

The facts ABOUT Mailing solutions

Finsbury Green provides a complete mailing and distribution service, including:

- › data management
- › integrated campaigns
- › mail marketing and processing
- › intelligent mail
- › envelope supply and insertion
- › poly-bagging
- › fulfilment

Pre-campaign consultancy

Our experience and advice provides the right methods for every project. We take all the headaches out of a campaign and deliver outstanding results.

Integrated campaigns

We can help you move from static traditional mail to dynamic, personalised, cross-media ‘conversations’ with your clients that are driven by your database and deliver real results. With each campaign you will grow and expand your customer intelligence, enabling you to generate new sources of income, drive profits and achieve sustainable growth.

Finsbury Green’s integrated cross-media applications, allow detailed personalisation of response-driven communication, which maintains brand consistency regardless of the channel.

Our campaign reporting allows you to track click, open and bounce rates by time and media preference, whether that’s email, social media, a phone or website visit, which provides you with invaluable information to shape future campaigns and products.

All this knowledge leads to maximising sales potential by targeting your customers’ preferred media channel.

Data management

The most critical component of mailing is your database, which can be manipulated in many different ways to achieve maximum results and savings.

Our experienced team, using industry leading methodology, is able to add significant value to your data prior to commencing your campaign, aiding in personalisation and maintaining brand consistency.

Deduplication, validation of fields, cleansing and washing of data can further help you create a more effective and personalised campaign piece. Optimising data for mailing and applying Delivery Point Identifier (DPID) barcodes will ensure you receive the maximum postage discounts available.

The management of variable data is the basis of highly effective communications, including:

- › data merged to letters, forms and cards including complex documents such as real estate brochures
- › loyalty redemption programs and online ordering systems
- › response collection, return mail service and data refinement

Our data management services also include:

- › merging, processing and manipulation of multiple data streams
- › data reformatting, reconciliation and reporting.



PROJECT

Producing or procuring sustainable custom-made print and mail, on a project-by-project basis. More info visit - finsbury.com.au/product/project



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Mail marketing and processing

Whatever the marketing strategy, there are many proven ways direct mail can help get a message in front of clients in practical and measurable ways.

Pre-sort letters

Pre-sort letters is the most cost-effective way to send fully addressed mail. Discount postage rates apply when sending more than 300 machine-addressed items. Having mail barcoded and sorted saves money, because it saves processing time.

Print Post for publications

Print Post is essential for sending publications such as magazines or catalogues. It saves you money by sorting mail and lodging it for local delivery. Delivery is secure and reliable, and undelivered items are returned to you.

Items can be in envelopes or poly-bagged and using a fly sheet provides more space for advertising and special offers. Supplements and inserts can also be included with copies of an issue, including samples.

We can also provide a choice of delivery services designed to boost business.

› **Acquisition mail**

Looking to target potential customers and generate leads? Send non-personalised addressed mail to households in specific postcodes, suburbs or Statistical Area Level 1 (SA1).

› **Competition mail**

Running a competition? We'll set up a free Post Office Box to receive mail in order to get a postage rebate on every fully stamped entry sent to that box. We can also generate random codes and numbers for competitions.

› **Impact mail**

Get creative and send virtually any shape item, including unusual materials such as fabric or wood.

› **Sample post**

Send samples to potential customers using mail, rather than handing out samples in public or at events.

› **Unaddressed mail**

Want to reach consumers or businesses, but don't have their details? Unaddressed mail is the lowest cost delivery service.

› **Charity mail**

If you're a charity, obtain significant postage discounts.

› **Reply Paid mail**

Reply Paid is easy and free for customers to reply to communications using traditional mail-based response channels. Only pay for the articles received back.

Intelligent mail

Statements, invoices and campaigns from one to eight pages – our technology allows you to customise what each customer receives with our intelligent barcoding systems. Combining our security features we can provide a 99% match to your database ensuring the right person receives the right information every time.

With resources to cater for almost any need, we can fold and insert at high speed saving you time and money, resulting in your mailing getting to market in the shortest time possible.

Print

Using the latest digital technology Finsbury Green can produce direct-mail collateral using digital colour print incorporating variable and personal data and images. This service also includes folding, scoring, gluing and perforating. Plastic loyalty card printing with attachment to matching letter is also available.

Envelope supply and insertion

Envelopes are the entrée to a direct mail piece. We can supply, custom make or overprint envelopes using any stock or size. Our service includes insertion of items up to C4 envelope.

Poly-bagging

Finsbury Green offers cost-effective high speed wrapping of catalogues, newsletters and magazines for clients looking for a professional finish with impact. Ask us about our degradable plastic wrap sustainable option.

Fulfilment

Finsbury Green provides a complete end-to-end service including inventory management, third party logistics, packaging supplies, warehousing and storage, pick and pack, distribution and online reporting. We use proven suppliers for the distribution of letters, parcels and bulk deliveries together with a track and trace system.