



Marketing Mail International
Successfully winning and retaining customers

SWISS POST 

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Marketing Mail International

Specializing in high response rates!

Successfully winning and retaining customers

Do you want to win new customers abroad and retain them in the long term? With Marketing Mail International you hold all the trump cards: from assistance in optimally preparing both addressed and unaddressed promotional mailings to fast yet low-cost dispatch and efficient returns management.

First-rate mailing and response products

Simple: Marketing Mail PRIORITY and ECONOMY

Ideal for small circulations or for a trial mailing: newcomers to direct marketing can quickly see whether DM is a worthwhile option for them, while professionals can test out a mailing format to ensure it is the right one for their purpose or decide which is the right speed for them (see page 6).

Inexpensive: Marketing Mail Professional

Consistently good value for money, reliable and tailored to your needs: take advantage of the best postage costs on offer for each country and create your own postage paid impressions. For example, with the "Local Look" you can choose a postage paid impression typical for the destination country, while with the "Individual Look" you can use a picture of your choice (see page 7).

Efficient: Unaddressed Mail

The most efficient route to new customer addresses or to entry into international direct marketing is to send out unaddressed promotional mailings inexpensively (page 9).

A quick reply: Global, Combi or Local Response

Make it as easy as possible for your customers to reply by enclosing our pre-franked response elements (page 10).

Intelligent value-added services

Would you like to optimize your foreign addresses prior to sending out the mailing? Plan the precise timing of your mailing campaign in several different countries? With our intelligent value-added services, it's easy!

Plan effectively: the Direct Marketing Passports to Switzerland and Europe

Extensive information on target markets and local conditions can be transformed into success factors for your business (page 12).

Schedule your mailings carefully: the International HolidayCalendar

If you choose your timing wisely, your offers will receive the attention they deserve (page 13).

Optimize address management: International AddressGuide and the International AddressCleaning

Your mailings are bound to be more successful if the addresses you use are accurate. The AddressGuide will ensure that you obtain accurate addresses and that you can take advantage of any special postage offers to reduce the cost of shipping to certain countries (page 14).

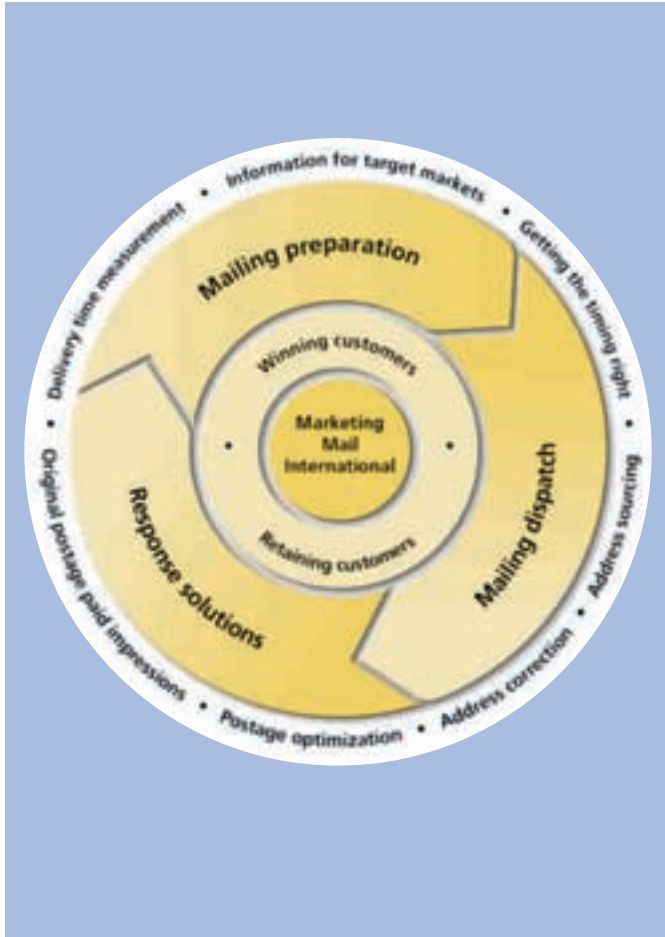
Create your own postage paid impressions: PostagePaid Generator

An original, eye-catching postage paid impression will establish initial contact by itself. Your customers will immediately feel that you are addressing them personally (page 15).

Accurate checking: delivery time measurement

Have the delivery time of your mailings measured free of charge – the empirical data obtained will be useful in your next mailing campaign (page 16).





All-round service for your business success

Do you want to do more than just send things out? With us you are in safe hands. We offer targeted, value-added services to supplement our highly efficient mailing and response products. Our all-round service extends from optimization of your foreign addresses through to assistance with getting the timing right. We offer efficient solutions from a single source that enable you to generate genuine added value. Whether your priority is economy, flexibility or reliability, we will be happy to work with you to develop a solution that meets your particular requirements. This will ensure that you obtain a high response rate and maximum business success in new markets.

Swiss Post International – your professional partner for successful direct marketing worldwide with **Marketing Mail International**.



Marketing Mail PRIORITY and ECONOMY

The simple way of winning and retaining new customers

Your objective

You want to win new customers abroad and retain them in the long term. With a simple direct marketing tool that produces great results at low cost.

Our solution

We offer you an uncomplicated mailing solution for your addressed mailings which is rated highly by newcomers to the direct marketing scene and professionals alike.

Marketing Mail PRIORITY and ECONOMY

- Two speeds: fast (PRIORITY) or inexpensive (ECONOMY)
- Different formats allowed
- Simple mailing preparation

How you benefit

Small quantity, large effect

Even with a small print run you can gain a lot. For example, finding out in which country addressed direct advertising is most effective for your business. Or what packaging will produce the highest response rate.

Minimize wastage

Our product is particularly suitable for testing rented or purchased international addresses so as to minimize waste circulation for subsequent mailing campaigns.

Intelligent timing

PRIORITY or ECONOMY? Use the speed option for intelligent timing: for example, when it is important that your mailings should arrive overseas and at European destinations at the same time.

Please note

Preparing items for mailing

Always frank Marketing Mail PRIORITY or Marketing Mail ECONOMY mailings with postage paid impressions.

Mailings from Switzerland

In Switzerland, Marketing Mail PRIORITY and Marketing Mail ECONOMY correspond to the Marketing Mail Easy mailing product.

Further information

Your customer advisor will be happy to provide all the information you need on prices, discounts for pre-sorting, formats and special mailing conditions for a given destination country (for contact details see page 18).



Marketing Mail Professional

The inexpensive way of winning and retaining customers

Your objective

When it comes to winning and retaining customers abroad, you would like to take up the lowest cost method of mailing – and make optimum use of the opportunities for customization through postage paid impressions in every destination country.

Our solution

We offer you an innovative solution for cross-border mailings which you can normally use from 500 mailings per country with the same content.

Marketing Mail Professional

- Specifically suited to large mailings
- Country-specific solution, i.e. every mailing is tailored perfectly to the destination country
- Collection of consignments
- Optimized postage charges per country
- Practical additional services such as customized franking or measurement of time taken to deliver your mailings

How you benefit

Consistently good value

We will work out for you the least expensive type of mailing for each country. This will guarantee that you never have to pay more than is necessary. One possibility which can reduce your postage costs is pre-sorting. In certain countries you can qualify for further attractive discounts with large orders.

Consistently reliable

The reliable delivery of your addressed letter items is guaranteed: your mailings will be delivered to recipients worldwide with typical Swiss punctuality.

Tailored to your needs

Marketing Mail Professional allows you to choose your postage paid impressions. For example, so that you can make a striking impression on your recipients with an originally designed franking or win your recipients' trust with a local postage paid impression (page 15).



Country-specific information

It's easy when you know how! All the information you need on delivery times, mailing preparation and packaging can be found in the "Marketing Mail Professional country overview", which you can order at your convenience with the enclosed reply card or online at www.swisspost.com/mmp-overview.

You will also find country-specific information in the relevant country brochures. These are available from your customer advisor in German, French, Italian and English (for contact details, see page 18).

Tips

Valuable knowledge about target markets

You will be even better informed if you have the Direct Marketing Passports to Switzerland and Europe, which are packed with useful tips for efficient direct marketing, from postal peculiarities to the cultural customs in your destination country (see page 12).

Pre-franked reply card

Make it as easy as possible for your customers to respond with one of three pre-franked reply card options: "Global Response" (replies are sent to an address in the sender's country), "Combi Response" (combined response element Switzerland/abroad) or "Local Response" (replies are sent to an address in the destination country) (see page 10).

Further information

Marketing Mail Professional is a country-specific solution. If you have any questions about prices, formats and the detailed terms for a given country, your customer advisor will be pleased to assist (for contact details, see page 18).



Unaddressed Mail

The most efficient way to win new customers

Your objective

You want to develop new markets and win international customers, but you do not have the necessary addresses.

Our solution

We offer you an attractively priced solution for sending unaddressed items such as leaflets, catalogues or samples.

Unaddressed Mail

- Information about the number of households in the different countries and target regions
- The items will arrive in recipients' letterboxes within 5 to 12 days, depending on the country
- Processing of all follow-on logistics processes
- Support with customs formalities
- Handling and sorting can be included if required

How you benefit

Maximum coverage

With Unaddressed Mail, you can reach out to thousands of potential customers without knowing a single address.

Low postage costs

With Unaddressed Mail you can send out unaddressed brochures, catalogues or samples at extremely attractive prices.

Optimum starting conditions

Unaddressed Mail is ideal for testing the waters for the first time with cross-border direct marketing. You will receive valuable personalized addresses with each reply card returned.

Attractive selection options

For certain countries Unaddressed Mail offers attractive selection options for particular target groups with nationwide delivery.

Please note

Mailings from Switzerland

Unaddressed mail sent from Switzerland to a number of countries is offered jointly with our partner Direct Mail Company. For further information, phone +41 (0)61 337 87 87 or visit www.direct-mail-company.com.

Tip

Pre-franked response elements

With Unaddressed Mail, take advantage of a pre-franked response element as well (see page 10). You will be surprised at how many extra contacts you make as a result.

Further information

For further information on countries, prices, design requirements, dispatch preparation and additional services, please consult the customer advisor in your country (for contact details, see page 18).



Global, Combi and Local Response

The best way of increasing the response rate

Your objective

You want to maximize the response rate for your mailing campaign by making it as easy as possible for your customers abroad to reply.

Our solution

With our pre-franked reply cards we offer you proven solutions in the form of loose inserts for your addressed and unaddressed mailings. In this way, a few simple methods can make your customers a lot more likely to respond.

Global Response

- Pre-franked international reply card
- Responses sent to your business address as PRIORITY letters

Combi Response

- A pre-franked reply card suitable for use by potential customers both in Switzerland and abroad means that you only have to develop and print a single response element for campaigns conducted both in Switzerland and abroad
- Returns are sent back as PRIORITY letters (from abroad) or as A Mail letters (from Switzerland) to your business address in Switzerland

Design requirements for Global Response and Combi Response

- You can use postcards or envelopes
- Available for all countries for items weighing up to 50 g
- Formats: 140 × 90 mm to 353 × 250 × 20 mm
- Paper weight for cards: at least 150 g/m²

Local Response

- You can demonstrate a local presence and customer proximity in the destination country by having a return address in that country
- We will set up a PO box for you in the destination country and direct reply cards to your business address on a daily basis

Design requirements for Local Response

The design requirements correspond to the conditions for the particular destination country. Please contact your customer advisor (see page 18).

Please note

- For customers in Switzerland: possible for mail to Germany, Denmark, Great Britain, Ireland, the Netherlands, Norway, Austria, Portugal, Sweden.
- For customers outside Switzerland: possible only for mail to Switzerland.

How you benefit

Responding is easy

There is no need to search for a stamp or go to the trouble of organizing a fax transmission: with a pre-franked reply card, it's really easy for your customers to request information or place an order.

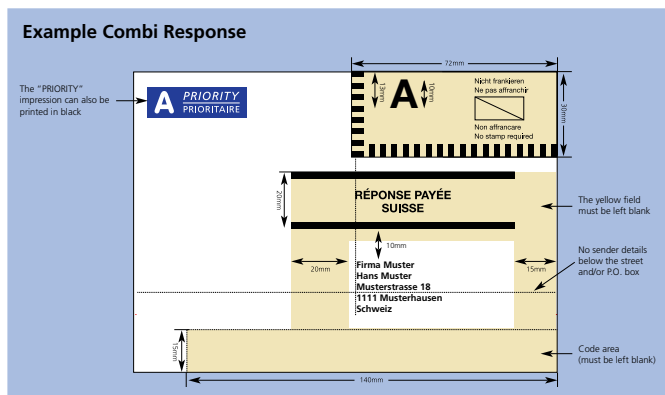
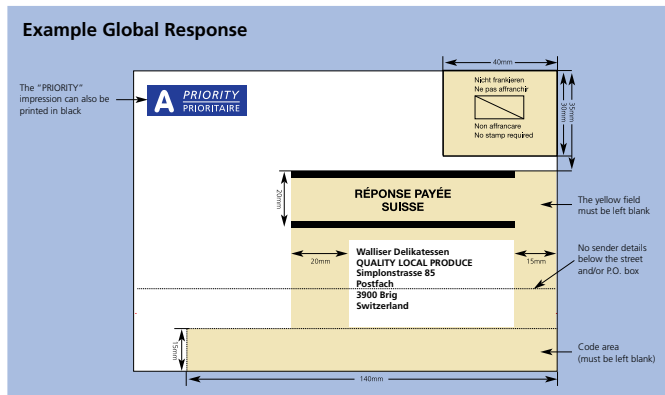
Fast response

Whether you go for Global, Combi or Local Response, and whether the replies are sent to your business address or to a postal address in the destination country with daily forwarding, responses are always returned to you as PRIORITY items.



Create trust

Win the trust of your customers by having an address for responses and orders in their country. This will show them that you are close at hand and make them more likely to respond. We will be happy to set up a postal address for you in your destination country.



Tips

Suitable for all promotional mailings

The international Global Response business reply item is suitable for both addressed and unaddressed mailings and is available for all countries.

Design templates on the Internet

Templates for Global, Combi and Local Response Switzerland response elements can be downloaded from the following URL:
www.swisspost.com/response.

Further information

For information on countries, prices, design requirements or to set up a postal address in your destination country, contact your customer advisor (see page 18).



Direct Marketing Passports to Switzerland and Europe

Useful tips for successful direct marketing

Your objective

You would like to obtain detailed information on the markets abroad so that you can convert the local economic and cultural characteristics into success factors for your mailing campaign. And you would like to know how direct marketing and mail order business function in different countries.

Our solution

To avoid the trouble of obtaining the information you need on every country, we have compiled the most important facts and figures for you in two clever guides:

Direct Marketing Passport to Switzerland

- For companies worldwide
- Detailed information on the Swiss market

Direct Marketing Passport to Europe

- For companies all over the world
- Detailed information on Germany, Austria, Italy, France, Belgium, the Netherlands, Great Britain

Both passports contain the following information:

- Important facts on the population, economy and advertising expenditure
- Address sourcing, address formats and data protection
- Vital tips for designing and sending mailings
- Vital tips for designing response elements
- Development and perspectives, customs and practices in the mail order business
- Practical tips on how to succeed in direct marketing

How you benefit

Tips for effective direct marketing

Anyone familiar with conditions in the destination country can use these factors to ensure that their mailing campaigns are a success. The handy DM guides provide useful business and cultural analyses for every market.

Convincing customer contact

Direct marketing always means direct customer contact, and the more precisely you know the needs and customs of your target group the more convincing this will be. And the more your potential customers will feel you understand them.

Entertaining reading

Learning is fun. The practical format, amusing illustrations and humorous texts on the peculiarities of the countries covered make these two reference works unique. Lucidly prepared and attractively formulated.

Further information

You can order the DM Passport to Switzerland and to Europe conveniently by completing the enclosed reply card or online at www.swisspost.com/dm-pass or www.swisspost.com/eu-dm-pass.



International HolidayCalendar

Careful timing made easy

Your objective

You would like your mailings to reach their recipients at the optimum time, especially when you are conducting DM campaigns in several European countries at the same time.

Our solution

We will ensure that your potential customers are actually at home and not on holiday when your mailings are delivered:

International HolidayCalendar

- All official public holidays and all school holidays shown clearly
- For 13 European countries
- Information on what percentage of the population take holidays or enjoy public holidays
- All the important congresses and trade fairs on the subjects of marketing and direct marketing highlighted

International HolidayCalendar Online

- The practical online version with additional functions
- Display as required – on a map for each country or gathered together into groups of countries
- Postcodes can be downloaded in country maps
- Clearly legible graphics with processed information
- For further information, see www.swisspost.com/holidaycalendar

How you benefit

Optimum timing

When it comes to deciding on dates and dispatch schedules, you need to consider the public holidays and school holidays in different countries. This will ensure that you reach your target group at the right time. For example, directly after the school holidays, or, under no circumstances, during a week that contains public holidays.

Clever planning

With the International HolidayCalendar you can also plan your international business contacts skilfully. For example, at trade shows or congresses.

Seasonal or regional offer

The holiday planner is the ideal tool for launching seasonal offers with care, for example in tourism. Or for precisely timing offers for certain regions, as in many countries the dates of school holidays vary from region to region.

Further information

You can order the fold-out calendar free of charge using the enclosed reply card or online at www.swisspost.com/holidaycalendar.



International AddressGuide and AddressCleaning

Practical aids for optimum address management

Your objective

You would like to acquire new foreign addresses with which to reach your exact target group. Or you want to avoid costly wastage and thus improve the quality of your foreign address database.

Our solution

We will be happy to support you with our tools for address correction and for procuring new consumer and business addresses:

International AddressGuide

- Over 270 pages of exclusive information on the procurement and maintenance of foreign addresses
- Providers of consumer and business addresses and reference files (Robinson lists, nixies, poor payers etc.) from 22 countries

International AddressCleaning

- Efficient address correction thanks to matching with a globally unique reference database from 240 countries and territories
- The addresses are correctly formatted, individual data fields corrected and/or the address database is checked for duplicate records

How you benefit

Home in on your target group

Horse owners in Portugal or flower growers in England? In the International AddressGuide you will find exactly the right database with the addresses you require from over 600 providers.

Improve cost-effectiveness

Fewer returns, fewer undeliverable items, fewer duplicate records and fewer items sent more than once to the same address: correct addresses will improve the cost-effectiveness of your mailing campaign.

Enhance customer satisfaction

Getting the address right avoids delays, reduces complaints and cuts the workload of your customer service. Moreover, you are signalling your professionalism to your customers right from the start.

Tips

Benefit from postage optimization

Send us your address file and we will sort your shipments by postcode region. For certain countries this will enable you to cut your postage bill by over 30 percent.

Three ways to achieve the best form

International AddressCleaning is available in three forms: as an online version, as a practical add-in in Microsoft Excel format for results in a matter of minutes, and by e-mail within three working days. A report on the quality of your addresses is provided in each case. For further information, see www.swisspost.com/addresscleaning.

Further information

You can obtain all the information you need on countries, prices and postage optimization from your customer advisor (see page 18).



PostagePaid Generator

Benefit from creating your own postage paid impressions

Your objective

You want to see all the postage paid impressions available for your mailing at a glance and at the same time to personalize and download your choice.

Our solution

If you wish, we will be happy to help you achieve a singular impact on your customers with our unique, free online tool for the personal design of postage paid impressions:

PostagePaid Generator

- Register free of charge and you will receive immediate access to the PostagePaid Generator via an e-mail activation link
- Choose the sender and destination countries for your mailing – the PostagePaid Generator will automatically list all the franking options:
 - **Local Look:** you create the impression of being a local with a franking typical of the destination country
 - **Neutral Look:** a neutral international direct mail (IDM) impression conceals the country of origin of the mailing
 - **Swiss Look:** a Swiss postage paid impression underlines the Swiss origin
 - **Individual Look:** integrate your company logo or picture into the PP impression
- Choose the franking which best suits your mailing requirements and your target group
- Simply download the customized PP impression, and the template is ready for printing or digital use in the optimum data quality (several formats)



How you benefit

More attention, higher response

With an originally designed postage paid impression, you will attract more attention from the recipient and thus increase the response rate.

Simple

All you need is to enter the country of origin and the destination. The PP Generator will show you immediately which postage paid impressions are possible for your selection.

Fast

Quick to create: in the fastest case it takes only half a minute from login to download of the PP impression.

Up-to-date

One valuable additional benefit is that the PP Generator is always up-to-date. You therefore always have the best information about current franking possibilities and the optimum preparation of items for mailing.

Further information

Further information on the design of PP impressions and other topics is available from www.swisspost.com/postagepaid.



Delivery time measurement

Measurable success

Your objective

You believe it is very important for your mailings to reach the recipient reliably and without loss of time. You would also like to check exactly how quickly they were delivered.

Our solution

We offer you a unique service with which you can check the delivery time of your mailings:

Delivery time measurement

- Measurement of delivery times at no charge
- In partnership with a well-known marketing research institute
- Measurement through the inclusion of control addresses
- Detailed delivery time report following delivery

How you benefit

Identify any weaknesses

Measurement of delivery time identifies potential weaknesses in the process chain, anywhere between lettershop and delivery.

Optimization of future mailings

By monitoring your mailing you can collect important empirical data which will be useful to you in future mailing campaigns.

Early warning system

The delivery time measurement entails a quick phone query to the recipient two to four days after the delivery date. If required, we will intervene immediately with the postal company responsible for delivery.

Please note

Only for Marketing Mail Professional

The value-added delivery time measurement service is only available for Marketing Mail Professional mailings (see page 7).

Further information

If you are interested in having the delivery times of your mailings measured, please contact your customer advisor (for contact details, see page 18).



Other mailing offers from Swiss Post International

We have a solution for every challenge

Your objective

You would like to regularly send goods abroad for sale. Or you are looking for an opportunity to reliably deliver your daily business correspondence. Or perhaps you want to supply newspapers and magazines abroad and are looking for an efficient solution from a single source.

Our solution

As well as Marketing Mail International, we offer other uncomplicated, tried-and-tested international mailing solutions:

Business to Consumer International

This is an ideal way of delivering goods with a high delivery rate to private and business customers. You benefit from a high delivery rate all over the world, reliable collection, efficient consignment tracking and simple returns for the customer.

Business Mail International

BMI ensures that your important business consignments are sent speedily to the right recipient. The benefits to you are the reliable delivery of the day's mail or periodic bulk shipments, the rapid dispatch of ordered brochures and optimum security thanks to proof of delivery.

Press International

Your publications are topical as they reach your customers punctually. Other advantages of this mailing offer are comprehensive solutions which can also be selected on a modular basis. Our industry-specific expertise guarantees high-quality transport, distribution and delivery.



The right address anywhere in the world

Our international branches

Switzerland

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+800 888 777 00

* **Freephone number:** This number is only valid when dialling from within the country

www.swisspost.com

