

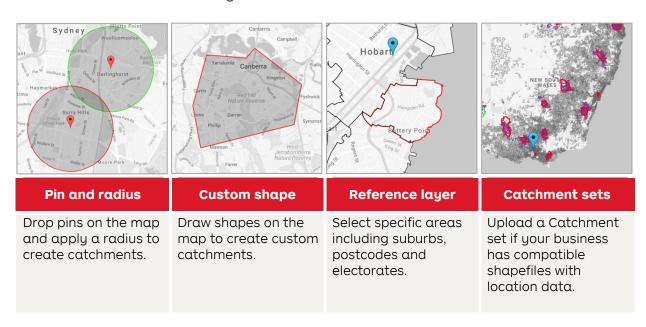
Introduction to Campaign Mapping





Catchments

Campaign Targeter allows you to map your delivery area, which is called a 'catchment'. Catchments can be created using these methods:





How will my campaign be delivered?

Campaign Targeter gives you a combination of delivery choices for your campaign and when selecting your catchment preferences, it is important to understand the product options available.



Unaddressed Mail

- Delivered to every address within postal rounds
- A postal round contains an average of 1,000 addresses
- It is a lower cost (per address) product option

Acquisition Mail

- Semi-addressed mail product includes an addressed and a non-personalised salutation
- Delivered to an SA1* level, which contains an average of 400 addresses
- Provides greater degree of targeting accuracy
- Must be booked through a Mail House or Agency

^{*} SA1s are the smallest delivery areas available and have an average population of approximately 400 persons.

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Catchment Preferences

When mapping catchments, you have the option to cover all your catchment area, or stay within your catchment boundary. A simple product preference selection also decides how your campaign is delivered and allows you to balance catchment coverage with delivery cost.





Navigating the mapping screen

This is where you plan and map your promotional mail campaign.

Details

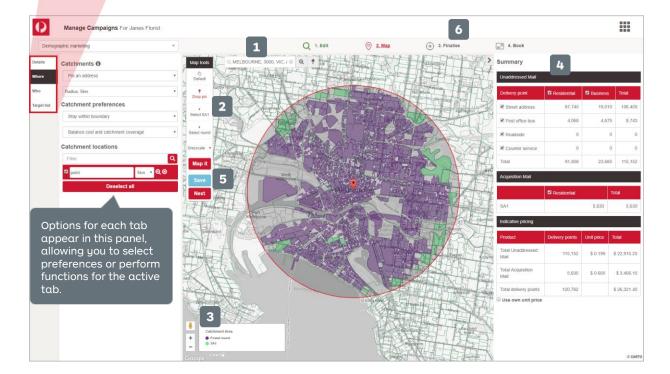
Where

Who

Target list

Use these tabs to access campaign mapping functions:

- Details: Campaign name and description.
- Where: Create catchment areas and set catchment preferences.
- Who: Select customer insights such as Helix Personas® or demographics to locate potential customers.
- Target list: A complete list of Unaddressed Mail and Acquisition Mail delivery points.



- 1. Search field: Enter the starting address, postcode or suburb of your target location.
- 2. Mapping tools: Access mapping tools that correspond to the catchment method selected.
- 3. Zoom tools: Enlarge or reduce the scale of the map.
- 4. Campaign Summary: Provides the campaign costs and delivery counts.
- 5. Save: Retains your progress so you can resume mapping at another time.
- **6. Finalise:** View and download download booking files for your current campaign selections and preferences.



For more helpful information and to register, visit: auspost.com.au/campaigntargeter