

Are you nervous about mailing in a GDPR world?



Our Partially Addressed Service might be the solution for you!

Let's find out more:

It's a standard addressed advertising mail product that identifies customers using sophisticated targeting options **without the use of personal data**.

It **targets postcodes** and uses your existing customer postcodes to target other houses in customer 'rich' areas or targeting software to find similar customer postcodes using geo-demographic profiling.

TOPPING UP



Top up postcodes already rich in existing customers

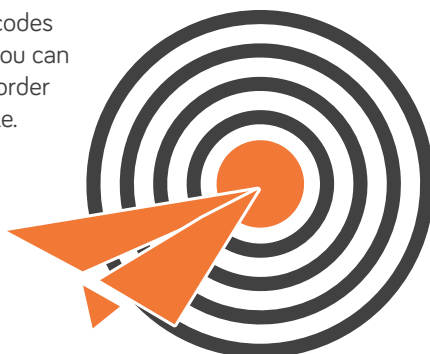
LOOK-A-LIKES



Use geodemographic profiling to find look-a-like prospects

- ✓ Target households without the use of personal data
- ✓ Existing customers are removed
- ✓ Mailing will be 'partially addressed' to the 'Occupant' or to 'Book Lover', whatever you choose

You are allowed to target postcodes using household profiles and you can analyse existing customers in order to target similar types of people.



You are targeting groups of households rather than individuals and therefore it doesn't contain personal data about the receipt ensuring you are GDPR compliant.

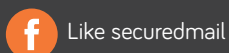


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Email: enquiries@securedmail.co.uk



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Let's see how our Partially Addressed Service works:



In these postcodes, the existing customers appear in black

TOPPING UP

Top up postcodes where there is already a high proportion of existing customers.

This allows you great penetration in areas where your product/service is already being used.



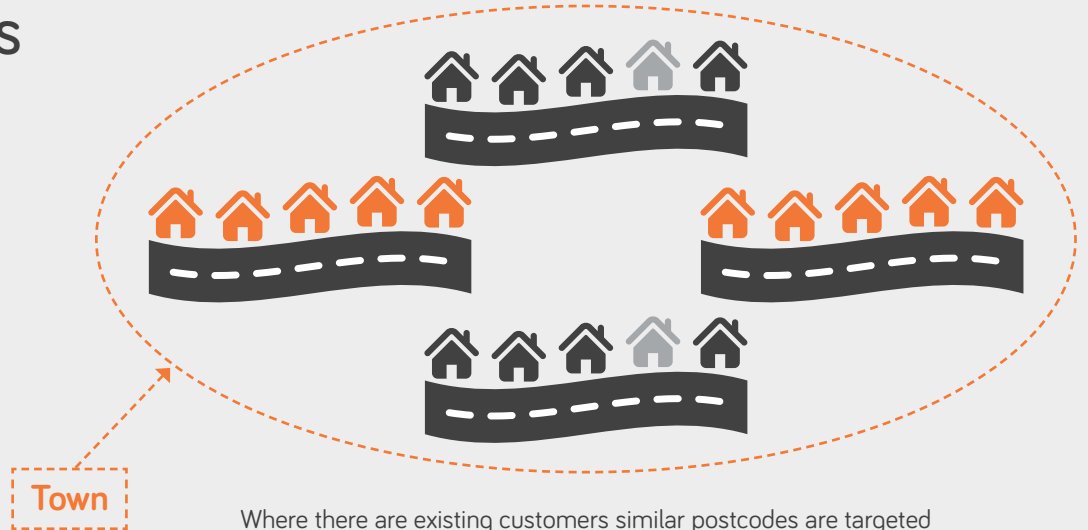
Where there are existing customers

Postcode areas are topped up

LOOK-A-LIKES

Identify postcodes with similar characteristics to your existing customers.

This will help you to find customers in new areas who are likely to be interested in buying your product/service.



Where there are existing customers similar postcodes are targeted

Combining both of these methods gives maximum effect for your campaign.



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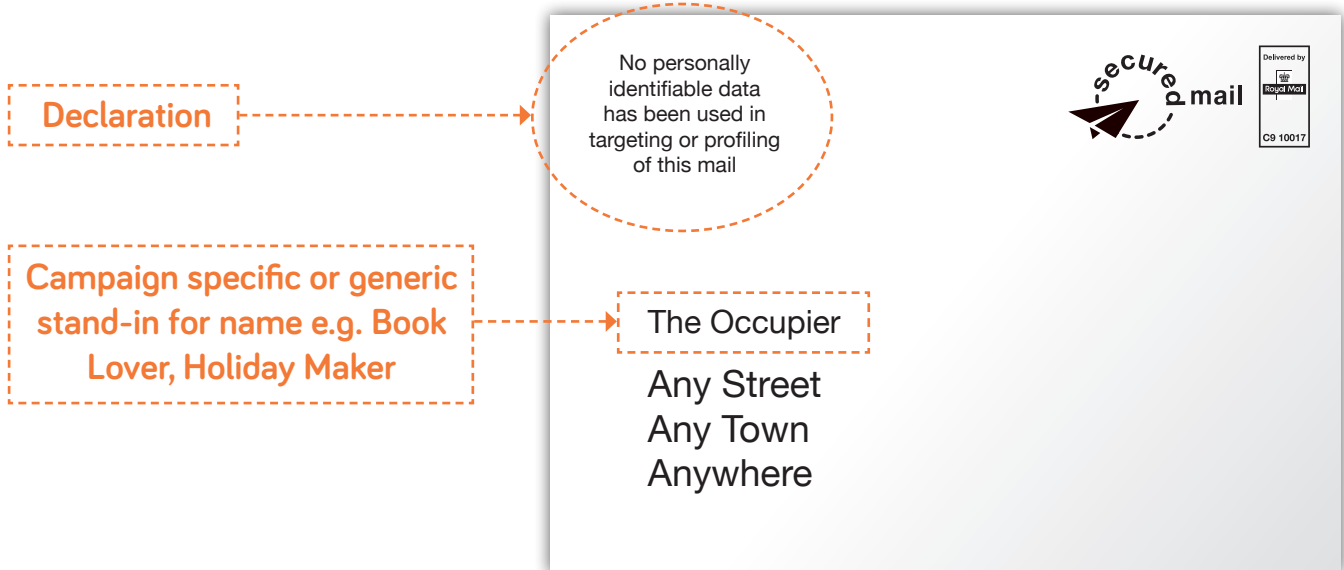
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You'll need to include a declaration:

All Partially Addressed Mail needs to carry a "declaration" to assure the recipient that no personally identifiable details have been used in the creation of the mailing.

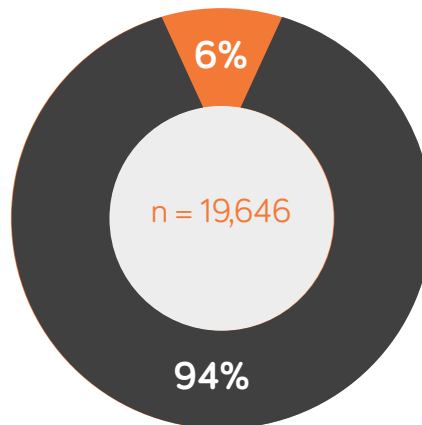


86% of partially addressed mail is engaged with

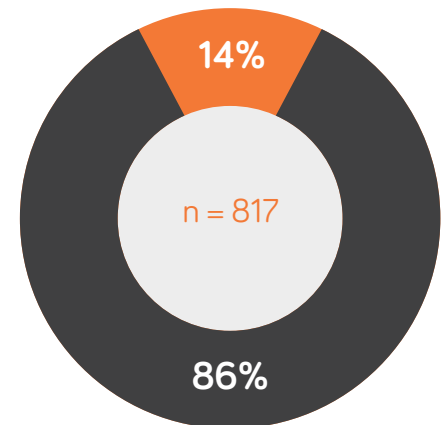
Engaged: % of mail processed in some way including- opening, reading, sorting, put aside for later, filed, put on display, put in the usual place.

Minimals Processed: % of mail recycled only.

Addressed advertising mail (partially addressed excluded)*



Partially addressed*



*All advertising mail, JICMAIL Q2 2017-Q1 2018

Want to find out how Partially Addressed could work for you?

Speak to your Account Manager today to find out more or call **0330 05 35 900** / email **enquiries@securedmail.co.uk**

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