



# Campaign Targeter

How to map and book an Unaddressed Mail campaign for federal or state electorates and local government areas.

## A guide for Mail Houses, Printers and Agencies.

Campaign Targeter is an online mapping tool that can help you plan and map Unaddressed Mail campaigns during an election, or communicate with residents about issues impacting their local area.

Once you've mapped your campaign and downloaded the booking files, you then email them to the Unaddressed Mail team to book your campaign.

This document outlines the steps required to register for Campaign Targeter, map an electorate or local government area and book an Unaddressed Mail campaign.

Campaign Targeter and Unaddressed Mail support mapping and delivery to lower house seats for federal and state electorates as well as council/local government areas.\*

There are other options within Campaign Targeter such as mapping to suburbs or drawing your own boundary.

For more information go to [www.campaigntargeter.com.au](http://www.campaigntargeter.com.au)

\* Whilst boundary sets for upper house seats and local government wards are not provided, they may be drawn or uploaded. This will then enable you to select mail rounds that best fit the area to book your Unaddressed Mail campaign. To find out more about this please contact [ctsupport@auspost.com.au](mailto:ctsupport@auspost.com.au)

# In advance

You, and your client, must both be registered for Campaign Targeter.

## How to register

### Instructions on registering

(When you register, make sure you select **'Is Agency'** so you are registered as an agency/mail house who can map campaigns on behalf of clients.)

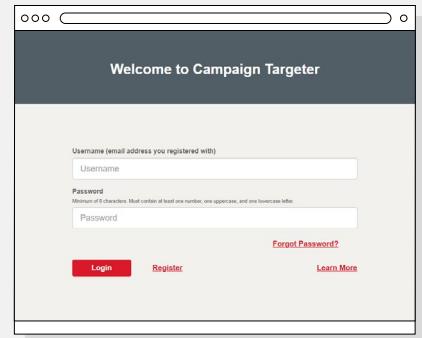
If your client is registering for the first time, they will be sent a confirmation email that will request their organisation's details.

The business name and ABN are mandatory fields. If your client is a political candidate that doesn't have one, they can send the following details to

**ctsupport@auspost.com.au**  
and we will set up the registration:

- Candidate's name
- Address
- Contact phone number
- Username
- Email address
- Contact phone.

To make a booking on behalf of your client, they will need an Australia Post account, and their own profile within Campaign Targeter. Your company will need to be registered on their profile, within Campaign Targeter, as an agent who can lodge mail on their behalf.



The mail must be lodged against the client's profile in order to qualify for any applicable political postage rate and for it to be delivered to "No Advertising Material" addresses.<sup>1</sup>

Your client will need to follow the following steps in order for you to map campaigns on their behalf in Campaign Targeter.

1

Once registered and logged in, Select 'Customer Details' from the 'Customer' menu on the Dashboard.

- Select 'Agencies with Access' from the 'Customer Details' menu.

2

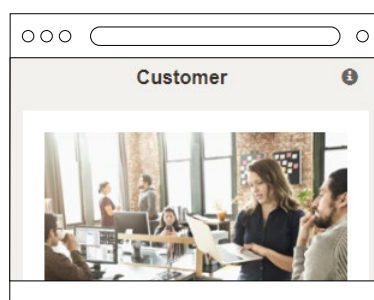
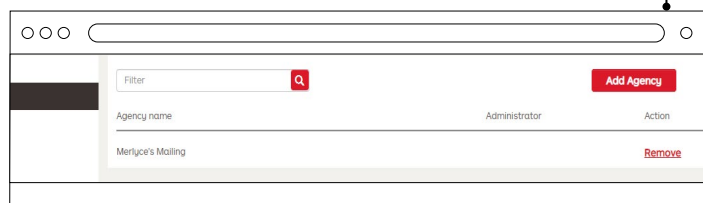
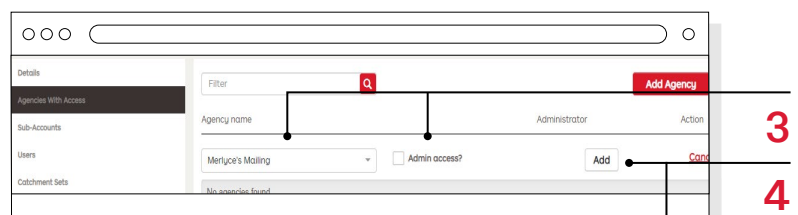
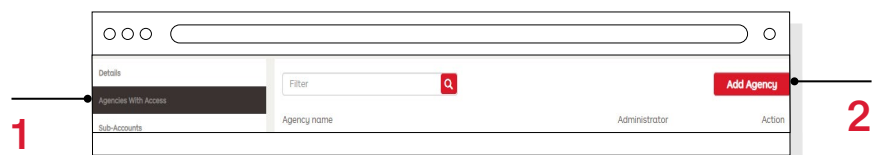
- Select 'Add agency'.

3

- Select the agency from the list.
- Select 'Admin access?'
- Tick the box to make the mail agent an Administrator.<sup>2</sup>

4

- Select 'Add agency'.



Once the profiles are set up, when you log in to your profile your client will now be included on the drop-down customer menu on the Dashboard.

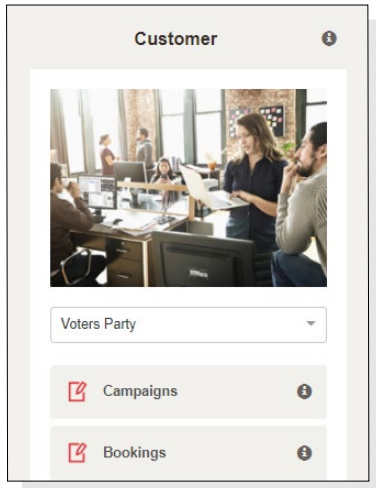
<sup>2</sup> Providing admin access allows the mail house/agency full administration access to the profile including editing customer details and creating campaigns. Alternatively, 'user' only access can be provided by not ticking the 'Admin access' checkbox. This means the mail house/agency will only be able to create campaigns for the account.

# Creating a new campaign

1

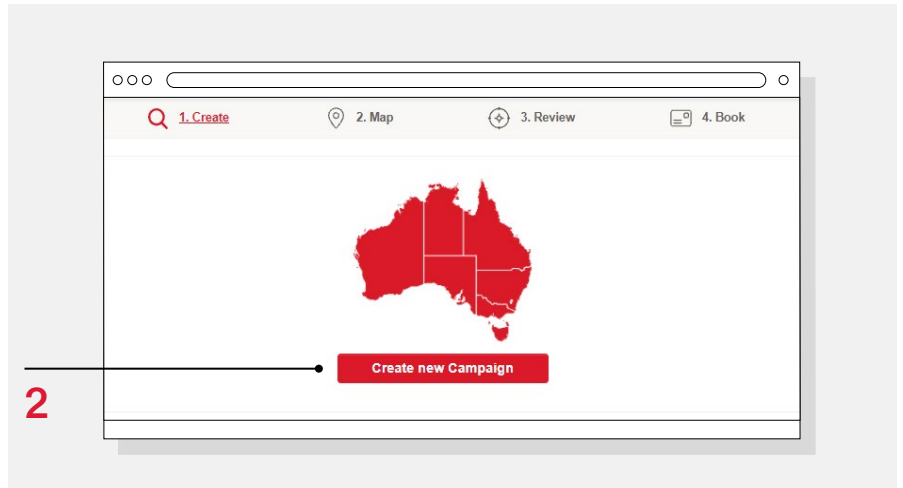
To map a new campaign, first select your client (in this example it's the Voter's Party).

- Then select 'Campaigns'.



2

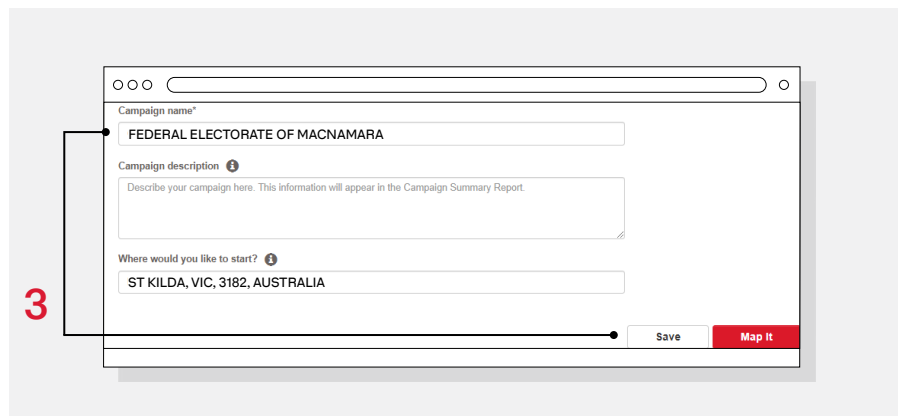
Select 'Create New Campaign'.



3

- Give your campaign a name.
- The Campaign Description is optional.
- Then enter a suburb or postcode that is within the government electorate or local government area for your campaign.
- In this example, we are mapping the federal electorate of Macnamara, so we have entered St Kilda and selected St Kilda, Vic, 3182 from the drop down.
- A dropped pin will mark this location on the map that appears in the next screen.
- Click 'Map it'.

Proceed to next step



# Creating a new campaign *continued* ...

4

Under 'Catchments' select:

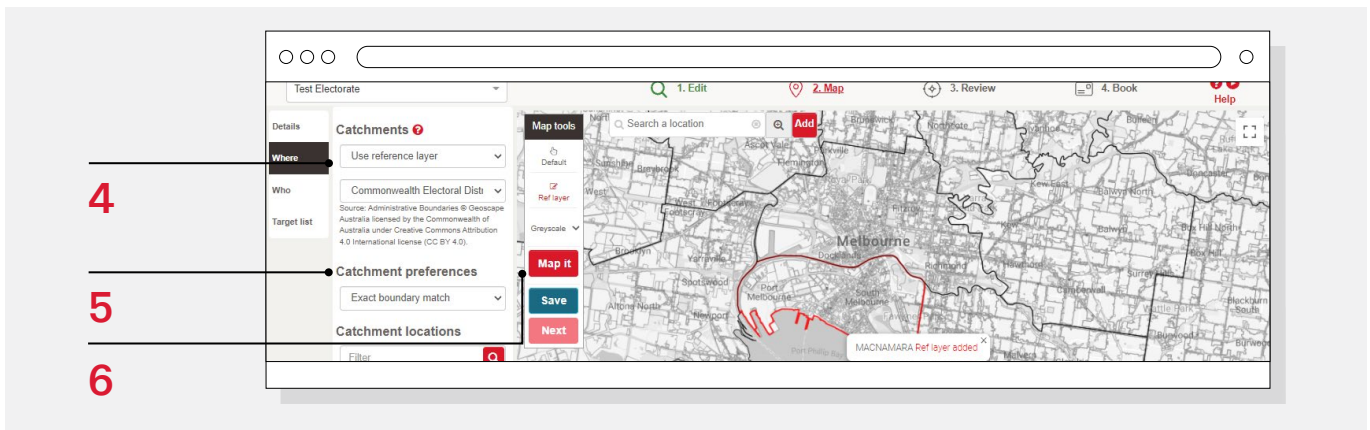
- 'Use reference layer' for the catchment method.
- Then in the 'Select reference layer' Field, choose the appropriate boundary set:
  - Local government areas
  - State electoral divisions
  - Federal electoral divisions.
- Then select 'Exact boundary match'.

5

- At the top of the map you will see a text box with the start location you entered on the previous page and beside it the symbol **Add**.
- Click **Add**. The border for the electorate your starting location is within will be highlighted in red and you will see the electorate name for your campaign appear under 'Catchment Locations' in the side menu.

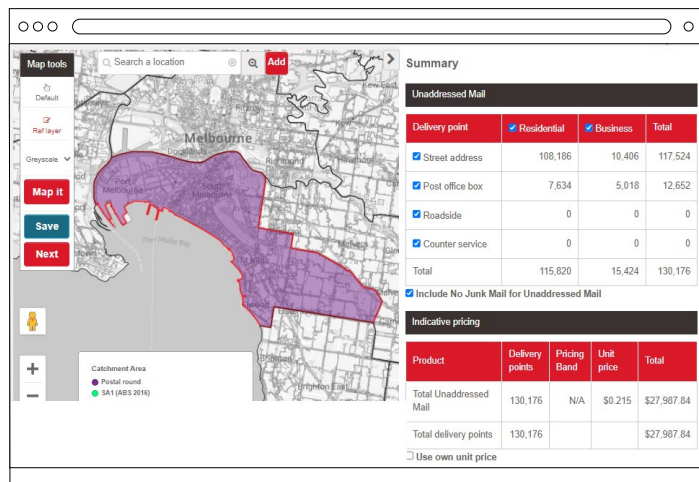
6

Select 'Map it'.



7

- Purple shading will appear which indicates where your campaign will be delivered.
- The summary table shows the type and number of delivery points.
- Delivery to 'No Junk Mail' addresses is also indicated and is only available for articles that are deemed to be Community Notices.<sup>1</sup>
- Pricing is set to a default and can be changed by ticking 'Use own unit price' and entering the value.
- Any delivery point types that are not required can be deselected by unticking the boxes. e.g. if you do not want Business delivery points or Counter Service – untick these boxes.
- Once you are happy with your campaign select 'Save'.
  - Then select 'Next'.



**Proceed to next step**

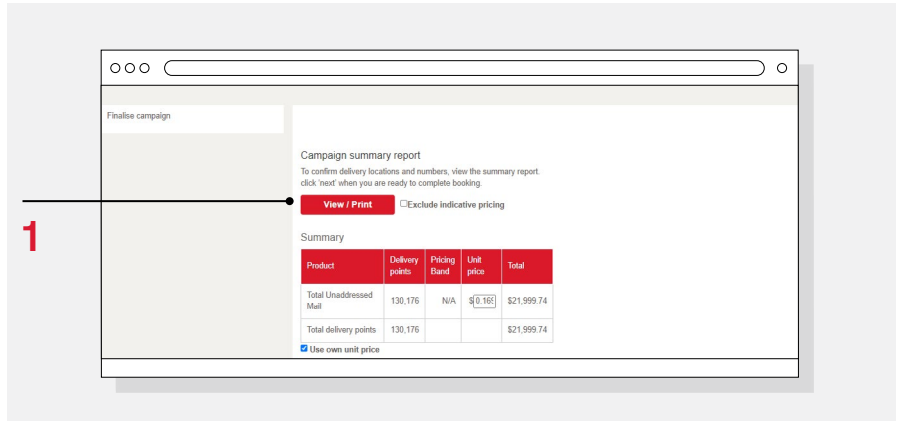
<sup>1</sup> For community notices only. 'Community notices' means articles lodged by, or under the authority of, local, state or federal governments or their agencies, political organisations, religious or educational institutions, or charitable bodies [including benevolent and welfare societies].

# Finalising the campaign

1

You are now at the stage of reviewing and finalising your campaign.

- Under 'Campaign summary report' select 'View/Print'.

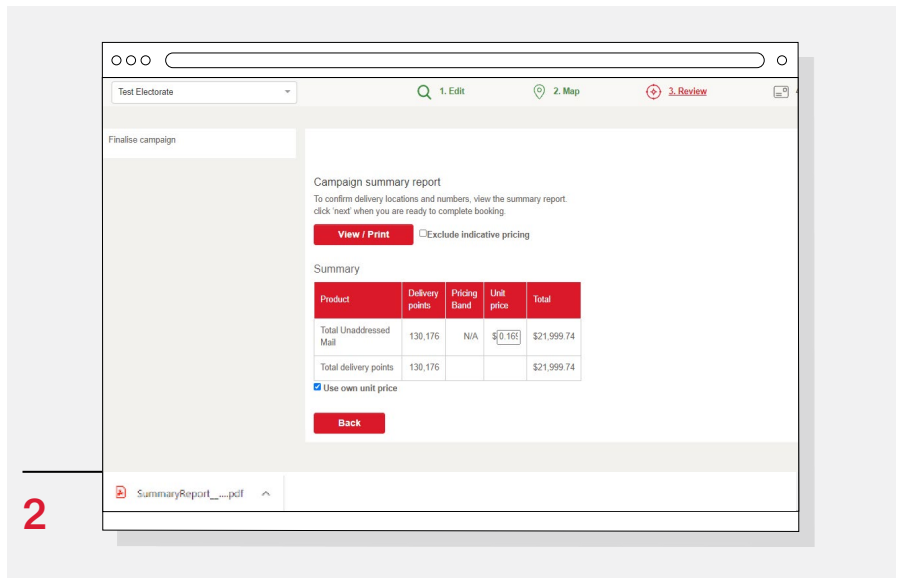


2

A summary report will appear on the bottom left of the screen as a downloaded PDF.

- Once you have viewed this and you are happy with your campaign details select 'Next'.

The PDF is the campaign summary and mapped area.



**Campaign Targeter**

**Campaign Summary**

Thank you for choosing Australia Post's Campaign Targeter to plan your promotional mail campaign.

Campaign name: Test Electorate  
 Customer name: Voters Party  
 Report generated date: 5/10/2021  
 Report generated by: Merysca Dalton

Campaign totals			
Delivery points#	Pricing Band	Indicative price* (SAUD Inc. GST)	
Total Unaddressed Mail	130,176	N/A	\$21,999.74
<b>Totals</b>	130,176		\$21,999.74

**Address type selections**

Unaddressed Mail				
Residential		Business		Total
Street	Post boxes	Road side	Counter service	
108,186	7,634	0	0	130,176
MACNAMARA				
Street	Post boxes	Road side	Counter service	
108,186	7,634	0	0	130,176

\*The price ranges shown are indicative only. For Acquisition Mail, prices are based on Barcode direct tray same state. Small up to 125g. For Unaddressed Mail, prices are based on Standard service, Intradate, Small up to 50g. Pricing will be confirmed as part of the booking and lodgement process, based upon the size and weight of the article, and final number of articles lodged.  
 #Delivery point data is refreshed every 2 weeks, please generate a new campaign immediately before booking for the most up to date delivery point counts.

**Campaign notes**

Campaign approved by: \_\_\_\_\_ Campaign approval date: \_\_\_\_\_

**Campaign Targeter**

**Catchment summary: MACNAMARA**

Campaign name: Test Electorate  
 Customer name: Voters Party

Catchment totals			
Delivery points#	Pricing Band	Indicative price* (SAUD Inc. GST)	
Total Unaddressed Mail	130,176	N/A	\$21,999.74
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Unaddressed Mail				
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 #Delivery point data is refreshed every 2 weeks, please generate a new campaign immediately before booking for the most up to date delivery point counts.


# Booking your campaign

1


Follow steps 1-3 under Unaddressed Mail:

 Click this symbol to download the Unaddressed Mail Locations file and it will appear on the bottom left of screen.

2

 Download, then complete and save the 'Unaddressed Mail Campaign Targeter Booking Request' form.

3

Select either a Standard or Premium Booking and then click on .

• An email window should open.

- If an email window does not open go to your email application and compose an email to the address that appeared when you selected Standard or Premium Booking.

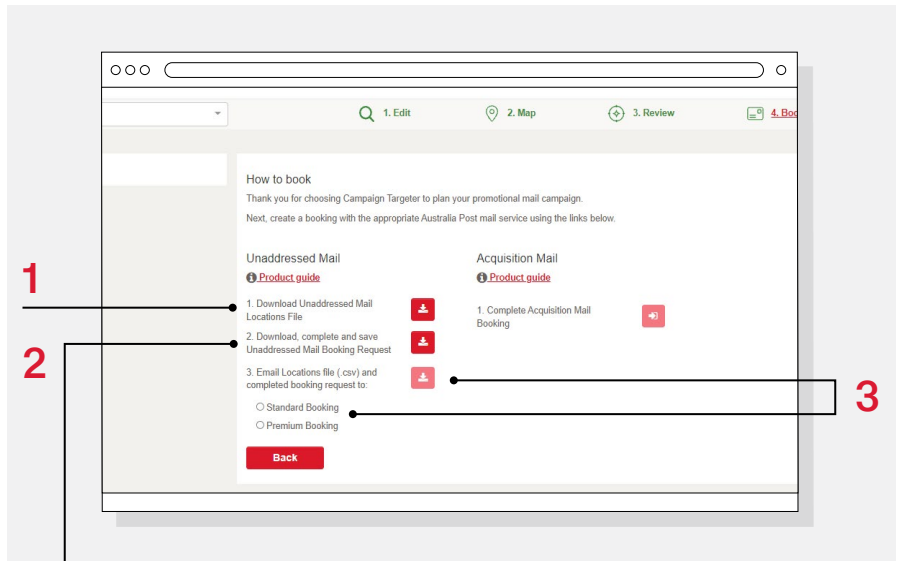
• Then follow the instructions below:


- Attach the Booking Request Form and the Unaddressed Mail Locations File to the email.
- You can also attach your Summary Report but this is not essential.
- Then send the email.

• You will receive an auto response email advising your request has been received.

• Within 3 business days you will receive another email confirming your booking.

• This confirmation will include important information about preparing and lodging your Unaddressed Mail articles.



**Unaddressed Mail Campaign Targeter booking request** 

\* Special indicators required information

**Booking request type\***

Standard Unaddressed Mail

Premium Unaddressed Mail  
For Premium bookings, the lodgement must be made one business day prior to the delivery week. Booking requests must be received no later than 10pm (AEST) on Monday before the requested delivery week.

**Customer details**

Organisation that is being promoted  
Company name\*

Address\*

Contact name\*  Postcode

Mobile number

Telephone number\*  Fax number

Email\*

**Mailing agent / printer details (if applicable)**  
Only required if lodging articles with Australia Post on customer's behalf

Company name

Address

Contact name  Postcode

Mobile number

Telephone number  Fax number

Email

**Article details\***

Publication name (maximum 20 characters)

Publication type (select one)

Brochure  Card  Catalogue  Coupon

Envelope  Flyer  Magazine  Sample

Other (please specify)

**Article details (continued)\***

Article dimensions

Width (shortest dimension)  mm Length (longest dimension)  mm

Thickness per 100 articles  mm Weight per 100 articles  grams

If article is not printed on paper or card, a sample will be required.

**Surplus / shortage instructions\***

Articles that is not able to generate the exact number of delivery points in a postcode or locality at any given time. Please select one of the two options below to indicate how you want us to manage any surplus or shortage of articles (select one)

No per the general terms and conditions of the Unaddressed Mail service

Surplus supplied: deliver at the discretion of Australia Post

Surplus supplied: dispose of at the discretion of Australia Post

Surplus: pursuant to instructions agreed in writing with Australia Post - additional fees apply (exceptional circumstances only)

**Political / government area bookings only**

Booking is for part of an electorate/government area

Booking is for an entire electorate/government area ("Exact boundary match" feature)

Please select the electoral boundary type below, and also enter the boundary name in the "Special remarks" section.

Local government area  State electoral division  Commonwealth electoral division

**Special remarks**

This is a free text field for any special remarks about your booking that are relevant to your enquiry reference. For example: "State of Number 234 - Surplus" "Adopt Ballaquay" "Sale Name Christmas Promo" (maximum 50 characters)

**Booking details\***

Preferred office of lodgement (optional - if no lodgement office is nominated then one will be assigned)

For Premium Unaddressed Mail bookings, the lodgement point must be in the same state as your required delivery.

Delivery week (Mon-Fri) (DD/MM/YYYY)

Between  and

Monday Friday

**Select when Australia Post should commence delivery (select one)\***

On the scheduled delivery week, as above

Earlier if possible

I have attached my Campaign Targeter booking file name of .csv file

Continued on page 2

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For further information:

- contact your Account Manager
- email [ctsupport@auspost.com.au](mailto:ctsupport@auspost.com.au)
- or visit [auspost.com.au/campaigntargeter](http://auspost.com.au/campaigntargeter)

