



# What is Campaign Targeter?



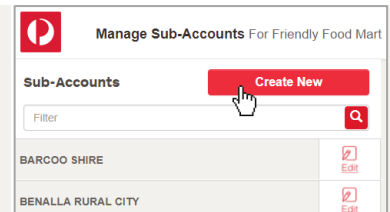
**?** Campaign Targeter is the innovative online tool by Australia Post that enables you to identify and reach new customers by creating promotional mail campaigns that are more geographically accurate and tailored to your customer segmentation needs. Using Campaign Targeter, you can self-serve your own promotional mail campaigns online, from creation and mapping through to booking, so your communication hits letterboxes on time and on budget.



## How does it work?

### Individualise your account

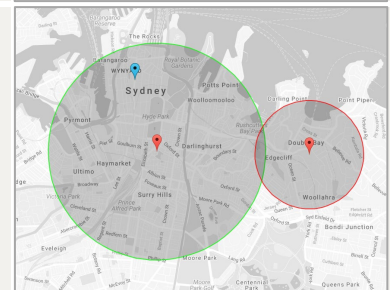
Campaign Targeter caters to small and large businesses with single or multiple users and locations. You can create unique customer accounts, manage multiple users and access privileges, and assign mail agencies.



### Map your campaign

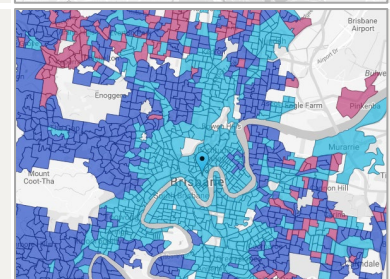
Increase the effectiveness by accurately defining delivery areas.

- Enter an address or drop a pin
- Set a radius or draw a boundary
- Select from preset boundaries, including suburbs, postcodes, government or electoral divisions
- Upload your own locations and boundaries



### Add customer insights

Customer insights is a powerful feature that enables you to easily identify your target audience and locate them on the map. You can choose from a range of available insights including basic demographic information or sophisticated Helix Personas® that harness population and psychographic data such as lifestyle, attitudes, behaviours and values to locate your audience.



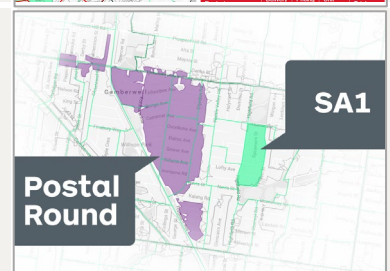
### View campaign details up-front

Campaign Targeter gives you simple options for managing the cost versus coverage of reaching the addresses in your defined catchment area. A campaign summary table displays an estimate of the costs and address counts for delivery by Australia Post's Unaddressed Mail and/or Semi-Addressed Mail services.

	Unaddressed Mail	Addressed Mail	Total
Delivery price	0.470	0.251	0.623
Post office fee	940	743	1,683
Residence	0	0	0
Counter service	14	0	14
<b>Total</b>	<b>9,441</b>	<b>1,964</b>	<b>11,338</b>

### Use reliable Australia Post services

Australia Post offers reliable bulk mail services to support your needs. Unaddressed Mail offers our lower cost option and is delivered at a postal rounds level. Addressed Mail (Australia Post's Bulk Mail product) allows you greater accuracy, making it possible to target to a group of approximately 400 households at an SA1 level.



For more helpful information and to register, visit: [auspost.com.au/campaigntargeter](https://auspost.com.au/campaigntargeter)