

# Unaddressed Mail

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A cost-effective way to gain new customers without using a database.

Just because your business doesn't have a database, or purchasing a targeted mail list may be too costly, doesn't mean you can't use direct mail to effectively acquire new customers.

By using the Unaddressed Mail Service (UMS), your business can communicate with potential customers and create inexpensive direct mail campaigns anywhere in Australia, without the need for a customer database.

## Unaddressed Mail Service is:

- an easy way to gain potential customers without requiring their personal details
- a low cost way to assess market interest in your product or service
- a cost-effective way to create a database from responses to campaign
- one of the easiest ways to do test mailings in chosen locations

Further:

- Reply Paid can be used in conjunction with your mailing to help increase responses.
- No addressing or postage stamps are required.
- Australia-wide delivery is available (excluding 'no advertising' mail boxes)
- Significant cost reductions can be gained compared to normal postage.
- Access to post office boxes is available.

## How does the Unaddressed Mail Service work?

**Step 1** Your business creates its individual communication to the Australia Post UMS material guidelines.

**Step 2** Unaddressed Mail campaigns need to be booked with Australia Post. Bookings are accepted up to 3 months ahead, and no later than 3 weeks ahead. Lodge the articles at least 7 business days ahead for interstate deliveries at least 5 business days ahead for same state deliveries.

**Step 3** All lodgements are made at Australia Post business centres in metropolitan areas and at local post offices in country areas.

**Step 4** Australia Post then delivers unaddressed letters to delivery points and letterboxes within specified postcode areas.

## Want to know more?

If you would like more information about our Unaddressed Mail Service or other Australia Post products and services, please call 13 11 18. Alternatively, ask the friendly staff at your local Australia Post outlet.