

## Printed Media- Fulfilment, Handling and Distribution.

FEATURES	BENEFITS
<b>Data Cleansing –Citipost clean delivery address databases to ensure there are no duplications Or ‘non-deliverables’</b>	Increased efficiency for your clients. Keeps print and delivery costs to minimum
<b>Label production and tracking – Citipost will produce the address labels – this includes tracking details where third party couriers are used</b>	Post delivery tracking is really useful in facilitating accurate feedback on any later delivery queries
<b>Packaging Supply – we are able to supply the most relevant packing material at competitive prices due to our purchasing volumes</b>	Print media can be supplied by you on shrink-wrapped pallets for us to ultimately despatch in boxes or polywrap. This negates the need for further outsourcing, keeping the supply chain to a minimum
<b>Fulfilment – Citipost have a flexible workforce able to respond to changing workflows. We are used to picking and packing to your requirements</b>	Warehouse space and access to this kind of workforce becomes unnecessary for printers
<b>Distribution (1) <u>London Hand Delivery</u></b> We offer a Central London hand Delivery service to business addresses at rates tailored to provide big savings over Royal Mail	Cost savings to you/your client with all the database splitting done for you
<b>Distribution (2) <u>Third Party Courier</u></b> Our buying power means we enjoy big rate reductions and can pass on savings to you for distribution outside our own delivery footprint. The service can be either 24/48 hours	It becomes unnecessary to negotiate your own courier deals
<b>Distribution (3) <u>Downstream Access</u></b> Citipost are the largest independent company with licensed access to the Royal Mail system.	For large volume items for the mail may be part of the ultimate requirement so the whole job can be managed under one roof through Citipost
<b>Returns Handling – Delivery databases are rarely 100% accurate and can yield returned items. We have a system that receives the items and feeds back the data to you/your client with the reason for failed delivery</b>	This assists with the upkeep of the database integrity for future efficiencies
<b>Dailies – Citipost offer the service of storage and later distribution of stock for fulfilment of ad hoc requirements</b>	Releases valuable storage space at the printers and ensures professional handling of your clients requirements. Automated links to websites reduce physical involvement to a minimum



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Sampling opportunity delivered to new home movers	New and additional creative solution for you to propose to your clients
Scalability – weekly despatch average 5000 boxes. Commercial print messages can be included in the boxes up	Size and length of inserting campaign is flexible for a wider client base appeal
Opted-In data – all recipients have opted to receive the box via their estate agent or mortgage provider	All data complies with the Data Protection Act
Response rates are high to this form of Direct Marketing as the market sector is clearly defined	Efficient marketing use of print collateral. Printers are more frequently asked to implement a complete campaign
Cross Media Platform – the data collected allows for a campaign to include DM, email and a later mail campaign	Digital marketing solutions created by printers require a relevant target audience
‘Does what it says’ – one of the strengths of HMB is the simplicity of the concept	This marketing tool is easy to explain to your clients
Measurable – ROI can be easily tracked using various methods eg barcodes, coupons etc	Cost –effectiveness is of paramount importance to both you and your clients