

# Data-driven Direct mail Delivered.

Reach your most qualified prospects at home, in their mailbox anywhere in Canada by leveraging the power of data, analytics, and digital integrations.

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# ■ COMPANY OVERVIEW

# WHO WE ARE

## DRMG is Canada's leading Direct Mail Company.

We have been helping businesses of all sizes, from local to national boost sales and brand recognition through [Targeted Direct Mail Campaigns](#) for more than 20 years.

We are Canadian owned & Canada's leading Direct Mail company delivering a wide range of neighbourhood mail, including our widely recognized Money Saver brand, regarded as Canada's most dependable publication for everyday savings and coupons.

**We are a Canada Post Expert Partner, and their largest shared mail customer.**



## OUR PURPOSE

Helping Canadians Save, Businesses Grow, and Neighbourhoods Thrive; delivering more value to consumers, in their homes, and encouraging Canadians to shop local.

## OUR BRAND PROMISE

On Time.  
On Message.  
On Target.  
On Results.

## OUR CORE VALUES

We treat people right.  
We are in this to win.  
We practice ferocious customer service.  
We contribute to our communities.  
The team is the heart of everything.  
We know how to have a good time.



# WHO WE ARE

## A Canada Post Expert Partner & their largest shared mail customer.

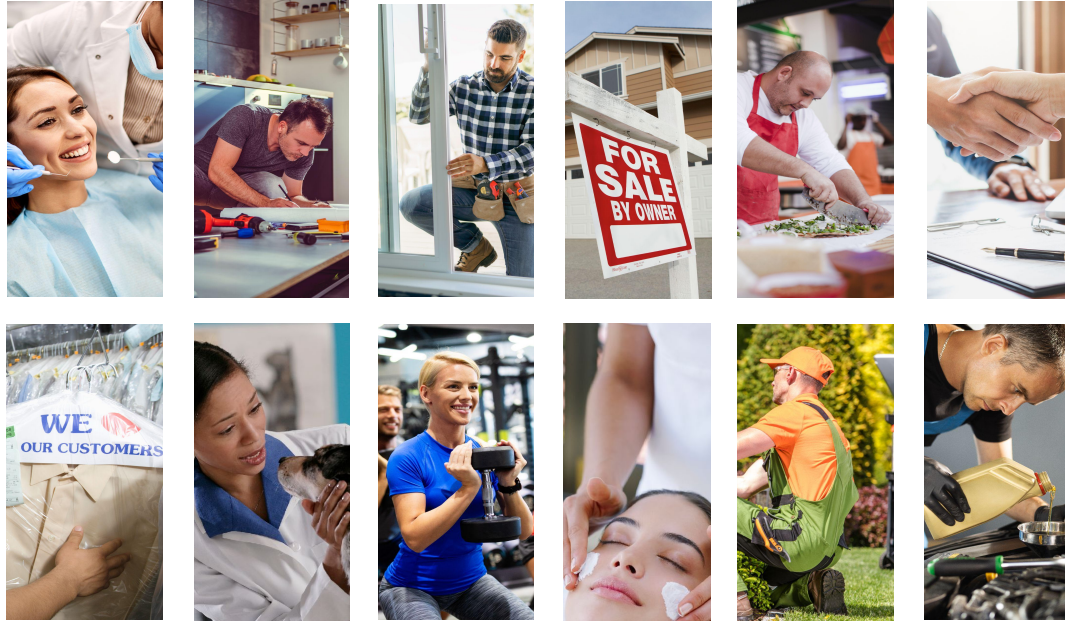
From printer to induction into the Canada Post system, our top priority is the accuracy and quality of execution. In fact, we have 6% fewer induction Service Tickets than the average of the top 10 mailers in Canada combined. Plus, our Service Rating with Canada Post is one of the best in Canada - Top 10.

We excel at:

- Expertise in web-press printing
- Providing a sustainable, reliable paper supply
- Pre-press process expertise
- Mail preparation
- Logistics and distribution

# WHO WE ARE

No matter what size or industry your business falls under, we are able to tailor a program that meets your marketing needs & budget.



# CUSTOMIZABLE SOLUTIONS

We work with clients of all sizes – from local to national – to create customized Direct Mail campaigns that support their marketing goals.

PIZZA NOVA

MR. LUBE

chewy



PURINA

The Deck Store



SWISS CHALET  
ROTISSERIE & GRILL



Closets byDesign

LeafFilter

ROYALLEPAGE

CIK TELECOM

GLOBAL PET FOODS  
eat.play.love.

RECIPE  
EST. 1883



DOORDASH

vileda

ANYTIME FITNESS

wayfair

POPEYES



Brock  
Doors & Windows



# REACH ANYONE & EVERYONE

## ▶ NATIONWIDE COVERAGE WITH A LOCAL FOCUS



**WE REACH  
100% OF CANADIAN  
HOUSEHOLDS**



DISTRIBUTION IS AUDITED & DELIVERY IS GUARANTEED BY CANADA POST

**17.2M**

Addresses you  
can reach

**4M**

Condos &  
apartments

**2M**

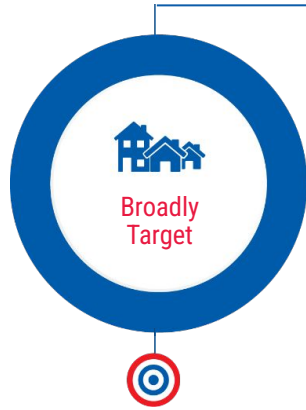
Rural  
addresses

**779K**

Businesses

# PRODUCTS WE OFFER

## Targeted Direct Mail Products



## Analytics & Insight



### SHARED MAIL

Broadly reach homes in select neighbourhoods; targeting a preferred geographic profile through monthly scheduled publications featuring local, regional and national advertisers.

- > 14 publications in 7 provinces
- > Reaching over 6 Million homes
- > Across 234 zones (ave 26,963 homes/zone)
- > Each zone covering multiple postal codes

### SOLO DIRECT MAIL

Choose your own mailing schedule with a standalone advertisement. Going solo provides micro-targeting capabilities, such as preferred geographic, demographic & psychographic profiles.

- > Reach 14.4 Million addresses
- > 3.4 Million condos & apartments
- > 779 Thousand businesses
- > 2 Million rural addresses

### PERSONALIZED MAIL

Speak to a single person, household or business. Delivered in an envelope or addressed on the flyer itself.

- > Target existing customers
- > Maximize customer loyalty initiatives

### DRMG INSIGHT™

Proprietary analytic software provides the ability to track live customer engagement generated by Direct Mail campaigns.

- > Captures leads by QR scans & number of calls
- > Tracks location, date & time
- > Records calls

# MONEY SAVER CONSUMER



**MULTICULTURAL** 47.5% **14.6% higher**  
Than average

**FAMILIES WITH KIDS** 49.8% **8.9% higher**  
Than average

**INCOME \$100k +** 51.2% **6.3% higher**  
Than average

**35-64 YEARS OLD** 49.1% Male / 50.9% Female

**Higher Education** 35.1% more likely to have a  
University Degree

# ■ LEVERAGE THE POWER OF DIRECT MAIL



# NO PLACE LIKE HOME



The home continues to be the center of our lives where important decisions are made. That makes direct mail the ideal channel to target customers. DRMGM gives you the data, insights and expertise to make it happen.

You only have to look at your email inbox to understand the **Power of Direct Mail**

## EXPOSURE CASE STUDY

**200** Emails per day

**40K** Digital Ads per day

And only **6** Direct Mail Pieces received per day

Customers are influenced by Direct Mail advertising more than any other medium.



# DIRECT MAIL REMAINS A POWERFUL TOOL



**51%** Purchase in-store or online after receiving a Direct Mail Piece

**71%** Share Direct Mail

**88%** Visit a store or go online

**92%** Read Direct Mail

# BOOST YOUR MARKETING MIX



Digital campaigns  
including Direct Mail are

**27%** more  
likely

to deliver top-ranking sales  
performance, and

**40%** more  
likely

to deliver top-ranking  
acquisition levels, versus  
campaigns without mail.

# ■ OUR SOLUTION STRATEGY

# TURNKEY CAMPAIGN SOLUTION

We can help you with every aspect of your campaign objectives.

## COMMERCIAL PRINTING SOLUTIONS

Top-tier printing services tailored to your needs.

## ANALYTICS & INSIGHT

Capture customer engagement generated by Direct Mail campaigns, providing insight on optimizing results, and an improved ROI.

## NATIONWIDE COVERAGE

Wherever in Canada your target audience is, we are sure to reach them.

## CAMPAIGN STRATEGY

Strategize with the client's budget, target audience and objectives in mind.

## AD DESIGN

In-house graphics department offering the best lead-generating offers & headlines by industry.

## TARGETED DIRECT MAIL

Shared, Solo & Personalized Direct Mail options, targeting ideal prospects geographically, demographically and psychographically using Canada Post advanced data & research.

## MAIL DISTRIBUTION

Mail prepped in-house; distributed, audited and delivery guaranteed by Canada Post.

## FREQUENT IMPRESSIONS

Unlimited distribution options & multiple scheduled shared mail publications ensure you are noticed.



# WE TACKLE MARKETING CHALLENGES



## Generating Leads & Acquiring Customers

We provide advertisers with hyper-local targeting capabilities that generate quality leads; resulting in higher conversion rates and a higher return on investment.



## Retaining Customers

We offer advertisers the ability to stay top of mind with consistent mailing schedules & new offerings, along with personalized mail options to stay connected with existing customers and build customer loyalty.



## Budget & Resources

Consider us your "resources". We design, print & deliver. And with a full range of Direct Mail options to choose from, there is a product for every budget.



## Measuring ROI

With the ability to track incoming calls & QR Code scans generated by Direct Mail Campaign, it's easy to determine the cost per lead & help allocate marketing budgets more effectively & improve the overall ROI of marketing campaigns.

# 3 STEPS TO SUCCESS



01

## DEFINE YOUR TARGET AUDIENCE

Define your ideal target audience based on factors such as geographic location, demographic characteristics, buying patterns, and interests. These factors help create a more specific and targeted marketing strategy that resonates with potential customers who are most likely to be interested in what you have to offer.



02

## CHOOSE A DIRECT MAIL CHANNEL

Select Direct Mail vehicles best suited to target your ideal prospects. It could be 1 or more monthly scheduled Shared Mail Publications or Solo Mail, micro-targeting capabilities, Personalized Mail, addressed to a specific customer base, or a combination. The key is to experiment & test your marketing efforts.



03

## TRACK PERFORMANCE & LEARN

Link a telephone number and/or QR Code to our proprietary analytics software to track customer engagement generated by your Direct Mail Campaign. Improve your marketing strategies based on these insights and achieve a greater ROI.

# ■ PRODUCT DEEP DIVE

# SHARED MAIL

Share the cost of mail with local, regional & national advertisers

DRMG's monthly scheduled Shared Mail Products broadly reach every home apartment and business in select neighbourhoods; targeting preferred geographic profiles. Shared Mail offers competitive pricing that allows advertisers to reach a broad audience at a fraction of the cost of mailing their flyer or postcard as a standalone.



**Local advertisers:** Shared Mail is an affordable option for local businesses looking to target specific neighborhoods or postal codes.



**Regional advertisers:** For advertisers targeting a broader geographic area, Shared Mail is effective and cost-effective.



**National advertisers:** Shared Mail is a viable option for national advertisers looking to reach a wide audience.

## Shared Mail Distribution



### MONEY SAVER ENVELOPE

Niagara ON 87.5K Homes • 7 Zones  
 Vancouver BC 525K Homes • 43 Zones  
 Victoria BC 125K Homes • 9 Zones

Edmonton 112.5K Homes • 9 Zones  
 Maritimes 250K Homes • 20 Zones  
 Montreal 762.5K Homes • 59 Zones



### MONEY SAVER MAGAZINE

GTA ON  
 1.7M Homes  
 35 Zones



### HOME SAVER MAGAZINE

GTA ON  
 800K Homes  
 4 Zones



### GREATER TORONTO LIVING

GTA ON  
 650K Homes  
 3 Zones



### AD SAVE MAGAZINE

Western ON  
 256K Homes  
 5 Zones



### PROMAISON SOLO PLUS

Montreal  
 100K Homes  
 2 Zones



### DRMG SOLO PLUS

Duncan, Sidney,  
 Sooke, Agassiz BC  
 22,500 Homes  
 3 Zones



# SHARED MAIL DISTRIBUTION

## MONEY SAVER MAGAZINE **KELOWNA**

- Reaching 50K homes
- Across 1 Distribution Zone
- Published 12x per year

## MONEY SAVER ENVELOPE **VANCOUVER**

- Reaching 525K homes
- Across 43 Distribution Zones
- Published 12x per year

## MONEY SAVER ENVELOPE **VICTORIA**

- Reaching 112.5K homes
- Across 9 Distribution Zones
- Published 12x per year

## DRMG SOLO PLUS **DUNCAN, SIDNEY, SOOKE, AGASSIZ**

- Reaching 30K homes
- Across 4 Distribution Zones
- Published 8 per year

## MONEY SAVER ENVELOPE **EDMONTON**

- Reaching 150K homes
- Across 12 Distribution Zones
- Published 11x per year

## MONEY SAVER MAGAZINE **GTA**

- Reaching 1.7M homes
- Across 35 Distribution Zones
- Published 12x per year

## MONEY SAVER ENVELOPE **NIA**

- Reaching 87.5K homes
- Across 7 Distribution Zones
- Published 6x per year

## AD SAVE MAGAZINE **WESTERN ON**

- Reaching 256K homes
- Across 5 Distribution Zones
- Published 12x per year

## HOME SAVER MAGAZINE **GTA**

- Reaching 800K homes
- Across 4 Distribution Zones
- Published 7x per year

## GREATER TORONTO LIVING **GTA**

- Reaching 650K homes
- Across 3 Distribution Zones
- Published 7x per year

## MONEY SAVER ENVELOPE **MARITIMES**

- Reaching 250K homes
- Across 20 Distribution Zones
- Published 8x per year

1.2M HOMES

3.7M HOMES

120K HOMES

150K HOMES

717.5K HOMES

## MONEY SAVER ENVELOPE **MONTREAL**

- Reaching 762.5K homes
- Across 59 Distribution Zones
- Published 11x per year

## PROMAISON SOLO PLUS **MONTREAL**

- Reaching 50K homes
- Across 2 Distribution Zones
- Published 4x per year

## MONEY SAVER MAGAZINE **WINNIPEG**

- Reaching 120K homes
- Across 4 Distribution Zones
- Published 8x per year

# SOLO DIRECT MAIL

## Mail **when** you want & **where** you want.

Make the most impact in mailboxes with a standalone advertisement and brand exclusivity. Solo Direct Mail provides the ability to target potential customers within a very specific geographic area, such as a neighborhood, city block, or even a single building. This approach allows businesses to reach people who are most likely to be interested in their products or services based on their location and other relevant demographic factors.



Reach more deliverable addresses. With our targeted data, select mailing zones to align with your campaign goals.



100% branded to your business: no shared ad space. Uninterrupted in the mailbox



Track separately from other media campaigns with call tracking, tracking URL and QR code.



Competitive direct mail rate for maximum reach and ROI.



### Choose a format



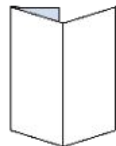
SOLO CARD  
5.25" X 10.875"



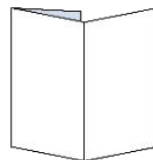
DOUBLE SOLO CARD  
10.5" X 10.875"



DELUXE POSTCARD  
5.125" X 9"



FLYER  
10.5" X 8.25"



XL MENU 3 OR 4 PANEL  
16.75" x 10.75"

**17.2 million** addresses to reach **4 Million** Condos & Apartments **2 Million** Rural Addresses

# PERSONALIZED MAIL

## Engage with active & past customers

Personalized Mail™ is a one-to-one communication, allowing for a tailored message directly to customers or prospects. The address may or may not have a contact name. The list of addresses can be your list of customers or can be bought/rented.

Personalized Mail™ can help acquire new customers, deepen connections with existing ones and build customer loyalty. For example, not-for-profits often rent lists to obtain new donors, and financial institutions use Personalized Mail to communicate regularly with customers as well as send them special promotions.

Here are some ideas on how businesses can use personalized mail to engage with customers:



### Customized offers:

Tailoring offers to customers' specific interests and purchasing behaviors. For example, a clothing retailer could send a discount offer on items that the customer has previously shown an interest in or purchased.



### Special Events & Promotions

Invite customers to special events or promotions, such as product launches, store openings, or exclusive sales. Personalized mail can create a sense of exclusivity and make customers feel valued.



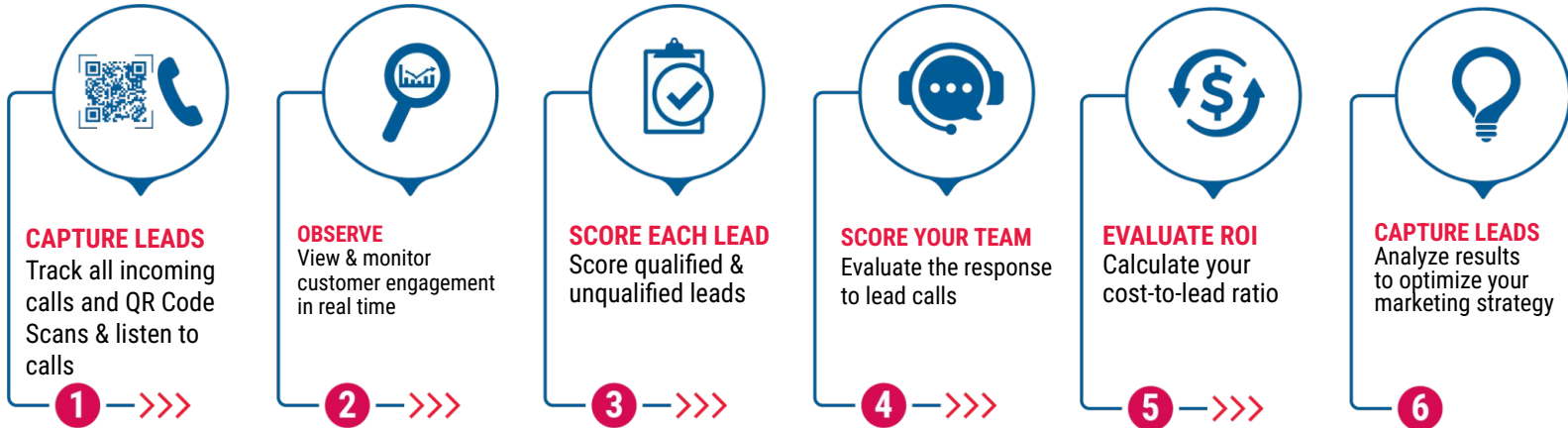
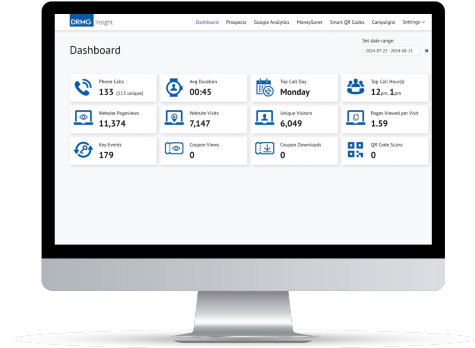
### Thank you notes & loyalty rewards:

Thank customers for their loyalty and encourage continued engagement. Businesses can send personalized thank you notes and loyalty rewards, such as discounts or exclusive access to new products.

# ANALYTICS & INSIGHT

Measure your advertising return by tracking calls and QR code scans in our **DRMG Insight** Analytics Dashboard.

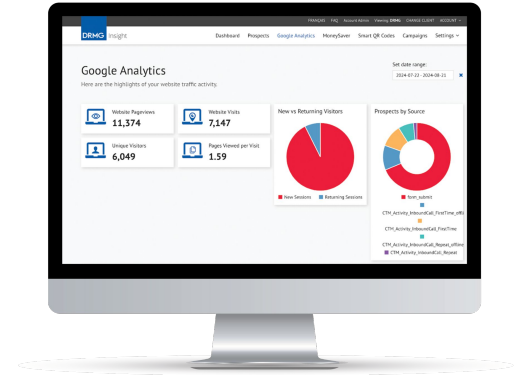
DRMG Insight is our proprietary analytics software that provides you the ability to track customer engagement generated by your Direct Mail Campaign. Gain valuable insights into the prospects you attract, their behaviors and preferences, and refine your marketing strategies to improve the customer experience, drive better results and achieve greater ROI from your marketing efforts.



# GOOGLE ANALYTICS 4 - CONNECTOR

Show the impact of advertising in a simple, effective way with **DRMG Insight**.

DRMG Insight uses date and activity attribution to tell a story that goes beyond the impressions clients receive from their ad. Allowing you to gain valuable insights to optimize your campaigns, get a complete picture of your ROAS and track all your efforts in one place.



- ✓ Lock in direct mail drop dates and other key media dates
- ✓ Track individual ads and media on the same chart
- ✓ See the effect of the media on leads and website traffic
- ✓ Export leads to any CRM with a simple CSV export tool
- ✓ Record phone calls and collect caller information for all calls
- ✓ Flag good and bad leads and make notes to follow up
- ✓ Collect all website & landing page form submissions with all geo and IP data
- ✓ Touch to call back right from your phone

# ■ SAMPLE ADS

# SAMPLE ADS



**MONEY SAVER ONTARIO**  
[Link to Flipbook](#)



**HOME SAVER**  
[Link to Flipbook](#)



**GREATER TORONTO LIVING**  
[Link to Flipbook](#)



**AD SAVE**  
[Link to Flipbook](#)



**MONEY SAVER ENVELOPE**  
[Link to Flipbook](#)



**MONEY SAVER ENVELOPE MTL**  
[Link to Flipbook](#)



**SOLO MAILERS**  
[Link to Solo Samples](#)

To find out more on how to integrate direct mail into your marketing mix, contact a DRMG marketing expert.

# Let's get your campaign started.

**1.866.993.0600**

**DRMG.com** [info@drmg.com](mailto:info@drmg.com)

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