



# Introduction to Campaign Mapping



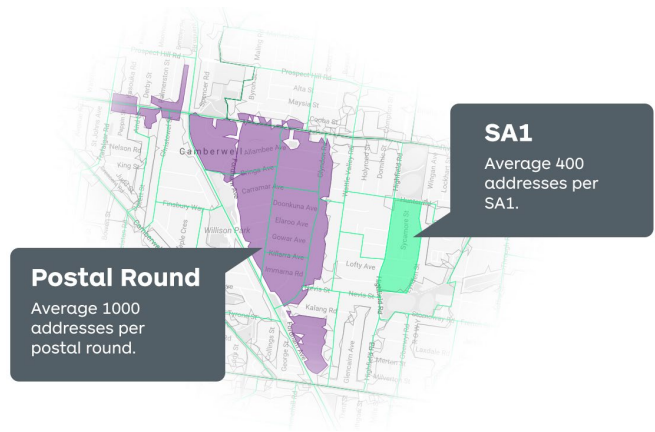
**i** **Catchments**

Campaign Targeter allows you to map your delivery area, which is called a 'catchment'. Catchments can be created using these methods:

<p><b>Pin and radius</b></p>	<p><b>Custom shape</b></p>	<p><b>Reference layer</b></p>	<p><b>Catchment sets</b></p>
<p>Drop pins on the map and apply a radius to create catchments.</p>	<p>Draw shapes on the map to create custom catchments.</p>	<p>Select specific areas including suburbs, postcodes and electorates.</p>	<p>Upload a Catchment set if your business has compatible shapefiles with location data.</p>

**i** **How will my campaign be delivered?**

Campaign Targeter gives you a combination of delivery choices for your campaign and when selecting your catchment preferences, it is important to understand the product options available.



Unaddressed Mail	Acquisition Mail
<ul style="list-style-type: none"> <li>Delivered to every address within postal rounds</li> <li>A postal round contains an average of 1,000 addresses</li> <li>It is a lower cost (per address) product option</li> </ul>	<ul style="list-style-type: none"> <li>Semi-addressed mail product – includes an addressed and a non-personalised salutation</li> <li>Delivered to an SA1* level, which contains an average of 400 addresses</li> <li>Provides greater degree of targeting accuracy</li> </ul>

\* SA1s are the smallest delivery areas available and have an average population of approximately 400 persons.



## Catchment Preferences

When mapping catchments, you have the option to cover all your catchment area, or stay within your catchment boundary. A simple product preference selection also decides how your campaign is delivered and allows you to balance catchment coverage with delivery cost.

**Catchment Preferences**

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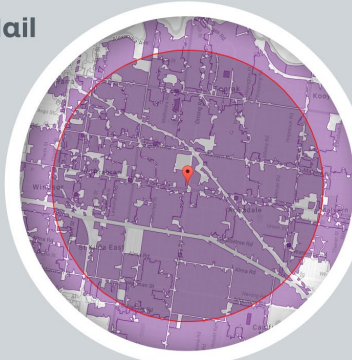
### Cover all catchment

#### Unaddressed Mail


- Lower cost per address
- More boundary overlap
- Delivered to postal rounds

#### Acquisition Mail

- Semi-addressed mail product
- Less boundary overlap
- Delivered to SA1s




Postal rounds  
Average 1000 addresses per postal round




SA1s  
Average 400 addresses per SA1

### Stay within boundary




#### Unaddressed Mail

- Lower cost per address
- Less catchment coverage



#### Balance Cost and Coverage

- Deliver to all postal rounds within catchment
- Increase coverage by also targeting SA1s



#### Acquisition Mail

- Higher cost per address
- Greater catchment coverage

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## Navigating the mapping screen

This is where you plan and map your promotional mail campaign.



Use these tabs to access campaign mapping functions:

- **Details:** Campaign name and description.
- **Where:** Create catchment areas and set catchment preferences.
- **Who:** Select customer insights such as Helix Personas® or demographics to locate potential customers.
- **Target list:** A complete list of Unaddressed Mail and Acquisition Mail delivery points.

Options for each tab appear in this panel, allowing you to select preferences or perform functions for the active tab

Unaddressed Mail			
Delivery point	Residential	Business	Total
<input checked="" type="checkbox"/> Street address	87,740	19,010	106,409
<input checked="" type="checkbox"/> Post office box	4,068	4,675	8,743
<input checked="" type="checkbox"/> Roadside	0	0	0
<input checked="" type="checkbox"/> Counter service	0	0	0
Total	91,808	23,685	115,152

Acquisition Mail		
	Residential	Total
SA1	5,630	5,630

Indicative pricing			
Product	Delivery points	Unit price	Total
Total Unaddressed Mail	115,152	\$ 0.199	\$ 22,915.25
Total Acquisition Mail	5,630	\$ 0.605	\$ 3,405.15
Total delivery points	120,782		\$ 26,321.40

1. **Search field:** Enter the starting address, postcode or suburb of your target location.
2. **Mapping tools:** Access mapping tools that correspond to the catchment method selected.
3. **Zoom tools:** Enlarge or reduce the scale of the map.
4. **Campaign Summary:** Provides the campaign costs and delivery counts.
5. **Save:** Retains your progress so you can resume mapping at another time.
6. **Review:** You can download and review your current campaign details prior to booking.



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