

The Power of the Mailbox

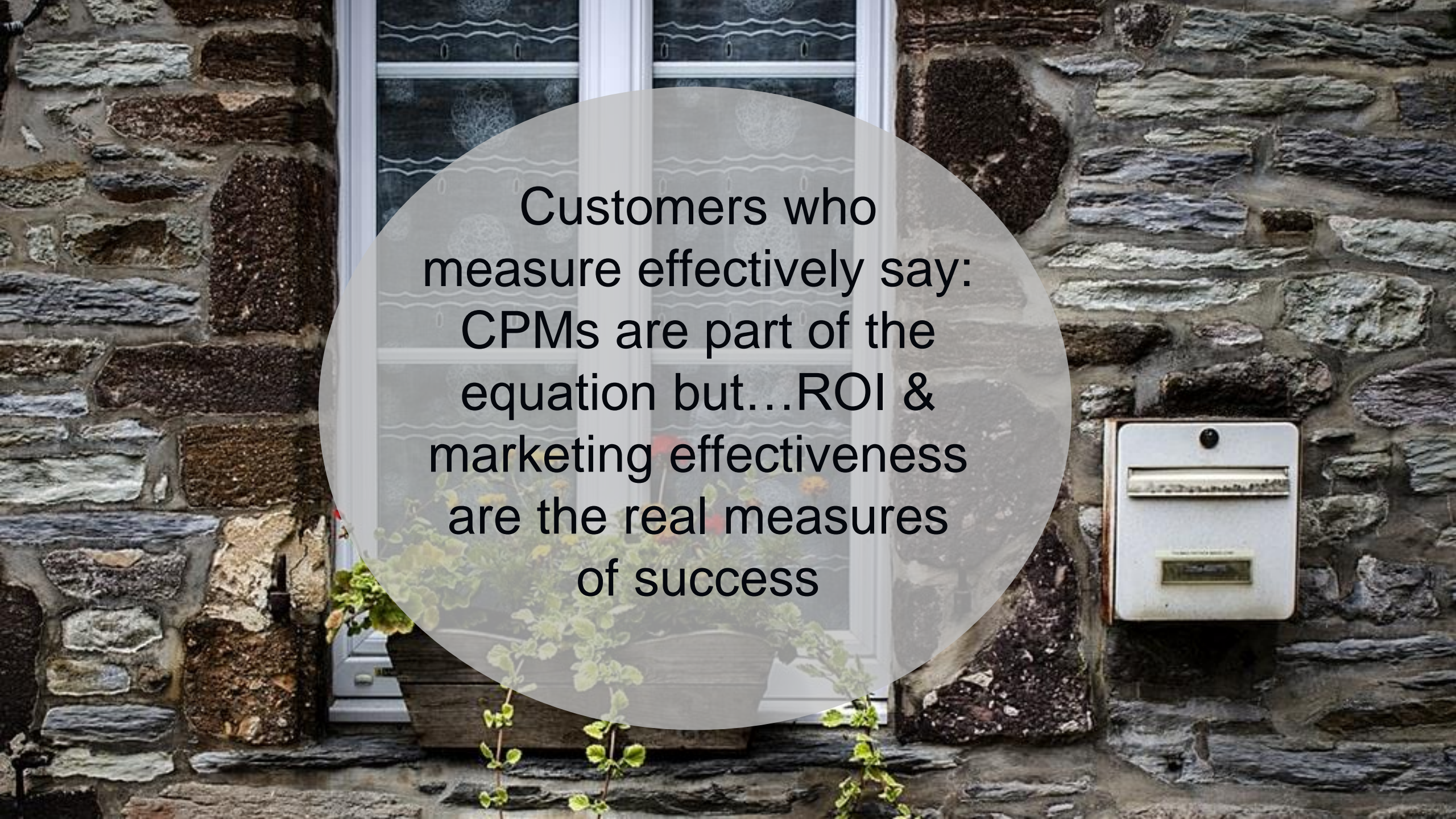
**How the right print advertising
distribution method can help
maximize your
marketing performance**



Impact of Canada Post

We have been distributing flyers for a long time and this is what our customers who use us say:

1. Unparalleled reach & ritual of mail
2. Largest geo-location targeting database
3. Professional delivery service

A photograph of a rustic stone wall. In the center, there is a white-framed window with a decorative pattern on the glass. To the right of the window, a white mailbox is mounted on the wall. In the foreground, a large, semi-transparent white circle is overlaid on the image, containing text. The text is centered within the circle and reads: "Customers who measure effectively say: CPMs are part of the equation but...ROI & marketing effectiveness are the real measures of success".

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How Our Customers Leverage Canada Post for Flyers

Multi-channel brand initiatives



Special Events & Strategic Retail Promotions



Condos & Apartments





Black Friday same store results:

- 65% increase in sales
- 20% increase YOY foot traffic

“Marketing budgets are constrained. Today it’s about marketing ROI. It’s about spending money in the funnel where it increases sales.”

Fred LeCoq,
VP Marketing & E-commerce

STRUCTUBE


The catalogue impact:

- Up to 70% lift in store traffic
- Improved ROI of digital marketing



“When the customer comes into a store with the flyer, they talk about specific products they noticed, so we end up with a more qualified customer in our stores.”

Tony Trew, Marketing & Ecommerce Director

A person is holding a white ceramic cup with a light blue pattern, filled with a brown liquid, likely tea. The cup is held in the foreground, slightly to the right. In the background, an open magazine or newspaper is spread out on a dark surface. The magazine pages are filled with various articles, images, and text. Some visible text includes "The Look at...", "THE DARK...", and "YOUR HAND...". The overall scene is softly lit, creating a calm and focused atmosphere.

The true mark of a successful flyer campaign is when it delivers against a brand's objectives.



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