



# Precise target group selection

Industry-specific recommendations for customer acquisition

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# Attract potential customers

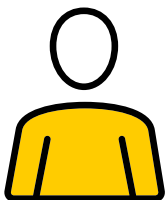
The many continuous tasks that go into effective marketing include the acquisition of new customers. If you don't want to use a shotgun approach, the first thing you have to do is narrow down and clearly define your target group: Who benefits from my products? Who is interested in them? And how can I make these people aware of my products?

**The answers to these questions provide the starting point for dialogue marketing:**

With print mailings, you draw attention to your offerings while establishing a personal connection with the recipients of your advertising. Compared to an e-mailing, print advertising comes across as more valuable thanks to its haptics. And the more suitable the offering is, the more effective the communication and the more long-lasting the relationship will be. The first step toward successful dialog marketing is to approach the right target group. In other words, advertisers want to reach the right people using the right method at the right time with the right messages.



Our target group analysis will help you systematically narrow down your target group so that you can attract new potential customers and generate sales leads. The following pages show how you can do this and how you can reorganize and reposition your dialogue marketing in the future.



Reaching the right person



with the right method



at the right time



with the right message.

# The added value of our target group analysis

Our target group analysis can provide you with targeted support in defining and approaching your target group. As part of the analysis, nearly 6,000 address selection projects from about 2,000 different customers were evaluated. The results show you which target groups your competition in the industry is reaching out to.

In all, our target group analysis shows the target group attributes for a total of 13 different industries: e-commerce, retail, consumer goods, automotive, services, financial services, telecommunications, utilities and disposal, charitable organizations, lottery companies, publishing, manufacturing, and transport.

## More than 150 microgeographic attributes

Microgeographic attributes are the key to success for accurately selecting target groups and gathering details such as:

- Age and family structure
- Structure and region
- Building and neighborhood
- Typology
- Purchasing power
- Consumption information
- Car information
- Financial market information

An **overview of target group attributes** that are used in your industry is a helpful tool for defining your target group. For example, in the e-commerce segment these are purchasing power, gender, age, mail order activity index and product range preferences such as fashion or technology.



### **Example (automotive industry):**

Typical target group attributes in this industry are weighted purchasing power, car density of all makes, age and building type.

Special target group attributes for further individualizing the results are car density (broken down by individual make, for example) and vehicle class.

# Designing your dialogue marketing campaign

Once you have defined your target group, you have already answered one of four important questions – the question of the right people. Now the only information that’s missing is the right time, the right method and the right message.

## **The right time:**

Seasonal sales anchors such as Cyber Week or Christmas or even the availability of a product that you want to promote can play a role when deciding on the appropriate point in time. In many cases, however, it often takes two or three nudges before a customer decides to buy. In light of this, it is helpful to communicate your advertising message in several waves and remind your target group of your offering.

## Communicate your advertising message in several waves

### **The right method**

Do your potential customers react better when they are addressed personally – by name – via DIALOGPOST? Or is a partial address at building level such as “To all residents at this address” via POSTWURFSPEZIAL more in line with your aims? Is blanket distribution of your communication with POSTAKTUELL in a specific district or area with a particularly high density appropriate?

We recommend setting up test groups in order to find the right method for you. By doing so, you can compare the results and develop suitable measures based on this information.

### **The right message:**

Whether it’s a brief postcard or a high-quality mailing, responses to advertising messages vary depending on the target group. Here too, we recommend conducting tests with various advertising media and messages so that you can find the best combination for your new customer acquisition.

**Take all these factors into account when designing your campaign.**



# Our solution for easy implementation

We can easily help you implement your campaign to acquire new customers. We will be there for you with our full-service advice and support, from planning and implementation to quantifying and optimizing the success of your campaign.

## Unparalleled in Germany

This self-service offer is available to you online day and night, and includes these options:

- 24/7 calculation of potentials for DIALOGPOST (consumer and business addresses), POSTWURFSPEZIAL and POSTAKTUELL
- Address leasing that is compliant with data protection law
- Full control of costs for your campaign planning activities
- In-depth search functions
- Swift address delivery
- Online address matching that excludes information on your existing customers and addresses on blacklists

You can register directly and without obligation here:  
[postdirekt.de/online-services](https://postdirekt.de/online-services)

### Deutsche Post Direkt GmbH

We are your specialist for address and data management. Our database sets standards for accuracy, completeness, up-to-dateness and size. With 220 million entries, it is unparalleled in Germany and is updated on an ongoing basis. This ensures first-class address quality and extensive reach for successful communication with your target group. We operate in accordance with the GDPR and are certified as compliant with ISO 27001.



#### Have questions?

Our dialog marketing specialists will be glad to help:  
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