

Partially Addressed Mail

DATASHEET 2024



Send DM's Partially Addressed Mail service offers a GDPR-compliant, privacy-friendly solution for businesses aiming to expand their customer base.

This innovative approach allows you to reach potential customers in specific geographic areas without needing personal data, providing a cost-effective and compliant way to drive new customer acquisition. Targeting potential customers based on shared characteristics and location can achieve high engagement while keeping costs down.

Core Features

GDPR Compliance

Our service complies fully with GDPR, as it doesn't require the use of personal data, enabling businesses to reach new customers without violating privacy regulations.

Geographic Targeting

Focus your mail campaigns on full postcodes or geographic regions, selecting areas with the highest concentration of potential customers who align with your business demographic.

Customer Acquisition Focus

Partially addressed mail is designed to help businesses grow by reaching new customers who share similarities with their existing clientele, boosting conversion rates.

Cost-Efficient Marketing

Partially addressed mail is a more affordable alternative to fully personalised campaigns, reducing postage and production costs while maintaining a strong impact.

Customised Messaging

Tailor content to target specific locations, using messaging that resonates with their local context and demographic traits.

Our Services



Geo-Demographic Targeting

We leverage advanced data analysis to pinpoint the most promising postal sectors, ensuring your mailings are sent to areas most likely to contain potential customers.



Creative Campaign Design

Working with our customers, our team helps create personalised and relevant mail pieces that appeal to target prospects without using individual customer data.



Optimised Postage Solutions

Reduce your mailing costs through optimised postage solutions, allowing for large-scale distribution at competitive rates.



End-to-End Management

From Start to Send, our team manages the entire process to ensure smooth and timely delivery.

Service Benefits

Privacy-Friendly

With no personal data required, you can reach new customers confidently, knowing your campaign complies with GDPR and other data privacy laws.

Increased Reach

Target specific areas where potential customers are likely to be found, expanding your audience without needing direct access to personal information.

Cost Saving

Compared to fully personalised direct mail, partially addressed mail offers significant savings on postage, making it a cost-efficient solution for large-scale campaigns.

Improved Engagement

By delivering relevant and localised messages, partially addressed mail increases the chances of your materials being noticed and acted upon.

Enhanced Awareness

This service enables businesses to extend their reach into new areas, generating greater brand recognition in targeted locations.

Why choose Send DM

- Extensive expertise in running GDPR-compliant mailing campaigns that adhere to strict privacy regulations.
- Advanced geographic targeting tools to ensure you're reaching the right audience for your business.
- Competitive pricing structures that make large-scale, targeted mail campaigns cost-effective.
- Campaign management, from targeting to mailing and tracking, ensuring seamless execution.



Contact

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