

Approach new customers with precision.

Do you want effective mailings that win you new customers in the highly competitive consumer market? To help you do just that, we offer high quality household addresses that you can select with a precise target group in mind thanks to our micro-geographic data.

The rental database from Deutsche Post Direkt provides the high quality addresses you need to successfully acquire new customers. The address inventory is continually monitored and updated: the postal services provider Deutsche Post regularly checks whether an address is written correctly and deliverable.

Consumer addresses from the rental database are selected precisely according to target group using qualified features from the microdialog micro-geographic system. Socio-demographic, consumer, structural, and regional data as well as sector-specific features and information on lifestyles are available for this.

An additional service from Deutsche Post Direkt makes the result even more precise: SLAM - short for Smart Look-Alike Modeling - is a new smart analysis method. In a very short time, SLAM provides an accurate picture of your top customers and precise information about your existing customers' attributes and characteristics. SLAM identifies potential new customers who exactly match your top customers' profile and who are most likely to be receptive to your advertising message.



In brief

Services

Around 44 million continually updated addresses of private individuals

microdialog features enable a precise address selection according to target group: socio-demographic and consumer information, structural features, regional data, sector information, and data regarding lifestyles

Target group precise address selection based on a random customer data sample

Address check against the current Robinson List

Special services like positive/negative comparisons, duplicate checks, radius selection, etc.

Benefits

Target group precise marketing thanks to extensive profile information

Cost savings thanks to minimization of returns

Increased likelihood of response as a result of integrated communications

