



Dialogue Marketing Services

Build customer engagement in Germany and beyond with a direct approach



Dialogue Marketing brings you closer to your customers

Dialogue Marketing is a key part of the marketing mix, generating excellent responses and brand engagement. As the majority of information sharing has moved from letterbox to inbox, a new opportunity has been created for physical promotional mail.

Consumers enjoy finding something tangible on their doormat; it makes them feel appreciated, instigating physical interaction and creating a positive perception of your brand.

Whether you want to find new consumers or reignite interest among existing ones, Dialogue Marketing offers a wealth of benefits:

Immediate interest and engagement – mailboxes used to be filled with personal messages; but as the level of personal mail has decreased, well-designed and interesting promotional content has become more desirable and fun. Dialogue Marketing makes mail interesting again, revitalising consumers' engagement with your offers.

Physical presence – touching paper has an undeniable subconscious and physical appeal – people understand and interpret the promotional message in a more powerful way than reading it on a screen. This is one of the key reasons Dialogue Marketing is so effective – it creates a physical bond between consumer and brand

Targeting – improved methods for identifying potential consumers give campaigns more impact by ensuring you target the correct audience.

Action – a response-oriented design, targeted at the right people with the right message, is a powerful way of persuading consumers to place an order.

Attention grabbing – from shape and size to choice of materials and colour palette, every aspect of your mail campaigns can be customised to create unique designs that demand attention.

ROI – investing in print marketing is an important part of any multi-channel campaign and can generate added revenue in the long term.

Destination Germany:
tap into Europe's consumer powerhouse
Germany is Europe's biggest market and a driving force behind the European economy.

It has a huge number of potential consumers among a heaving market of online shoppers, with multichannel mail order sales a rapidly growing sector.

Deutsche Post can be your bridge into this profitable market of discerning online shoppers, using promotions that communicate in a personal, immediate and physical way.

Expand your business horizons with international Dialogue Marketing

Our services don't stop at the borders of Germany. As well as providing the advantage of our insight in Germany, we can help you achieve the same results on an international scale.

Benefit from the combination of our Dialogue Marketing expertise and leading international network to deliver your printed campaigns directly to the hands of your customers all around the world.

The complete portfolio of Dialogue Marketing services at Deutsche Post

As *the* postal service for Germany, Deutsche Post has exclusive access to the country's foremost postal network. This gives us unique insight into Europe's largest market – we know who's behind each address.

This experience combined with our service portfolio makes us the ideal partner for any company seeking a smooth and reliable bridge into this attractive market:

- Complete services portfolio, from market analysis and media creation to delivery and campaign evaluation
- Extensive database offering advanced profiling, targeting and segmentation
- Multiple delivery options to match your campaign goals
- Expertise in connecting print with digital for a seamless cross-media campaign

With our unique knowledge of target groups, integral solutions and high quality resources, Deutsche Post are your go-to Dialogue Marketing experts for a smooth entry into Germany.



Decades of experience and a complete service portfolio

Our portfolio of Dialogue Marketing services takes care of every stage in the creation and execution of a successful campaign in close cooperation with you and/or your marketing agency: Read more about our value-added services on page 9 of this brochure.



Build your German customer base with Dialogue Marketing

Dialogue Marketing is an essential tool in opening new customer relationships and consolidating existing ones. Deutsche Post can help engage more with your German customers by designing and distributing your campaigns using our wide range of Dialogue Marketing services:



Addressed

Address new and existing customers with DIALOGPOST

A very powerful addressed Dialogue Marketing medium based on a targeted, personalised approach. Maximise response by precisely targeting your pitch and sending tailored offers directly to your customers.

Use specific addresses from the Deutsche Post address database, your own database or a combination of both. DIALOGPOST is an easy-to-use and reliable solution for when you want to:

- Send written communication and documents including free samples, product samples, promotional items and inserts
- Easily prepare the dispatch of your mail campaigns with our simple software tool
- Optimise the efficiency of your campaigns online through combination with ADRESSDIALOG
- Accompany your customers throughout their journey with the TRIGGERDIALOG cross-channel service



Partially Addressed

Build your customer base with POSTWURFSPEZIAL

A partially addressed service, designed to find new customers by targeting households based on specific selection criteria.

Your campaign will reach those households that best represent your target group, meaning you can reach out to your potential consumers even without your own address database. Benefit from:

- Cost-effective acquisition of new customers
- A rich array of selection criteria combinations
- Reduction of scatter losses and thus costs
- Professional processing by Deutsche Post
- Labelling, packaging and posting, fulfilled through an established network of more than 70 long-standing preferred partners



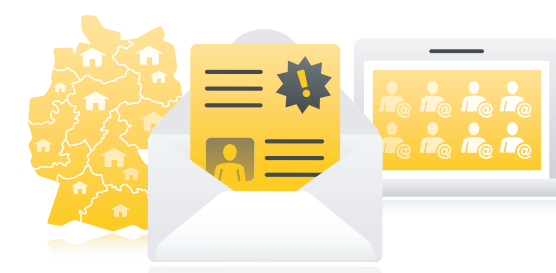
Unaddressed

Extend your reach with POSTAKTUELL and EINKAUFKATUELL

POSTAKTUELL is ideal for targeting households in a specific area, city or region in Germany, ensuring campaigns can be delivered even without fixed addresses. Select the delivery period from Tuesday to Friday – whatever suits you better. POSTAKTUELL products let you tailor the area targeted to achieve further-reaching and more effective communication – right across Germany.

Build a database of new customer contacts.

- Simplify target selection and create your dispatch documents in only a few steps. Access Deutsche Post's professional unaddressed mail software solution
- Combine with our BUSINESSREPLY service to monitor success and win address material at low cost



Household Advertising

- EINKAUFKATUELL allows you to place your advertisement or insert into a free TV-magazine. It is packaged as a sealed bundle and delivered to every household in the most densely populated parts of Germany, every Saturday. Reach out to existing and potential customers every Saturday in Germany's 27 largest conurbations
- Choose between regionally and locally tailored advertisements and inserts
- Get your advertisements directly into the hands of your customers through the trusted Deutsche Post logistics network



Take campaigns to the next level with our value-added services

Entering a new market can seem risky. But it doesn't have to be. With an extensive database of business and consumer target groups and years of Dialogue Marketing experience, Deutsche Post's value-added services can ensure your German Dialogue Marketing campaigns come off smoothly and successfully.

Data-analysis: find new customers or re-connect with existing ones

Whatever your goals, having an accurate database is critical to your success. Deutsche Post is uniquely positioned to offer you invaluable expertise in database management.

Our data analysis tools first help you to define your target audience. Then, by leveraging our address database, we can help you target campaigns at businesses, individual consumers, households and even entire neighbourhoods.

Deutsche Post can help you refine your target audience through:

- Address cleansing to remove invalid or out-of-date addresses
- New addresses leased from our database of millions of businesses, households and private consumers
- Predictive behavioural targeting of groups likely to be interested in your promotions
- Profile analysis to determine the profile of typical consumers and find target groups in our database

Whether you want to lease a new database, update an existing one or even enrich it with key target group information such as socio-demographics and buying behaviour, you've come to the right place.

Production: maximise direct marketing success with BESTSELLER MAIL

Deutsche Post can support you in the design and production of your Dialogue Marketing campaigns. Our convenient full-service BESTSELLER MAIL portfolio provides everything you need for successful direct advertising, whether you're sending letters, postcards, flyers or any other type of advertising material. Services include:

Consultancy and Planning

Dialogue Marketing with Deutsche Post couldn't be easier – our specialised direct marketing teams can handle every aspect of the planning and realisation of your campaigns for you. We take care of all the details, from the initial consultation to sending out the material to your customers on schedule.

Design

Looking for a unique concept for your next Dialogue Marketing campaign? Working with trusted partner agencies, we design every Dialogue Marketing campaign based on your specific aims and requirements. Choose between two levels of service: visual concept and

copywriting as a complete package, or simply the design:



Print and Dispatch

We work with certified printers to handle production of your campaigns through the offset printing process. Our team then commission a third party to personalize and package your advertising materials before handing over the shipments for dispatch. We stay in close contact with our service providers, ensuring full transparency in monitoring quality and timing of individual orders.

Compatible with many different dispatch types, BESTSELLER MAIL offers your company the ideal solution for successful direct advertising. Whether you want to acquire new customers, re-activate existing customers, increase revenue, launch new products or send exclusive invitations and offers, Deutsche Post can support you in producing and fulfilling these ambitions.

Response Management: optimise revenue with every campaign

Deutsche Post offers a wide array of tools to help you measure and optimise responses to your campaigns.

This includes:

- Personalised URL (PURL) – Our *AdressDialog*® service provides personalised URLs or codes which direct recipients quickly and easily to an individual website where every click and action is measured. It unites the online and the offline worlds, lowering the barriers that block people from taking action, leading to more responses.
- Digital address check and mail returns management – Improving your campaign database is a crucial part of optimising your future campaigns. With our *Premiumadress*® service we check your mailing items at the recipient's doorstep, making sure you get the latest status on address information. This keeps your database up-to-date and reduces the cost of undeliverable mail. You will receive digital information on invalid addresses, and can also choose if you want to have the mail items physically returned to you.

- Performance response measurement and analysis – By helping you define your goals and then measuring response, we help you improve your campaigns' success rate. The more targeted the campaign, the higher the return on investment and the better the cost per order.

We can help you to identify which campaigns pay off for which segment. With our CRM analysis, you can find out if a campaign will be successful and increase the value of your customer database or prevent it otherwise drifting into inactivity.





Dialogue Marketing is a valuable part of a cross-media strategy. It can act as a remarkable reminder, an eye-catching teaser and the appetizer that leads people to your website. A dynamically designed flyer announcing your new product line will often trump an easily ignored email.

Cross-media: boosting the power of print

- Direct mail dramatically improves the success of online campaigns and can boost responses to classic advertising, like TV or radio
- Print is a very powerful supporting channel for most marketers sending promotional emails

We can help you to use Dialogue Marketing as part of your cross-media campaign for raising awareness, finding new consumers and building loyalty in Germany. While it's true that the sum of campaigns is greater than its individual parts, Dialogue Marketing can be the binding that holds it all together.

International Dialogue Marketing: your ticket round the world

Alongside our insight into Germany, we have the expertise and international resources to take your marketing campaigns around the world. By combining our unique range of Dialogue Marketing services with an unrivalled logistics network, we can deliver your campaigns on a global level.

This range of services includes:

Easy dispatch: simplified shipments for greater convenience

Our simple and straightforward international Dialogue Marketing services are focused on ease of preparation and dispatch, and involve a choice between two types of product:

Standard

The perfect time and effort-saving solution for those looking for a cost-efficient way to deploy international Dialogue Marketing campaigns.

- One label worldwide
- Up to 2kg, max. L+ W + H < 900mm, each side < 600mm
- Standard delivery times within 5-8 working days to Europe and 8-21 working days to rest of world

Priority

For more urgent deliveries, our priority service offers a reliable way to deliver international Dialogue Marketing campaigns with range-definite transit times, for when time is of the essence.

- One label worldwide
- Up to 2kg, max. L+ W + H < 900mm, each side < 600mm
- Priority delivery times within 2-5 working days to Europe and 5-10 working days to rest of world

The 'Local look': a recipe for international success

The right look and feel makes a lasting impression. We can help create and send Dialogue Marketing materials with a 'local look' to a wide variety of countries. This strengthens your international presence and increases your customers' trust in your business. Choose from a range of different 'local look' services:

Addressed Direct

Take advantage of Deutsche Post's international network to send your addressed Dialogue Marketing campaigns to several countries reliably and cost-efficiently.

- Weight and size limits according to requirements of destination-country service provider
- Domestic addressed advertising mail specifications
- Fulfillment, central post box and return delivery service available
- Delivery within 3-8 working days in the destination country
- Available for selected European countries
- Commercial customs clearance for non-EU destinations

International Direct

International shipping of addressed advertising material to selected European countries offering convenient and cost-efficient customer communication based on one standard franking for all destination countries.

- Up to 2kg, max. L+ W + H < 900mm, each side < 600mm
- One franking standard
- Fulfillment, central post box and return delivery service available
- Delivery within 5 working days in the destination country
- Available for selected European countries
- Commercial customs clearance for non-EU destinations

Unaddressed Direct

Ship unaddressed advertising material to selected countries for a cost-effective way of communicating with your international target groups.

- Weight and size limits according to requirements of destination-country service provider
- Domestic unaddressed mail specifications
- Fulfillment services available
- Delivery times according to destination-country specifications
- Available for selected European countries
- Commercial customs clearance for non-EU destinations

Reply Direct

Gain greater insight into your international customers through our local business response services for replies to Dialogue Marketing campaigns, or to conduct market research in selected countries.

- Weight and size limits according to requirements of destination-country service provider
- Domestic response service specifications
- Central post box in target countries
- Delivery times according to destination-country specifications
- Available for selected European countries



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