Smartmail Marketing Targeting Attributes Overview – Consumer

Smartmail Marketing™

Data sources include self-reported survey data, census, telephone directories, Canada Post, credit bureau information, Environics, mobile data, multi-cultural data, real estate listings and vehicle registration data.

Available categories and examples of targeting attributes

Categories	Examples	Personalized Mail™*	Postal Code Targeting	Neighbourhood Mail™
Address attributes	Names	✓	n/a	n/a
	Telephone numbers	✓	n/a	n/a
	Period of construction	✓	✓	✓
	Dwelling type (example: detached, row house, etc.)	✓	✓	✓
	Occupied private dwellings by condo status, tenure and structure	✓	✓	n/a
	Residential mail volume	✓	n/a	n/a
	Residential number of recipients	✓	n/a	n/a
	Parcel locker	✓	✓	n/a
	French language indicator (only available for Quebec province)	✓	✓	n/a
Demographics	Gender	✓	n/a	n/a
	Total population by age	✓	✓	✓
	Female/male population by age	✓	✓	✓
	Household size	✓	✓	✓
	Marital status	✓	✓	✓
	Housing (owned/rented)	✓	✓	✓

✓ = available   n/a = not available

* Fee applies for data supporting Personalized Mail campaigns – discuss pricing and individual address-level data options with your Canada Post sales representative.

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Categories	Examples	Personalized Mail™*	Postal Code Targeting	Neighbourhood Mail™
Demographics	Household income	✓	✓	✓
	Occupation	✓	✓	✓
	Children at home by age	✓	✓	✓
	Education	✓	✓	✓
	Employment status	✓	✓	✓
	Mode of transportation to work	✓	✓	✓
	Visible minorities	✓	✓	✓
	Mother tongue	✓	✓	✓
	Household population by total immigrant and place of birth/by citizenship	✓	✓	✓
	Home value	✓	✓	n/a
	Aboriginal identity	✓	✓	n/a
	Period of immigration	✓	✓	n/a
	Family structure	✓	✓	✓
Ethnicity	South Asian, Hispanic, etc.	✓	✓	n/a
Credit score	High/medium/low	✓	✓	n/a
Interests	Charitable causes (donors), collectors, pet owners, home and leisure, sports, investments, travel, and more	✓	✓	n/a
Mobile audiences	**Persona:** Groups created from content consumption with specific lifestyles and behaviours (e.g., golf enthusiasts, pet owners, coffee enthusiasts)	✓	✓	✓
	Brand: Target those interested in a specific brand	✓	✓	✓
	Category: Division of people or things regarded as having particular shared characteristics (e.g., car dealerships, dog parks, golf courses)	✓	✓	✓
	Location: Target based on a specific point(s) of interest	✓	✓	✓

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Categories	Examples	Personalized Mail™*	Postal Code Targeting	Neighbourhood Mail™
Household spending	Food, household furnishings and equipment, education, and more.	✓	✓	✓
Automotive	**Intenders:** Intend to buy/lease. Desired next make/vehicle type insurance renewal.	✓	n/a	n/a
	Owners: Brand/make/origin/vehicle type/year/fuel type	✓	✓	n/a
Lifestyle	Cottage owners, environment friendly lifestyle	✓	n/a	n/a
	Lawn and garden hobbyists, outdoor adventurists, and more	✓	✓	✓
Life stage	Families with young children	✓	✓	✓
	Getting married, new parents, new graduates, just retired, and more	✓	n/a	n/a
Movers	New addresses, new occupants, just listed, just sold (on market selects include building type, price range, size, heating type, number of bedrooms, and more)	✓	n/a	n/a
PRIZM	PRIZM® and PRIZM® QC: Captures the diversity of Canada's population using 67 national segments (57 for PRIZM QC) based on the most important drivers of consumer behaviour: demographics, lifestyles, and values.	✓	✓	✓

Contact your Canada Post sales representative for more details on data variables and ranges available in each category to support your marketing strategy.