

Advertise in a wide-reaching, yet targeted way

Would you like to win new customers by unaddressed advertising and yet with a targeted approach? Then we shall ensure optimal distribution of your Postaktuell items. Thanks to information from the micro-geographical database, microdialog, you can benefit from precise distribution of your advertising material to the target group at delivery district level. The microgeographical system, microdialog, also offers information on nearly all addresses, such as age and family structure, foreign languages spoken, building density structure and affinity to the mail order trade and to brands. In addition, information is available regarding private car ownership, consumer behaviour on the financial services market, attitudes to life and lifestyle. By using these criteria, a precise selection of target group-relevant delivery districts can be performed where your advertising material is to be distributed.

If you do not wish your advertising to be distributed throughout the entire delivery district but only in the most promising areas, then the additional service, *Zustellbezirksselektion mit Startpunkt* (delivery district selection with starting-point) is right for you. Here cells are created with around 100 households and those cells with households close to the target groups are selected for distribution. This is particularly advantageous with expensive advertising material.

As a result, coverage waste with your Postaktuell items is considerably reduced. A suitable response element can also be used to calculate the precise advertising impact of this optimised measure in winning new customers.



In brief

Services

From a total of around 54,000 delivery districts, the ones are selected that correspond to your target group criteria (socio-demographic, consumption, structural and regional or branch-specific and lifestyle-relevant criteria)

The database covers almost 100% of the area. Thus you reach your target group in both built-up and rural areas

Data are updated constantly

If desired, we can prepare the documents required for posting on your behalf (bundle labels, pallet plan and posting list)

Benefits

Reliable and cost-effective way of addressing new customers

Minimise coverage waste and costs through target group-specific selection of delivery districts

Comprehensive, updated database

