

DRMG

MEDIA KIT | 2022



186,000,000

350,000,000

16,700,000

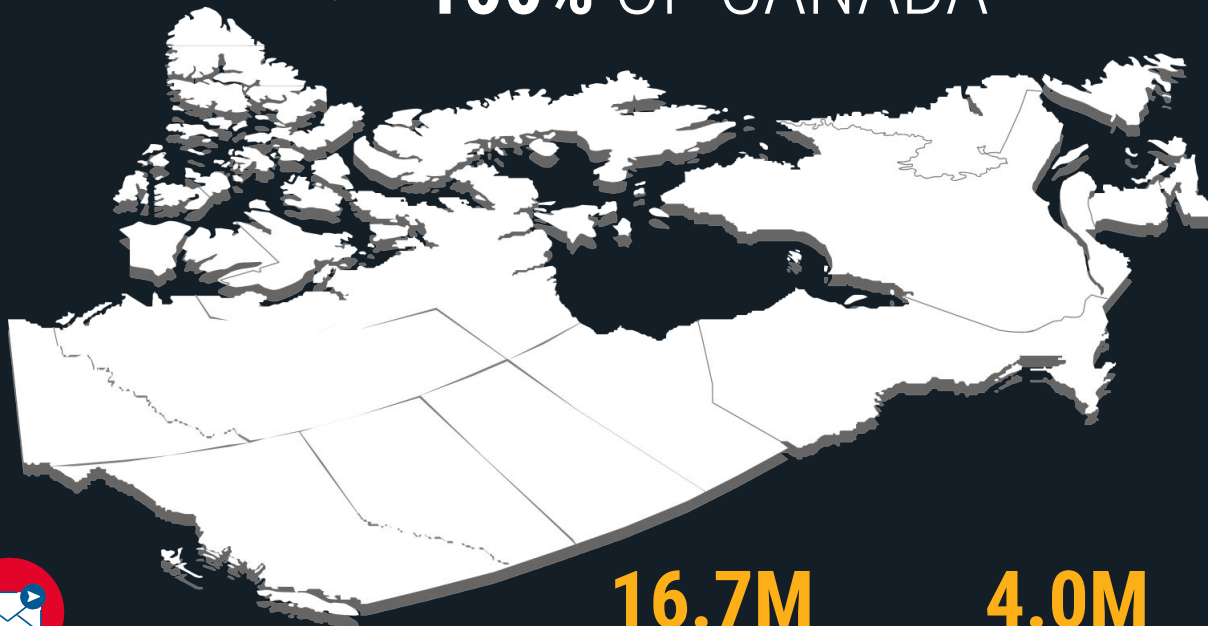
\$32,826,700,000

www.DRMG.com

REACH ANYONE AND EVERYONE

MEDIA KIT | 2022

▶ 100% OF CANADA



Solo Direct Mail

16.7M

Addresses you
can reach

4.0M

Condos &
apartments

2.0M

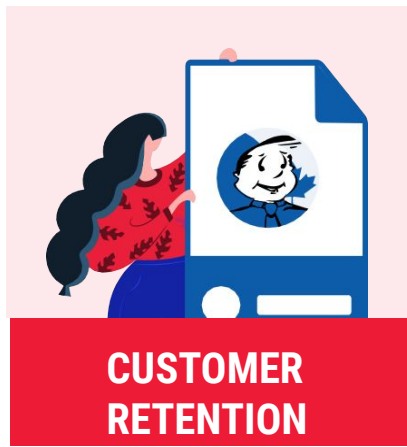
Rural
addresses

PROBLEMS WE SOLVE

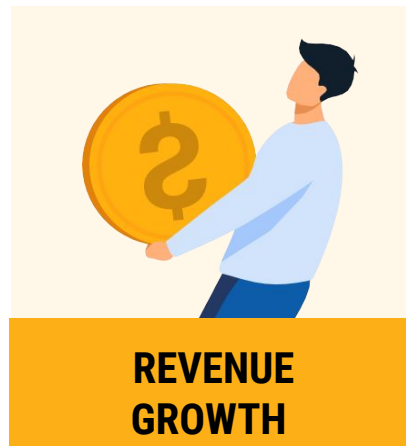
MEDIA KIT | 2022



To grow market share for your business, we offer solutions that find and drive new customers to your door faster, with a higher ROI.



Our solutions cultivate the trusted, cherished relationships you've built to strengthen and deepen loyalty towards your brand.



DRMG's suite of products and services is built to empower profitable revenue growth for your business across a range of verticals.



Broad channel analysis gives you a deeper understanding of your customers' behaviours and tendencies.

INDUSTRIES WE SERVE

Restaurant

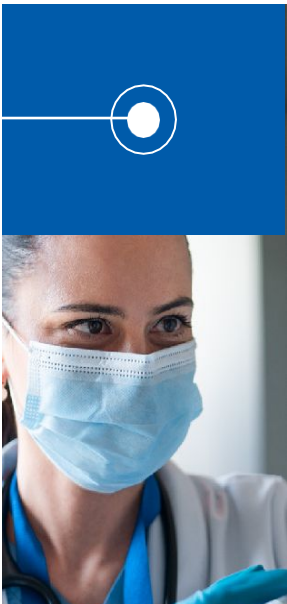
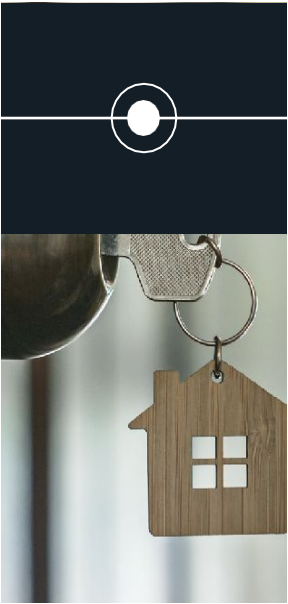
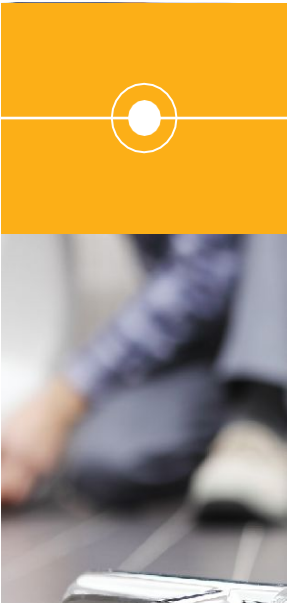
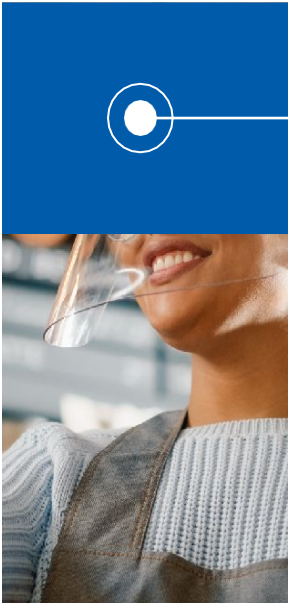
Home
Services

Automotive

Real
Estate

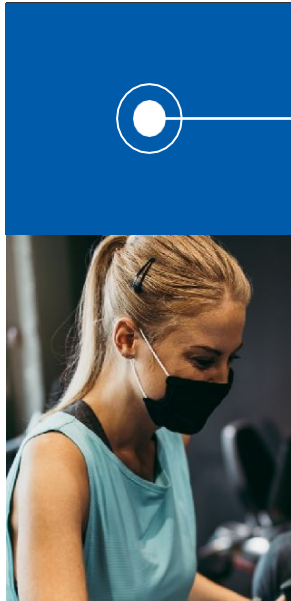
Grocery

Healthcare

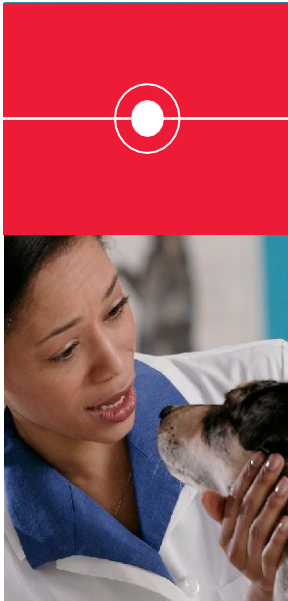


INDUSTRIES WE SERVE

Health &
Fitness



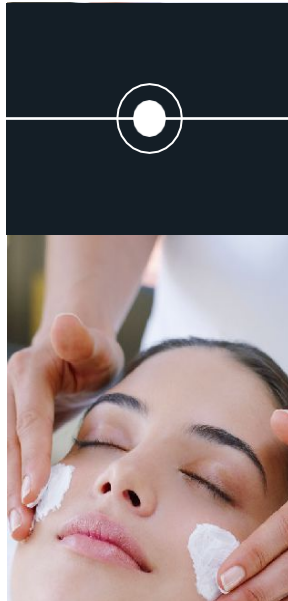
Pet
Services



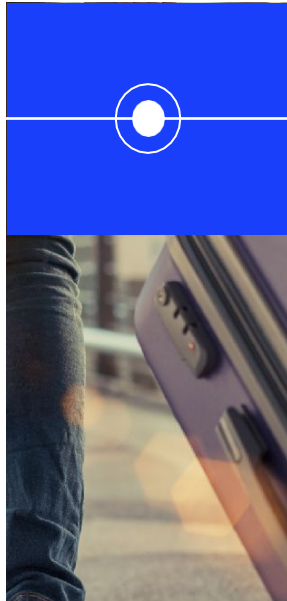
Retail



Beauty
& Spa



Travel &
Entertainment



Technology



OUR CLIENTS


Tim Hortons



PIZZA NOVA



CANADIANS LOVE DIRECT MAIL



92% Read
Direct Mail

79% Save

71% Share

DIRECT MAIL DRIVES
**IN-STORE AND
ONLINE**

88%

Visit a store or go online after
receiving a direct mail piece

51%

Purchase in-store or online after
receiving a direct mail piece

DIRECT MAIL PIECES RECEIVED PER DAY



CASE STUDY

6

DIRECT MAIL PIECES
RECEIVED PER DAY

200

EMAIL PER DAY

40,000

DIGITAL ADS PER DAY

■ OUR SUCCESSFUL MONEY SAVER FORMULA

FAMILIES LOVE OUR EASY-TO-USE FORMAT, LOCAL CONTENT, AND THE OPPORTUNITY TO SAVE MONEY

Whether you're a dining, home improvement, entertainment, auto or any other business - Advertisers appreciate our unparalleled customer focus, cost-effective direct mail marketing, and the outstanding results we deliver in the Money Saver Magazine, Envelope and Wrap, such as:

- | Features deals and coupons from local, regional and national advertisers
- | Prints and mails monthly by Canada Post
- | In-house team of award-winning designers creates 95% of content
- | Extended shelf-life of 6-8 weeks provides repeat exposure
- | Reaches over 461 local markets across 10 provinces
- | Additional marketing solutions such as direct mail postcards, inserts, and specialty menu products available.



MONEY SAVER READER



| DEMOGRAPHICS

28-54 years old

Average age. 48.7% Male / 51.3% Female

Marital Status

They are more likely to be married

3-4 children

More likely to be parents of a larger family

(\$75k to \$150k)

Have a higher household income

Higher education

Educated and are more likely to have a college degree

DIRECT MAIL FOR EVERY OPTION



SHARED MAIL



- I Share the cost of mail with local, regional and national advertisers
- I Reach homes at a fraction of the cost of solo mail
- I Over 470+ local marketing zones.
- I Reaching up to 19M homes Canada wide



SOLO MAIL



- I Hyper local targeting with Rich Consumer Data from CanadaPost, Pelmorex, Environics or customer lists.
- I Target homes, condos, apartments and rural addresses.
- I Uninterrupted in the mailbox
- I Communicate with consumers 1:1
- I Reaching over 16M homes



MONEY SAVER MAGAZINE



Share Direct Mail

MAGAZINE

Balance efficiency with effectiveness. For just pennies per household, you can reach 9 out of 10 Canadian households, and saturate entire or partial markets.

Advertising on the cover gives you high visibility with an eager crowd who knows that the Money Saver Magazine contains valuable coupons and offers from national, regional and local businesses and local business.

www.DRMG.com

- Reach 2,065M households monthly
- Micro-target homes in 47 distribution zones (comprised of multiple postal codes) and tailor your message to a local audience.
- Multiple Ad sizes available

Delivered by



Click here to
[view digital
version](#)



MONEY SAVER ENVELOPE/WRAP



Share Direct Mail

ENVELOPE / WRAP

Balance efficiency with effectiveness. For just pennies per household, you can reach millions of Canadians. Money Saver Envelope/Wrapper contains valuable coupons and offers from national, regional and local business. Advertising on the cover gives you high visibility for reasonable rates.

- Reach 2,065M households monthly
- Micro-target using our Local Shopping Areas (LSA) of 12,500 homes each and tailor your message to a local audience.
- 4 colour double sided insert available in multiple sizes
- View full demographic breakdown of each Local Shopping Area

Delivered by



[Click here to
view digital
version](#)



SOLO DIRECT MAIL



Solo Direct Mail

POSTCARDS

Accurately engage high-value individuals. Take advantage of the industry's most comprehensive address file and our ability to pinpoint specific consumers most apt to respond to a particular offer. Or use your own customer base to personalize messages based on past buying behavior.

We provide expert handling of audience selection, list procurement, printing, and mailing to swiftly implement relevant solo direct mail programs that drive trials, increase ticket, purchases and impact sales.

Adjust your reach to deliver campaign goals:

Solo Direct Mail TARGET 1:1

- Delivered to specific homes
- Ideal to reach certain individuals for retention, acquisition, or upsell programs
- Personalized Addressed Mail

Solo Direct Mail TARGET 1:MANY

- Delivered to postal codes (average route approximately 500 households)
- Ideal to reach audiences within a designated area for local promotions or targeted launches

Delivered by



SPECIFICATIONS

1. POSTCARDS

SIZE: 5.25" X 10.875"

2. TRIFOLD

SIZE: 16.25 X 10.75

3. BIFOLD

SIZE: 10.865 X 10.5



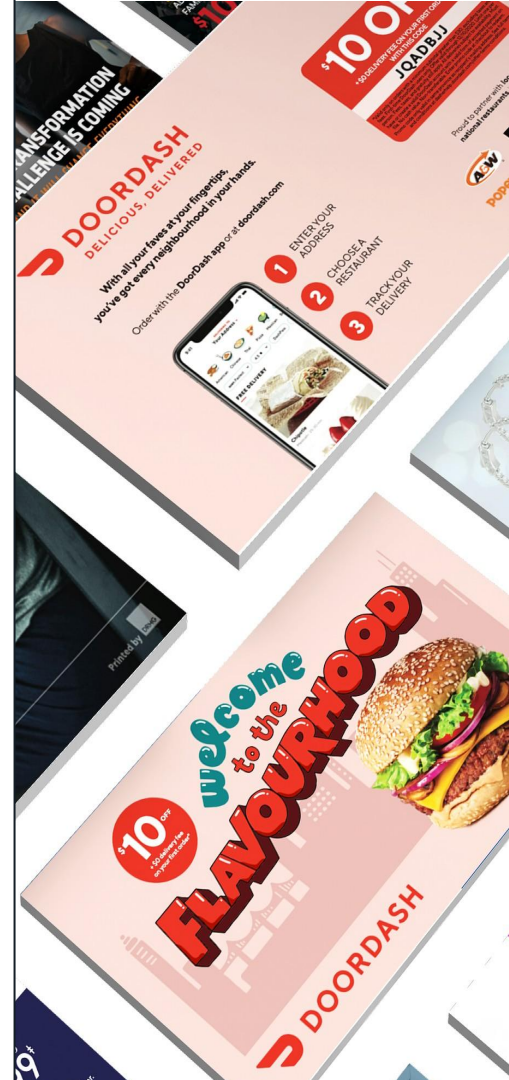
[Click here to
view digital
version](#)

■ SOLO POSTCARDS OUTPERFORM

A RECENT SURVEY BY UNITED STATES POSTAL SERVICE FOUND POSTCARDS TO BE THE MOST EFFECTIVE AND EFFICIENT METHOD OF DIRECT MAIL

57.4% of postcards are read by someone in a household, with **60.3%** of postcards generating a positive reaction. **17.4%** of households indicate they are more likely to respond to postcard than any other type of direct mail.

MAIL PIECE SHAPE	PREDICTED CONSUMER READERSHIP	PREDICTED CONSUMER REACTION	PREDICTED CONSUMER RESPONSE
LETTER	44%	49.9%	11.8%
CATALOG	40.9%	72.8%	10.9%
POSTCARD	57.4%	60.3%	17.4%
FLYER	46%	58.1%	13.1%
NEWSLETTER	49.12%	73.4%	9.8%



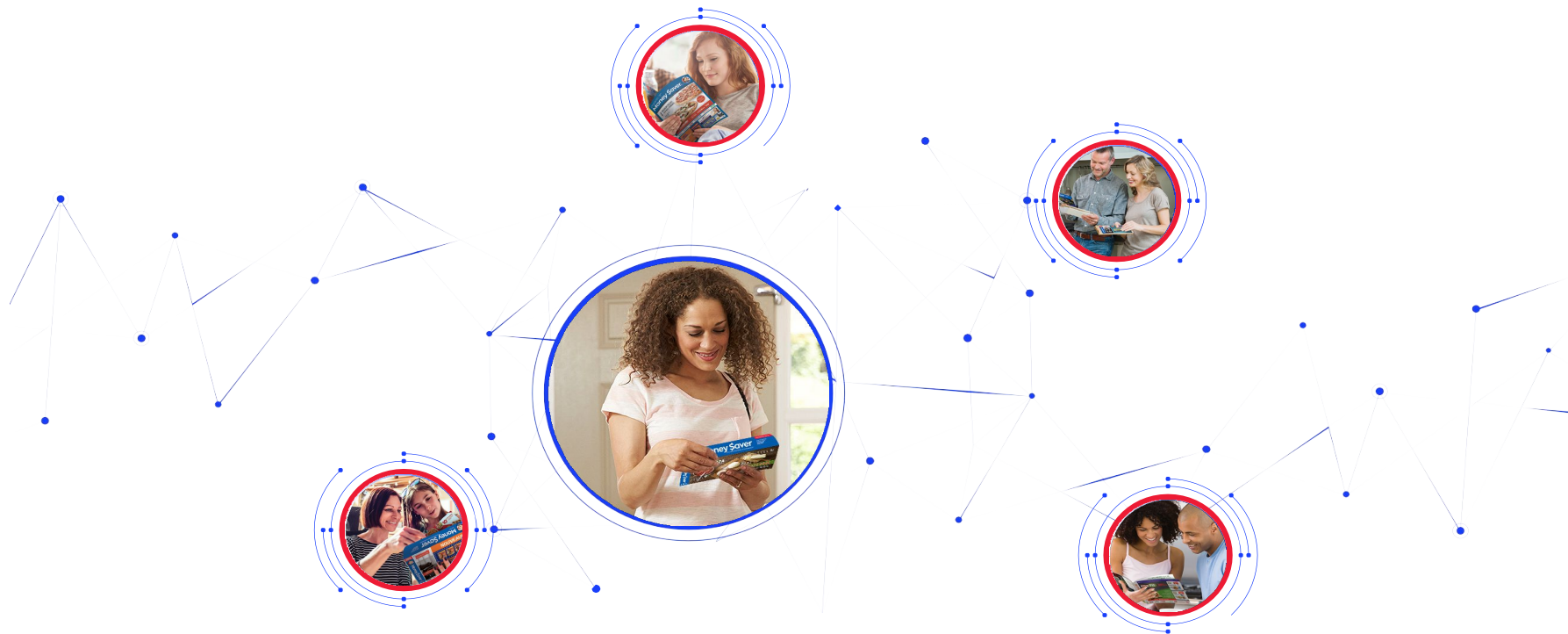
DIRECT MAIL RESPONSE

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	DIRECT MAIL		Television		Digital Ads		Social		Mobile App	
	PAST 30 DAYS	PAST 12 MONTHS	PAST 30 DAYS	PAST 12 MONTHS	PAST 30 DAYS	PAST 12 MONTHS	PAST 30 DAYS	PAST 12 MONTHS	PAST 30 DAYS	PAST 12 MONTHS
Automotive	41%	67%	39%	39%	66%	39%	65%	42%	39%	60%
Beauty	43%	67%	43%	68%	42%	67%	45.2%	70%	45%	65%
Dining	38%	62%	36%	61%	34%	54%	33%	54%	33%	51%
Medical	34%	60%	28%	54%	28%	58%	26%	40%	24%	41%
Retail	41%	66%	39%	65%	40%	62%	40%	63%	45%	61%
Home + Garden	33%	52%	30%	55%	28%	48%	28%	50%	25%	46%
Real Estate	47%	71%	44%	22%	43%	68%	44%	69%	45%	67%
Landscaping	40%	66%	37%	65%	35%	58%	33%	55%	33%	50%
Dentist	37%	66%	33%	59%	33%	55%	31%	52%	31%	50%

■ IT'S ABOUT COMBINING

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RIGHT **PERSON**



RIGHT **MESSAGE**



RIGHT **TIME**



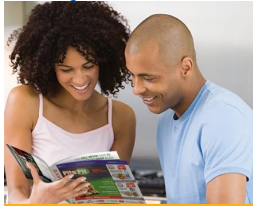
RIGHT **CHANNEL**



CUSTOMER JOURNEY



1



AWARENESS

- Hyper local targeting with Rich Consumer Data
- Communicate with customers one-on-one



ONE TO MANY
Solo Direct Mail
Money Saver



ONE TO FEW
Solo Direct Mail
Money Saver

2



CONSIDERATION

- Granular targeting of consumers most interested in your product



ONE TO ONE
Solo Direct Mail



ONE TO FEW
Solo Direct Mail
Money Saver

3



EVALUATION

- Target in-market consumers with 1:1 personalized direct mail



ONE TO ONE
Solo Direct Mail

4



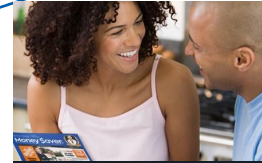
LOYALTY

- Reward customers and communicate on a 1:1 basis



ONE TO ONE
Solo Direct Mail

5



ADVOCACY

- Leverage consumer engagement



ONE TO MANY
Solo Direct Mail
Money Saver



ONE TO FEW
Solo Direct Mail
Money Saver



**PINPOINT CONSUMERS
ALONG THEIR PURCHASE
JOURNEY.**

**Measure your impact at
every stage.**

REACH EVERY HOME



ONE TO MANY

NEIGHBOURHOOD MAIL *500 Households*

- I Reach broadly to every home, apartment and business in a select neighbourhood
- I Target customers who match your preferred geographic profile
- I Deploy quick-to-market campaigns easily



ONE TO FEW

POSTAL CODE TARGETING *20 Households*

- I Leverage postal code data to reach prospects who share the attributes of your best customers
- I Apply geographic, demographic and lifestyle insights to select postal codes
- I Maximize acquisition dollars by targeting new customers only, removing existing customers from your campaign.



ONE TO ONE

PERSONALIZED MAIL *Speak to a single customer*

- I Deliver personalized marketing messages
- I Deepen connections with existing customers
- I Reach new potential customers
- I Maximize customer loyalty initiatives

DATA & RESEARCH

MEDIA KIT | 2022

TARGET YOUR AUDIENCE USING ADVANCED DATA AND RESEARCH TO INCREASE REDEMPTION RATES AND BOOST THE RESPONSE OF YOUR DIRECT MAIL CAMPAIGN.



Purchase Intent

What people want to buy now



Store Visits

Where people choose to shop



Purchases

What products and categories people prefer



Lifestyle & Interests

What people routinely enjoy throughout their lives



Demographics

Predicted age, gender, ethnicity, and income



Coupon Redemptions

Likelihood to be savers

■ ANALYSIS & INSIGHTS

DRMG Insight identifies consumers demographics and purchase intent, then analyzes campaign performance and applies insights for optimal campaigns.

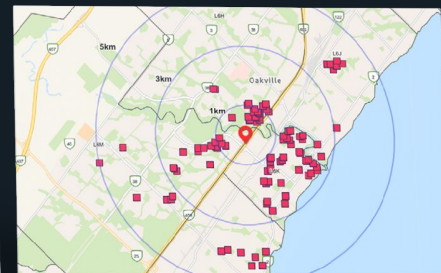
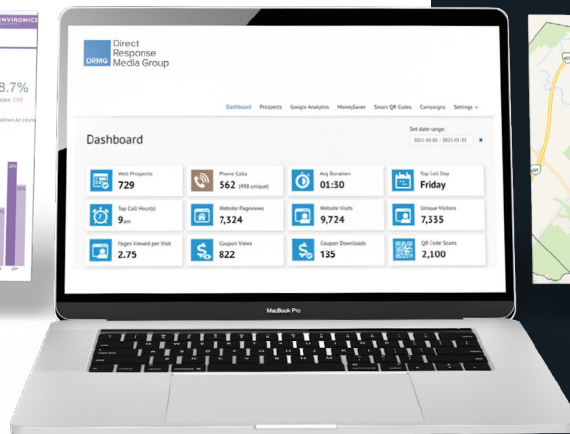
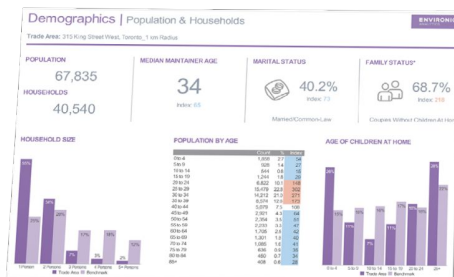


Performance and Tracking

CONSUMER DEMOGRAPHICS
PURCHASE INTENT

REAL TIME CAMPAIGN
MEASUREMENT

VISUALIZATION
MAP



PERFORMANCE ANALYTICS

INSIGHT

Gain visibility and customer engagement generated by Direct Mail

CALL TRACKING

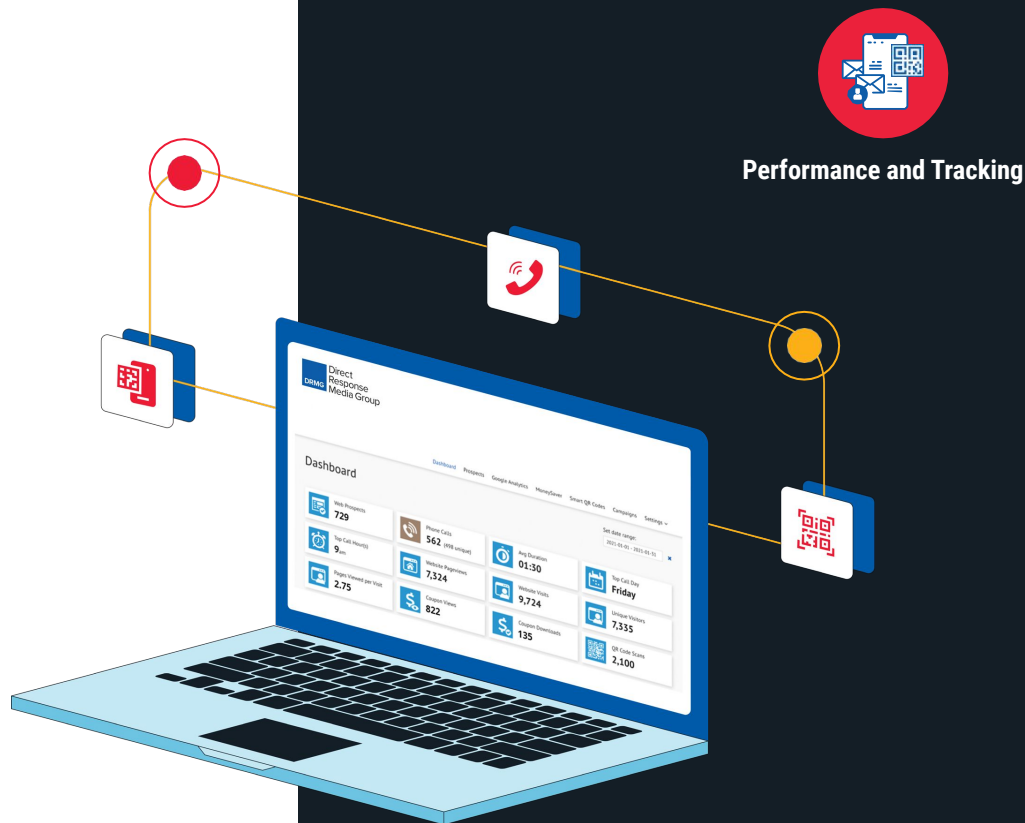
Unique local or toll-free number on every campaign

QR CODE

Unique and engaging mobile experiences with video, chat, and digital coupons

LEAD CAPTURE

Measure website traffic generated from direct mail and capture sales leads



■ SMART QR CODES



Performance and Tracking

SMART QUICK RESPONSE (QR) CODES

All smartphone cameras can now read QR codes – there's no need to download a separate app!

QR codes provide in-depth analytics of each scan by date, device, and location!

CONNECT PRINT TO DIGITAL

Increase response rate of every direct mail campaign connecting consumers to your website with a QR code

REAL TIME INSIGHTS

Pinpoint QR code scan details including scan date, time, device type and location

- Lead Generation
- Website and Landing Page
- Coupons
- Mobile App
- E-commerce

■ REAL-TIME INSIGHTS

Gain valuable insights every time a customer scans a QR Code. View the location, time, date and number of scans, best performing QR Code campaigns and much more.

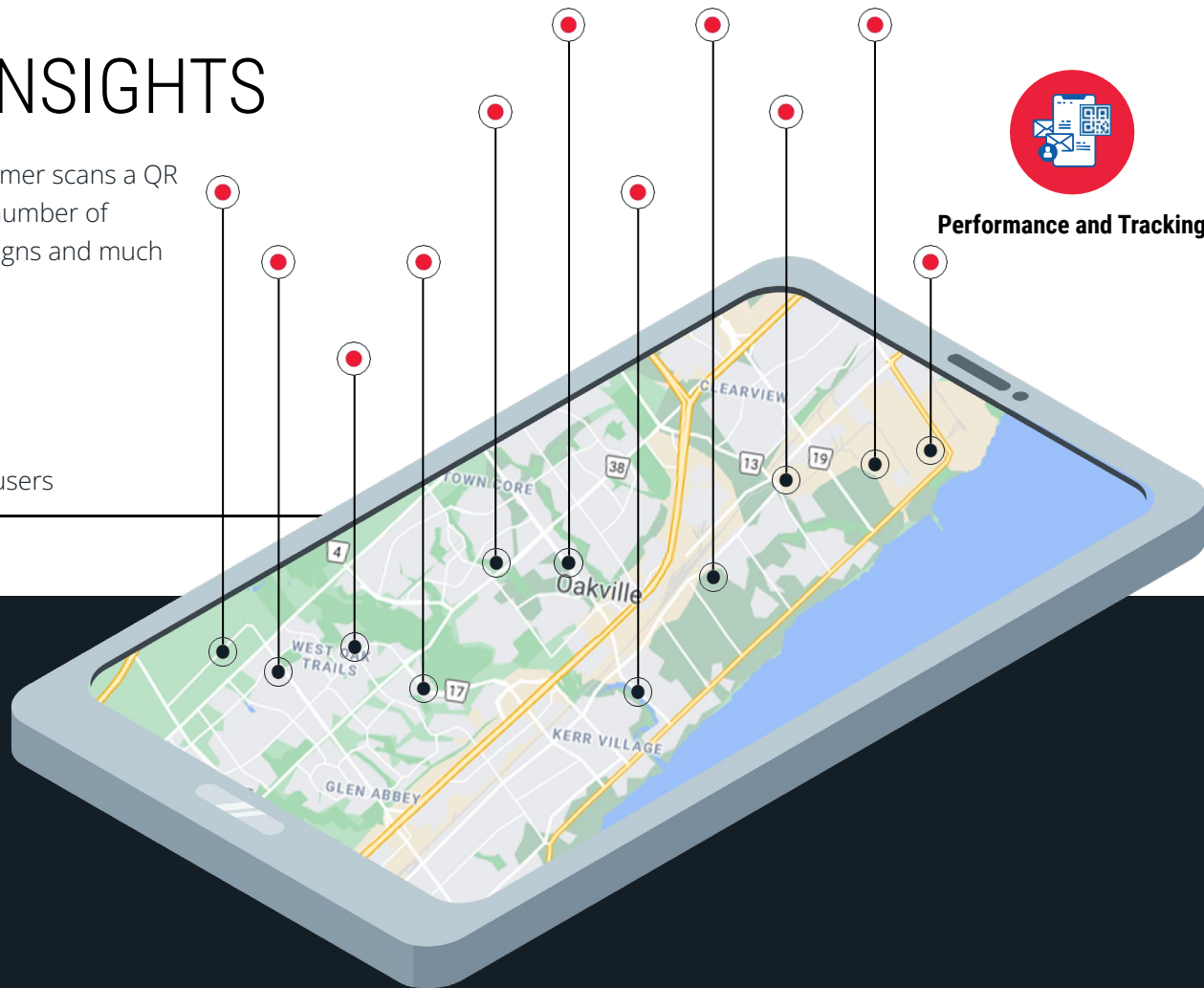
I Pinpoint the location of every scan

I Detailed demographics

I Know the age, gender and interests of users

I Identify device type and OS

VISUALIZATION
MAP



■ PRINT IN A DIGITAL WORLD

186%

more time is spent with integrated direct mail and display campaigns than display-only

**40 seconds
verses 14 seconds**

time spent was calculated on two exposures.

■ DIGITAL + DIRECT MAIL

▲ **20%**

Direct mail has a 20% higher motivation response than digital media, making it far more persuasive.

▲ **39%**

Consumers pay 39% more attention (time spent) to campaigns that integrate direct mail and digital than single-media campaigns.

47%

47% visited a store in reaction to direct mail.

PRINT IN A DIGITAL WORLD

DIRECT MAIL DRIVES ONLINE PURCHASE

HOW DOES DIRECT MAIL GO THE DISTANCE WITH MILLENNIALS?



186%

keep promotional mail pieces for future reference⁷

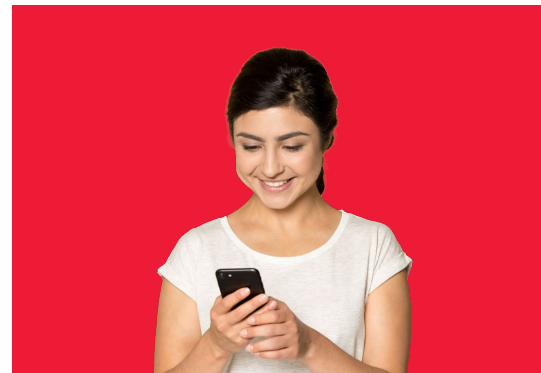
50%

are excited to see what's in their physical mailbox⁸

81%

use a physical method to follow promotions⁹

DIRECT MAIL HELPS DRIVE TO PURCHASE



Of recently made millennial purchases, **31%** were driven by print or direct mail promotions¹⁰

Integrated campaigns elicit, **39%** more attention than single media digital campaigns¹¹

■ PHYSICALITY

20%*

Higher motivation response than digital media

Physicality is just one element in direct mail that brings the human factor to your message. You can make more of an impression when you activate multiple senses. It's not just intuitive.

Canada Post neuroscience research shows direct mail is far more persuasive than digital media. Its motivation response is 20% higher.

Studies also show direct mail is more easily understood compared to digital channels.



Performance and Tracking



■ CONNECTIVITY

33%*

Higher motivation response than digital media

Gain valuable insights into direct mail consumers by integrating mobile QR Codes, Call Tracking, SMS text messaging with each campaign.

Your message pinpoints the right customers, and they're able to respond through the channel that appeals most to them. This is the single connective element that amplifies a brand's overall message.



Performance and Tracking



■ DATA DRIVEN

40%*

Higher brand recall combining Direct Mail

Consumers expect you to know their interests and preferences, and to provide offers they care about. Data enables you to intelligently target the right customers with a tailored message to drive action.

By combining data mining with predictive analytics, you can produce powerful customer insights to reach people who matter the most to your business. Harness the information you already have, or access Canada Post's vast consumer and business database - the largest single source of its kind in Canada



Performance and Tracking



CASE STUDIES

GOALS

Connect direct mail readers to supporting digital campaigns.

APPROACH

With a DRMGM Smart QR Code™ consumers with any smartphone can scan the direct mail to open a specific website, e-comm page, menu, video, mobile app download or schedule a reservation.

RESULTS

500% INCREASE IN DIGITAL ENGAGEMENT

Smart QR Codes provide in-depth analytics of each customer, including: day/date/time of each scan, location of customer and device information.

Source: 2021 Analysis of consumer engagement: phone calls, form fills, QR code scans



Performance and Tracking

QR Codes



CASE STUDIES

GOALS

Provide real-time feedback on missed phone calls.

APPROACH

DRMG Insight tracks and monitors all inbound calls generated by direct mail campaigns and provides a detailed account of missed calls.

RESULTS

500%

REVENUE CAPTURED FROM ONE (1) MISSED CALL

240%

INCREASE IN DIRECT MAIL SPEND

Source: 2021 Direct Response Media Group



Performance and Tracking

DRMG Insight



CASE STUDIES

GOALS

To gain new customers utilizing **Money Saver Envelope and Solo Direct Mail**

APPROACH

Each local Great Canadian Oil Change franchisee utilized **DRMG Shared and Solo Mail** to targeting new customers within 5km radius of their location. Every 3 months an offer was sent to local consumers

RESULTS

5:1 ROAS

FOR EVERY \$1 SPENT, DIRECT MAIL
DROVE \$5 OF PROFIT

Source: 2021 Direct Response Media Group



Solo Direct
Mail



Shared Direct
Mail



ONE TO MANY

GREAT CANADIAN OIL CHANGE



CASE STUDIES

GOALS

To generate awareness and drive store visits to its new location well outside its current established market.

APPROACH

Nature's Emporium leveraged direct mail and hyper local targeted neighbourhoods surrounding new locations utilizing Solo Direct Mail featuring two incentive calls to action: \$5 in-store coupon, and chance to win a \$250 gift card.

RESULTS

3%

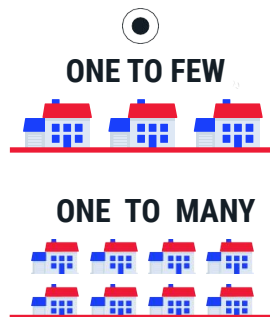
CONVERSION RATE FOR THE COUPON

2%

CONTEST ENTRY RATE

15%

OF STORE SALES WERE A RESULT OF
THE COUPON REDEMPTIONS



NATURE'S EMPORIUM



Solo Direct Mail

Source: Canada Post

CASE STUDIES

GOALS

Wayfair Canada needed to increase awareness of brand and improve cart recovery conversion.

APPROACH

Utilizing Canada Post proprietary E-comm Audience, target most active online consumers new to Wayfair, by postal code.

RESULTS

90%

Lift in identifying shoppers vs lookalike geographic control group

19%

Direct mail achieved a 19% higher conversion rate than digital only retargeting

ONE TO ONE



Solo Direct Mail

WAYFAIR
CANADA



CASE STUDIES

GOALS

To drive in-person visits to the 55 Structube locations across Canada.

APPROACH

Utilizing Rich Consumer data from Canada Post, Structube first defined a radius around its stores. Targeting local consumers using **neighborhood** targeting, Structube used an oversized flyer to drive interest.

A big part of Structube's target is condos in urban centres. Canada Post's exclusive access to condos & apartments, helped them reach this audience.

RESULTS

70%

lift in store traffic and improved ROI of their simultaneous digital marketing.



STRUCTUBE



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