

# Partially Addressed Mailing

How Partially addressed mailing campaigns can help you

## Challenges

- Do you want to conduct large scale print media campaigns with highly targeted audiences?
- Do you want to acquire new customers at a low cost per acquisition?
- Do you want fully attributable campaigns?

Partially addressed mailings were introduced in 2018 as a result of the new data protection regulations. This form of print media allowed brands to run direct mail without utilising personal data. As such, utilising consumer data products alongside the PAF file, brands can benefit from a print media option that provides scale up to 20 million plus households alongside a data driven approach to select the ideal audience.

Partially addressed from a print media perspective sits in between door drops and fully addressed direct mail. If you are considering running a partially addressed campaign, you have to send your pack to every household in a street excluding your existing customers. Up until now, providers

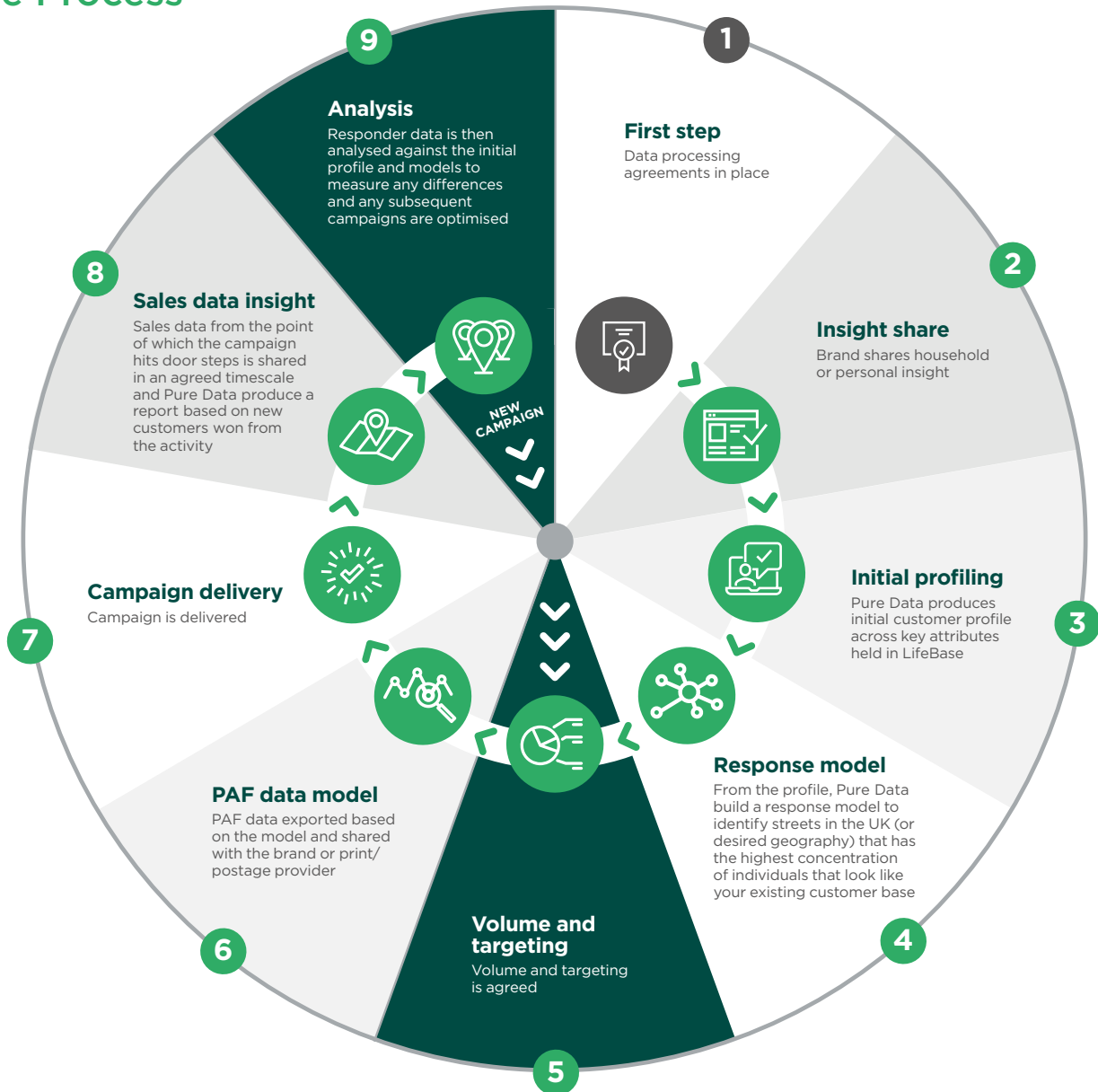
of partially addressed would use geo demographic data products to select the streets to target.

## Pure Data can deliver a more effective and targeted approach...

we use a consumer database “LifeBase” which holds personal and household insight for 75% of the households in the UK. We can therefore use this actual insight to find streets where there are a much higher concentration of individuals that look like your existing customers across key insights such as financial status, home ownership, age, interests, and affluence to name but a few. With this data driven approach and a reduced postage cost over traditional direct mail, you have at your hands highly targeted media option that can acquire new customers at scale.

To find out more about this research and our other market research & compliance services please contact us on 0203 2600 240 or email [citipostmail@citipost.co.uk](mailto:citipostmail@citipost.co.uk)

## The Process



Turnaround times – we can deliver data whilst building customer profiles and response models within 3 working days



We use actual individual insights as the basis of our targeting instead of geo-demographic products



Our experience in addressed mail allows us to use those learnings and techniques to create the most relevant and targeted audiences for our clients' campaigns proven ROI

**>+2%**

By combining your customer data and LifeBase to build key insights, our data models can deliver in excess of 2% response rate.



Speak to us today and we guarantee to beat any like for like quote to supply data for Partially Addressed Mailing campaigns.

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