

ABSOLUTEPOST



IMMEDIATE | ACCURATE | INTELLIGENT

Direct mail brings brand communications into the household and to the people that reside within it. The interaction between consumers and direct mail they receive provides advertisers with a powerful and engaging opportunity to stimulate brand consideration. Improving data accuracy is therefore crucial to enhance campaign efficacy.

TPL Media has developed AbsolutePost as a unique database that guarantees the accuracy of the individual at household level.

Research tells us that consumers respond favourably to direct mail*

- 42% more likely to find mail memorable
- 27% more likely to welcome it
- 71% more likely to trust direct mail
- 21% more likely to switch supplier as a result of direct mail

TPL Media brings you AbsolutePost. A highly accurate and compliant database of over 7 million individuals who are responsive to offers via direct mail.

TPL Media screens the data prior to delivery to validate its accuracy, and offers on a replacement basis, a guarantee of 98% accuracy.

An inclusive pricing scheme enables you to target your ideal audience, and provides you with upto four free selections.

AbsolutePost assures you that you can do away with expensive suppression regimes as TPL Media does the job

AbsolutePost assures of 100% compliant data. Each record supplied comes with opt in date, source code and validation date.

Selections include:

- | | |
|----------------------|-------------------|
| Home shopping | Gender |
| Age | Marital status |
| Newspaper title | Employment status |
| Geographic | Income |
| Presence of children | Hobbies |
| Charity donors | Utility provider |

TPL MEDIA
GUARANTEES
98%
ACCURACY

Terms apply

To find out more call our sales advisers on 01923 884 333
www.tplmedia.co.uk