

NEW!

My Mailbox and 2D custom barcoded indicia



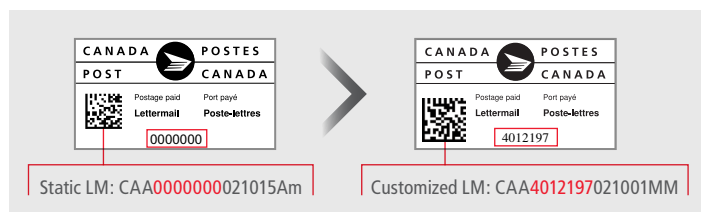
Introducing a new service to enhance your physical mail campaigns and support future visibility of your mail

What is My Mailbox?

This free, secure online service notifies subscribers when mail is on its way to their mailbox. My Mailbox provides consumers with daily email notifications of incoming mail, while allowing them to interact with digital content, such as logos, ads or URLs featuring businesses like yours. We will introduce My Mailbox in a national launch in early 2022.

What is the new 2D custom barcoded indicia?

The new indicia allows you to customize the barcode with a customer number, along with an option for user-defined campaign ID. These changes allow us to notify Canadians of who the mail is coming from, as well as supporting future visibility of your mail in our network.



The new indicia is designed for all machineable mail, including Lettermail™ and Canada Post Personalized Mail™ items. **The new indicia will be mandatory starting in April 2021.** Update your current indicia with the new online tool (details on next page).

What are the benefits of My Mailbox and the new indicia?

By applying the new custom barcoded indicia, you can engage users through My Mailbox email notification and enhance the value of your physical mail campaigns – at no extra cost – with click-through links, banner ads and increased branding.

In addition to increasing consumer engagement for Lettermail and direct mail, My Mailbox can provide these benefits:



Robust consumer data, including consumer engagement and mail performance metrics.



Digital impressions to amplify your physical mail campaigns, which can increase consumer interactions, extend reach and boost results.



The option to **share your feedback** on feature development and contribute to shaping the future of digital and physical integration.

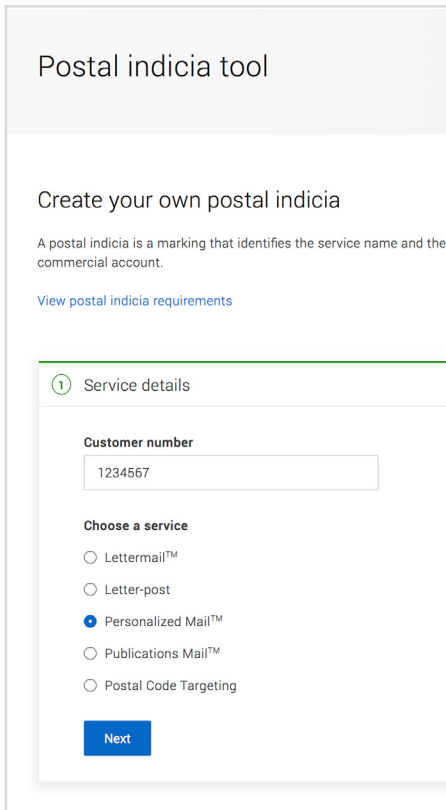


How to convert to the new 2D custom barcoded indicia

Update your indicia artwork in three easy steps using the new online tool starting October 2020.

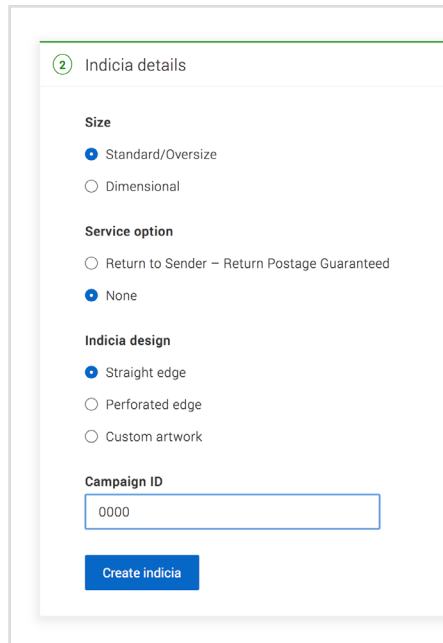
1

Go to canadapost.ca/indicia, enter your seven-digit customer number and choose the service/service option/indicia design.



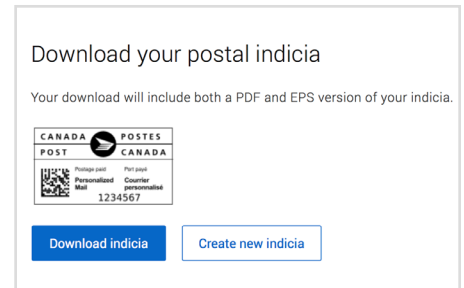
2

If you choose Lettermail™, Personalized Mail™ or Postal Code Targeting you will be asked for your campaign ID, if you don't have a campaign ID – please input 0000.²



3

Download the indicia/artwork files and print them on your envelopes and cards.



Questions? Contact the Customer Service Network at **1-866-757-5480** or your Canada Post representative.

Your current 2D barcoded indicia may be outdated. You cannot tell from looking at it. Ensure you are ready for what the future holds by downloading a new version today! Unsure? Send us an image at mail_courrier@canadapost.postescanada.ca with "Indicia Test" in the subject line and we'll confirm.

1. Source: www.broadridge.com/_assets/pdf/broadridge-consumer-trends-survey-infographic-full.pdf

2. Publications Mail™ may not require an indicia. Refer to the Publications Mail customer guide at canadapost.ca/notice for details.

™ Trademarks of Canada Post Corporation



Smartmail Marketing

