

# PARTIALLY ADDRESSED MAIL

A smart way to target new customers  
without requiring their personal data

# INTRODUCING PARTIALLY ADDRESSED MAIL

Since the introduction of the GDPR, there's been increased uncertainty around the use of third-party data. Hitting customer acquisition targets has become more of a challenge. But Partially Addressed Mail can offer a smart solution.

## What is it?

Partially Addressed Mail is a highly targeted and responsible way to reach potential customers, without requiring their personal data. Instead, it uses data sources like geo-demographics to identify postcodes and households with potential prospects.

It works by sending mailings to groups of relevant households instead of individual prospects. You can top up postcodes in areas where you already have existing customers, or find postcodes with similar potential customers.

## An engaging solution

Relevant titles like 'Pizza Lover', 'Remote Controller' or 'Party Animal' can be displayed along with the recipient's address, helping Partially Addressed Mail to stand out and drive engagement.



# HOW THE TARGETING WORKS

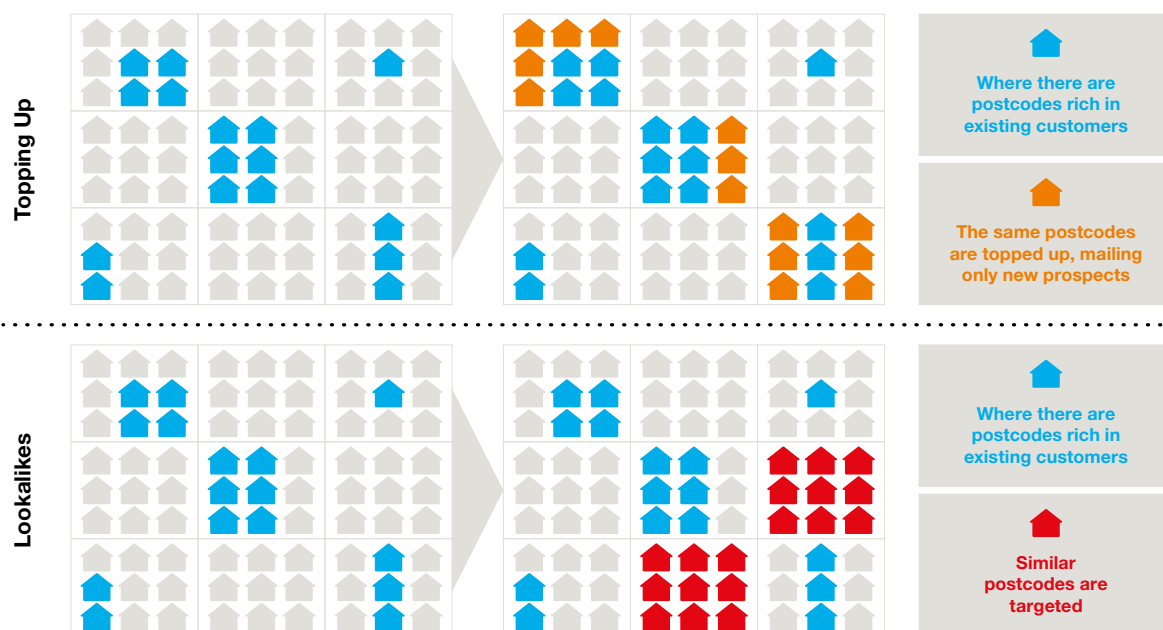
Partially Addressed Mail allows you to target small groups of around 15 households at full postcode level, by matching your existing customer data against the PAF – Postcode Address File. Existing customers are removed, so you're not wasting any budget sending them acquisition communications.

There are two methods of targeting – 'topping up' and 'lookalikes'. Ideally, you'll use both. You can 'top up' postcodes that are already rich in existing customers, by targeting new potential customers in the same postcode area.

You can find 'lookalike' postcodes by using geo-demographic targeting software to find new postcodes that are similar to the ones you already have. Combining both methods will give you great coverage of potential customers, helping to make your campaign successful.

## What is the PAF?

PAF – the Postcode Address File – gives you access to 1.8 million UK postcodes and over 30 million residential and business addresses. These are constantly updated and verified by ninety thousand postmen and women, making updates to 3,500 records each day.



## Partially Addressed Mail and Data Protection

As with all marketing, you are responsible for complying with the latest data protection legislation. So you need to determine whether or not the individuals you're targeting can be identified from the addresses being targeted.

# KEY FACTS AND FIGURES

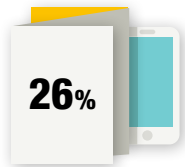
Partially Addressed Mail is an effective addition to the mix to help hit your acquisition targets – especially in a GDPR world – and the numbers back this up.

## HIGHLY TARGETED



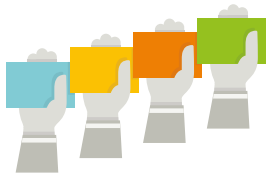
Partially Addressed Mail is precise, targeting small groups of around 15 households in a postcode.

## DRIVES COMMERCIAL ACTIONS



26% of Partially Addressed Mail items drive commercial actions – like purchasing or going online<sup>1</sup>.

## KEPT AND REVISITED



Partially Addressed Mail items are revisited up to 4 times on average<sup>1</sup>.



Partially Addressed Mail items stay in the home for a week on average<sup>1</sup>.

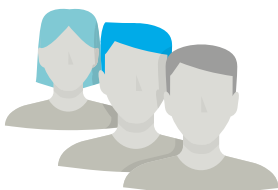
## HIGHLY ENGAGING



88% of Partially Addressed Mail is read, filed, opened or set aside for later<sup>1</sup>.



For every 100 items of Partially Addressed Mail, 9 are passed on and shared<sup>1</sup>.



Partially Addressed Mail engages people at all life-stages, from millennials to retirees<sup>2</sup>.

<sup>1</sup>JICMAIL Q2 2017 – Q1 2019.  
<sup>2</sup>JICMAIL TGI Fusion July 2017 – June 2018.

# COST-EFFECTIVE FOR ALL KINDS OF BUSINESSES

Partially Addressed Mail helps you reach more new customers on a budget.



**Reach 30% more households** with a Partially Addressed mailing than a fully addressed mailing, for the same budget<sup>1</sup>.

**Save 4p per item** on the standard letter advertising mail price, or 2p per item for large letters<sup>2</sup>.



<sup>1</sup>Based on 4p per Partially Addressed postage saving and 10p per item data saving.

<sup>2</sup>Terms and conditions apply. Minimum 10,000 items. Introductory offer is valid from 08/11/18 to 31/03/2020 inclusive.

# CASE STUDY

## REACHING LOOKALIKE CUSTOMERS FOR MCCARTHY & STONE

### Background

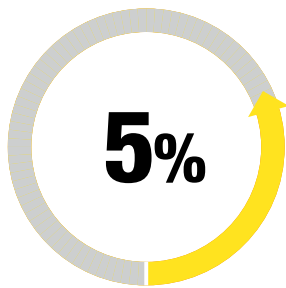
McCarthy & Stone – the UK’s largest retirement home builder – set out to explore whether Partially Addressed Mail was a viable, complimentary mailing product to drive footfall into open days.

### Solution

McCarthy & Stone created a lookalike model from customer data which was profiled against a suite of geo-demographic segmentations from Royal Mail. Over-indexed categories were used to build the postcode model. High propensity postcodes were matched against the Postal Address File to create a property level mailing file. Warm customers were excluded from the mailing.

The campaign supported a nationwide ‘Open Day’ initiative to drive visitors to 67 developments across the UK. The data was geographically matched to each development.

### Results



**Higher response** rate using Partially Addressed, for McCarthy & Stone, versus cold mail.<sup>1</sup>



**Lower Cost** Per Acquisition (CPA) for McCarthy & Stone than the CPA of cold mail.<sup>1</sup>

“Partially Addressed Mail has exceeded our expectations. We now have a powerful new marketing tool and channel for customer acquisition.”

*Gary Howard, Chief Digital Officer, Precision Marketing Group, on their campaign for McCarthy & Stone.*

# CASE STUDY

## OPENING UP A NEW CHANNEL FOR A HEALTHCARE ORGANISATION

### Background

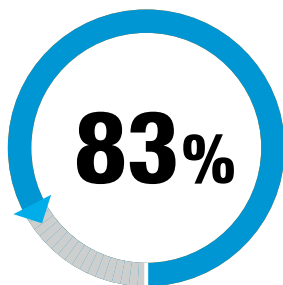
In 2018 a healthcare organisation tested Partially Addressed Mail as a new route to cold acquisition for their Health Screening Product.

### Solution

Royal Mail used the healthcare organisation's customer data to create a lookalike model which was profiled against geo-demographic segmentations. Over-indexed categories were then used to build a postcode targeting model. Postcodes with a high propensity to contain customers were matched to the Postal Address File to create a property level mailing file. Existing customers were then excluded from the mailing.

### Results

Royal Mail and the healthcare organisation analysed how Partially Addressed Mail performed, benchmarking the results against the standard cold mailing.



**Higher response** rate than cold mail.<sup>1</sup>



**Higher ROI** above cold mail.<sup>1</sup>

# Q&As

## **Can Royal Mail help with targeting?**

Yes – just talk to our targeting specialists on **0333 456 1395**. They have the skills, tools and services to help you plan an effective Partially Addressed Mail campaign with the right creative and messaging to help produce the best results.

## **Can I use my own targeting?**

Of course – our Planning Team is ready with any support you might need. If you'd like to do the profiling yourself or through a third party, and already have geo-demographic software, we can advise on how to get a licence for the Postcode Address File (PAF) containing the record of UK households.

## **What response rate could I get?**

Like any marketing campaign, response rates can vary depending on the product or service, message and offer. The key in any acquisition activity is to get to an acceptable cost per acquisition (CPA) and the beauty of Partially Addressed Mail is that it allows you to test and refine both targeting and creative to optimise performance.

## **What kind of creative can I send?**

You can test and send all kinds of creative to suit your brand and your audience, just as you can with standard advertising mail. You just need to make sure you factor in the potential cost per acquisition when considering the format, such as postcards versus mail packs.



# Q&As

## **Can customers opt out of Partially Addressed Mail?**

You can use the Mailing Preference Service (MPS) to screen out households that don't wish to receive mail. As with all advertising mail, you need to make sure people can opt out of receiving mail communications from you in the future. And, like all marketing, you'll be responsible for complying with the latest data protection legislation.

## **Can you save with Partially Addressed Mail?**

You can save 4p per item on the standard letter advertising mail price, or save 2p per item on large letters<sup>1</sup>.

Remember, Partially Addressed Mail allows you to target households at full postcode level – meaning you can be more selective with your audience, making it particularly cost effective.

## **Are there any extra charges?**

There may be a charge for creating a Partially Addressed data file, but that will often be significantly lower than the usual cost to send addressed advertising mail – helping you to lower your overall cost per acquisition.

# Q&As

## Is there anything else I need to know?

All Partially Addressed Mail has to carry a declaration message to reassure the recipient that their personal details haven't been used to create the mailing. You can display this on the inside or outside of your mail pack, but it must be outside of the required clear zones in the footnote area.

Send us a sample of your mailing, ideally by PDF, and we'll check it to make sure the requirements have been met. Then we can give you your 2p or 4p per item special discount.

The diagram shows a mail pack layout with a yellow header bar containing the text **DECLARATION MESSAGE**. Below this, a white rectangular area represents the mail pack. On the left side of this area, there is a grey icon of a mail pack with a dotted line extending from it to a white box on the right. This box contains the text: **No personal data about recipients has been used in the creation of this mailing**. Below the mail pack icon, the text **Collective name** is followed by three horizontal lines representing a list. A dotted line extends from this text to another white box on the right, which contains the text: **Campaign specific customer title**.

For full terms and conditions take a look at [royalmail.com/PAUserguide](https://royalmail.com/PAUserguide)



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