications channel

Digital marketing is an important tool for any marketer. It's particularly powerful when used to communicate real-time, value-added and personal offers.

## Increased revenue

Digital marketing will support customer relationship marketing strategies and is an excellent medium for customer retention as well as up-selling and cross-selling.

## What do I do next?

For more information:

Call **08457 950 950** to contact one of our sales advisors

Visit [www.royalmail.com/emailmarketing](http://www.royalmail.com/emailmarketing) to view a demonstration and pricing information



# Responsivate®

Learn how consumers are likely to react to your campaign

What makes consumers respond to one direct mail campaign – and not to another? Responsivate® is a free, online service that will help you understand how potential customers are likely to respond to your campaign.

## Is it for me?

Responsivate® is a free yet valuable choice for your business if you:

- are a small to medium sized company that's new to direct marketing
- need to make sure that your campaign gets the best possible response
- want to access professional advice at no cost.

## How will it help me?

### Increased insight

Responsivate® employs eye-tracking research to assess how customers are likely to scan, open, read and respond to your direct mail campaign. So even if you're new to direct marketing, you can quickly build up an understanding of how and why some campaigns work – and why some don't. Responsivate® is an online service that takes less than 30 minutes to complete.

### Signposting the way ahead

A Responsivate® assessment produces a 'score' for your campaign and benchmarks it against your peers. So you can see how the success of your campaign compares with those of your competitors.

### Improved return on investment

We'll give you practical recommendations on how to improve your campaign. And because you can use Responsivate® before implementation, you can make changes where necessary and improve the return on investment.



## What do I do next?

For more information:

Visit [www.royalmail.com/responsivate](http://www.royalmail.com/responsivate)  
to register for free



# Mailshots Online

Produce a high quality mailshot quickly, easily and cost-effectively from your PC

Mailshots work. But for the inexperienced, it can be daunting knowing just where to start. Mailshots Online includes practical advice on every aspect of managing and producing a direct mail campaign. You can do everything from design, customer data, print, production and mailing, all at the touch of a button. You decide what you want to say and who you want to say it to – the rest is simple. It's quick, easy and all from one place.

## Is it for me?

Mailshots Online is the right choice for your business if you:

- have little or no prior experience of direct mail
- want to exploit the potential of direct mail for building customer relationships.

## How will it help me?

### The DIY solution

Everything you need is online, from advice on targeting the right customers to designing the items using our templates and printing the result through an approved supplier. You need no experience or knowledge – we'll take you through the entire process step-by-step, at a pace that suits you. Budgeting, data, design and production are all managed online.

## High quality results

The result will be a tailored, stylish campaign that meets your needs precisely. You'll also be able to measure success rates, so over time you'll discover for yourself which approach generates the best response.

## Improved customer relationships

With our help, you'll be able to target your audience with accuracy, gather important customer information and build valuable long-term relationships.

## What do I do next?

For more information:

Call **08457 950 950** to contact one of our sales advisors

Visit [www.royalmail.com/mailshotsonline](http://www.royalmail.com/mailshotsonline) to register for free





# Bills Online™

Improve service by allowing customers to manage their bills online

The easier it is for customers to pay bills, the quicker they're likely to do so. Our Bills Online™ service is a secure web portal where customers can see and pay their bills and make changes to their accounts, plus access other e-services such as email alerts.

## Is it for me?

Bills Online™ is the right choice for your business if you:

- want to improve cash flow
- need to retain customers by making it easy for them to do business with you.

## How will it help me?

### Improved cash flow

Bills Online™ encourages rapid payment of your bills.

### Proven performance

Customers are already using Bills Online™ to manage and pay a wide range of bills.

### Improved customer service

With Bills Online™, your customers can pay bills quickly and easily, in a way that matches their lifestyle.

### Simplicity

Registration is fast and simple for your customers. Customers are able to link directly to relevant bill pages for more details or to view the actual bill. They aren't required to re-enter usernames or passwords, making it easy and convenient at all times.

## What do I do next?

For more information:

Call **08457 950 950** to contact one of our sales advisors

Visit **[www.billsonline.com](http://www.billsonline.com)** to register and to see how Bills Online™ works from a customer perspective



# Summary

	Email Marketing	Responsivate®	Mailshots Online	Bills Online™
Pre-paid	■			■
We do the work for you	■			■
Direct mail		■	■	
Free of charge		■	■	
Talking to consumers	■	■	■	■
Talking to businesses	■		■	
Saves money			■	

# Print Services

With years of experience in printed material, we have the expertise and relationships with external suppliers to help you manage every element of your print needs.

This section includes details on the following services:

**Print Services** ▶  
turning great ideas into compelling print

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# Print Services

Turning great ideas into compelling print

We can take your design concepts and turn them into cost-effective items ready for mailing.

## Is it for me?

Print Services is the right choice for your business if you:

- don't have the resources to make sure you're getting the best print solutions
- recognise the cost advantages of sourcing all print and mail requirements through a single supplier
- value market-leading advice on the most cost-effective mailings.

## How will it help me?

### 'One-stop-shop' service

Print Services is linked to our data and media tools, so we can provide a wide-ranging, targeted service from a single source. Our capabilities stretch across all applications and market sectors, including transactional services, digital document printing and marketing solutions such as digital direct mail production.

### Proven results

High quality print attracts attention and encourages response.

### Reduced time and costs

We'll manage the print process for you, saving you time, money and hassle. Our team works closely with leading print suppliers, giving you access to expert advice as well as the best prices.

## What do I do next?

For more information:

Email [datasales@royalmail.com](mailto:datasales@royalmail.com)

Visit [www.royalmail.com/print](http://www.royalmail.com/print) to submit your quotation request online



# Summary

Print  
Services

Pre-paid	<input type="checkbox"/>
We do the work for you	<input type="checkbox"/>
Direct mail	<input type="checkbox"/>
Free of charge	<input type="checkbox"/>
Talking to consumers	<input type="checkbox"/>
Talking to businesses	<input type="checkbox"/>
Saves money	<input type="checkbox"/>



# Marketing Mail Services

Ours is a total marketing service. Once you've planned and targeted your campaign, we'll also help you deliver it to your audience – quickly, accurately and with maximum cost-effectiveness.

This section includes details on the following services:

<b>Unaddressed Mail:</b>	
<b>Door to Door ▶</b>	<b>95</b>
total UK coverage for your unaddressed 'door drop' material	
<b>Addressed Mail:</b>	
<b>Presstream® ▶</b>	<b>96</b>
on-time delivery for publishers	
<b>Big Book ▶</b>	<b>97</b>
on-time delivery of heavyweight items such as catalogues and brochures	
<b>Mailmedia® ▶</b>	<b>98</b>
cutting the mailing costs of promotional campaigns	
<b>Mailsort® Light ▶</b>	<b>99</b>
improve campaign results by adding a teaser or reminder	

For details on the savings you can make on other bulk mail services, see the Discounts – UK Letters and Packets section.



# Door to Door

Total UK coverage for your unaddressed 'door drop' material

With Door to Door, we can deliver your unaddressed items such as leaflets, catalogues and other 'door drop' promotional material to over 27 million homes throughout the UK.

## Is it for me?

Door to Door is the right choice for your business if you:

- use unaddressed, 'door drop' promotional material as part of your marketing activity
- need unbeatable coverage combined with excellent value
- want your company to benefit from the association with our trusted Royal Mail brand.

## How will it help me?

### Unbeatable reach

Door to Door gives you access to over 27 million homes – that's every address registered to receive mail in the UK.

### Improved targeting

Door to Door can be a sophisticated and creative tool to increase sales. It can be used on its own or as part of an integrated campaign, for example, by following up national or regional advertising. Door to Door is particularly useful if you don't have your own customer data – or the budget to buy it – because you can collect data and build a good customer base from your responses. Our Audience Selector tool will help you improve targeting and is available free of charge on bookings of over 30,000 items.

### Greater cost-effectiveness

The cost of Door to Door depends on the number and weight of items you want delivered, but there is a minimum charge. If you haven't used the service before, or not since April 2004, you may qualify for a discounted price for a six month period.

## Reassurance

Door to Door is delivered by a uniformed workforce and the trusted Royal Mail brand, along with the mail.

## Exclusivity

Our 'non-competing' policy means that we won't deliver more than one 'door drop' from any industry sector at any one time – and we also limit the amount of Door to Door to each postcode, so your material will stand out even more.

## Flexibility

Door to Door can promote local stores, or specific offers, and will also build brand recognition. You can book your 'door drop' up to two years in advance, so you can co-ordinate it with any related promotions.

## Extra availability

We are in the process of increasing our capacity for carrying Door to Door items by removing the three items a week limit, so you should in future find it much easier to get the availability you want.

## What do I do next?

For more information:

Call 08457 950 950 to contact one of our sales advisors

Visit [www.royalmail.com/doortodoor](http://www.royalmail.com/doortodoor) to download a price guide and user guide



# Presstream®

On-time delivery for publishers

Rapid and reliable, Presstream® is a specialist distribution service for frequent publishers of magazines, newsletters, periodicals and journals.

## Is it for me?

Presstream® is the right choice for your business if you publish magazines, newsletters, periodicals or journals:

- distribute a minimum of 4,000 Large Letters or 1,000 Packets (or 2,000 Large Letters in one postcode area)
- at least twice a year
- with one-sixth editorial content
- weighing less than 2kg
- of a consistent shape, size and weight.

## How will it help me?

### Excellent value

If you publish a lot of magazines on a regular basis, you'll find Presstream® offers the best value distribution deal available. You could enjoy considerable savings over standard postal costs just by preparing your mail for us.

### Proven reliability

Independent monitoring ensures that our drop dates are reliable. We'll make sure your magazines get to your readers on time, wherever they are in the country.

## Speedy delivery

Presstream® delivers your magazines into the hands of your readers as quickly as you require. Simply choose the most appropriate service option – from twice a year to once a week, from three days (Second Class) service to a next day (First Class) service.

## Building relationships with advertisers

Presstream® supports your relationships with advertisers as well as with readers. We'll send you a free report verifying your circulation figures, accredited by both the Audit Bureau of Circulations and Business of Performing Audits.

## Extensive support

We provide you with a level of experience and credibility that is a benchmark for the publishing industry. Presstream® offers:

- unrivalled geographic reach with deliveries to 27 million households throughout the UK every working day
- free returns of undelivered items helping you keep your database refreshed
- free collection
- large deliveries with no circulation list too big for us to consider.

## What do I do next?

For more information:

Call 08457 950 950 to contact one of our sales advisors

Visit [www.royalmail.com/presstream](http://www.royalmail.com/presstream) to download a price guide and user guide



# Big Book

On-time delivery of heavyweight items such as catalogues and brochures

If heavyweight mailings are the backbone of your business, we can turn your marketing plans into reality. Our Big Book service ensures on-time delivery of catalogues, brochures and other communications directly through your customers' letterboxes.

## Is it for me?

Big Book is the right choice for your business if you:

- mail 12,000 or more items in one go
- mail items weighing between 1,001g and 1,500g each, up to B4 (353 x 250mm) in size and no more than 25mm in depth
- can flex the item through 180° (bend it double) without breaking the seal (polywrapped).

## How will it help me?

### Reliable delivery

We aim to deliver 70–80% of items in the first two days. We'll provide you with indicative daily drop volumes so you can plan your marketing campaign and allocate resources with confidence.

### First Class image

Items are delivered with the regular daily post – never left on the doorstep. Customers will treat your catalogues and brochures with the respect they deserve.

## Proven value

Prices are across two weight bands and three volume bands – six possible prices, so you can create mailings that achieve the best possible value-for-money. Big Book also comes with a return-to-sender service at no extra cost.

## Effective support

Our sales team will work closely with your team to:

- schedule deliveries
- optimise your supply chain
- advise on how to check that a mailing is suitable
- explain how our warehousing facilities could be of benefit.

## What do I do next?

For more information:

Call **08457 950 950** to contact one of our sales advisors

Visit [www.royalmail.com/bigbook](http://www.royalmail.com/bigbook) to download a price guide and user guide



# Mailmedia®

## Cutting the mailing costs of promotional campaigns

If you send out promotional campaigns that invite customers to respond by mail, Mailmedia® can provide great cost savings.

### Is it for me?

Mailmedia® is a cost-effective choice for your business if you:

- send 'advertising mail' such as direct mail, brochures, catalogues and customer surveys\*
- can sort or otherwise prepare your mail to a greater or lesser extent
- always include a postal response with your material
- mail letters or packets.

### How will it help me?

#### Cost savings

The more you can sort or prepare your mail so it requires less handling by us, the greater the savings. And because Mailmedia® costs include your customers' responses as well as the outbound mailing, it allows you to budget with great precision. You also pay one rate for items of the same format weighing 100g or less. We provide you with an online calculator to help you work out costs quickly and easily.

#### Flexible delivery

There are three service delivery options:

- **Premier**  
Delivery next working day.
- **Standard**  
Delivery within three working days.
- **Economy**  
Delivery within seven working days.

You can choose whether to receive customer responses by First or Second Class.

#### Flexible service

It's vital that your advertising mail is correctly prepared and, where relevant, sorted as items that do not meet our criteria may fail to qualify for the service. There are three Mailmedia® service options:

- **Mailmedia® Clean**  
Simply prepare your mail so that our sorting machines can read the address of each mail item. Apply an approved Optical Character Recognition (OCR) font to our prescribed format. Only Letter format items accepted.
- **Mailmedia® 700**  
Sort and present your mail so that the address of each item can be read by our machines. Apply a Customer Bar Code (CBC) and computer sort your mailings to our 700 (approximate) machine sort plans. Bundle and bag your items. Label your bags. Provide documentation and complete a posting cheque. Only Letter format items accepted.
- **Mailmedia® 1400**  
Sort and present your mail to make significant savings. Computer sort your mailings to approximately 1,400 selections based on UK delivery offices. Bundle and bag your items. Label your bags. Provide documentation and complete a posting cheque. Letters, Large Letters, A3 Packets and Packets are accepted on this service.

\*Our definition of 'advertising mail' is: a communication consisting solely of advertising, marketing or publicity material that comprises an identical message to all recipients.

### What do I do next?

For more information:

Call **08457 950 950** to contact one of our sales advisors

Visit [www.royalmail.com/mailmedia](http://www.royalmail.com/mailmedia) to download our comprehensive Mailmedia® user guide

# Mailsort® Light

Improve campaign results by adding a teaser or reminder

If you're already using Mailsort® for your mailings, Mailsort® Light allows you to boost response by adding a teaser or reminder – at very advantageous prices.

## Is it for me?

Mailsort® Light is a cost-effective choice for your business if you:

- want to increase response rates
- recognise that an additional teaser or reminder could deliver greater value from your main mailing
- are already using Mailsort® 120, Mailsort® 700 or Mailsort® 1400, see page 123 for details
- have a total campaign mailing of over 40,000
- mail items that can be read by our sorting machines.

## How will it help me?

### Improved response

With Mailsort® Light, you can supplement your main mailings with a creative, targeted teaser or reminder. People will often respond to additional mailings – and this is the simple way to add extra punch to your existing campaign.

## Greater cost-effectiveness

Because you're using the same addresses as your main mailing, and sorting and addressing the items in the same way, we'll give you £45 postage credit for every 1,000 items you send. You can claim your credit up to six months after completion of your campaign.

## Flexibility

With Mailsort® Light, you can send a postcard or envelope weighing up to 15g to all or part of the same list as your main mailing. Please note that you can't send more Mailsort® Light items than the number of items in your main mailing and you can't use Mailsort® Light to send items that don't relate to your campaign, such as bills or statements.

## What do I do next?

For more information:

Call **08457 950 950** to contact one of our sales advisors

Visit [www.mailsorttechnical.com](http://www.mailsorttechnical.com) to view more information in the Mailsort® 700 chapter of the Mailsort® user guide

Visit [www.royalmail.com/maillight](http://www.royalmail.com/maillight) for a postage credit form and pricing information

# Summary

	Door to Door	Presstream®	Big Book	Mailmedia®	Mailsort® Light
Targeted	■				
Next day		■		■	
3 working days		■	■	■	
Up to 7 working days	■			■	■
Up to 15g					■
1kg – 1.5kg			■		
1kg – 2kg		■	■		
Response included				■	
Free goneaways		■	■		■
Minimum quantities		■	■	■	■
Minimum spend	■				



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Safebox	25		
Sampling Tool	63		
Second Class	9		
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Special Delivery™	5		
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