



IRISH DIRECT MARKETING ASSOCIATION LTD

## 60% Increase in Targeted Leaflet Distribution

Leaflet Company Ireland has been setting the standards, not only on how unaddressed mail should actually be delivered, but also in implementing new 'targeting systems' allowing their clients to communicate with customers based on their demographic types, combined with their geographic location.

Back in 1994 Leaflet Company Ireland, in conjunction with Experian Marketing Services, introduced unaddressed Mosaic leaflet distribution to the Irish market that allowed customers for the first time in Ireland to 'segment target' Irish households based on the demographic profile of the residents in any given particular area.

Sales Director Kevin O'Brien explains: "This was not only a huge plus for Leaflet Company Ireland but for our clients too, as they don't have to waste a vast amount of money on printing and paying for distribution of their items to audiences that don't match or suit their product offering."

Typically applied at postal sector level (units of approximately 1,000 households), Leaflet Company Ireland have seen a dramatic increase of 60% in demographic targeting using Mosaic, resulting in a service fast approaching the accuracy of direct mail but at a significantly reduced cost.

With items being delivered by their managed full-time satellite-tracked distribution teams, their clients are reassured that their items are reaching their targeted addresses. This is fully supported by a checking system offering all our clients a full validation report on completion of delivery of items.

O'Brien goes on to say that in his opinion: "It is only those companies in Ireland who can communicate with their desired audience in a cost effective manner who will see out this recession."

With addressed mailings now on the decline due to the use of e-mail as a way for companies to communicate with their existing customers at a much cheaper cost, it is now evident to many companies that Mosaic targeting is going to play a significant role in helping these companies to target new customers in the years to come. Thankfully, Leaflet Company Ireland is now in a position to help any customer reach their desired audience in the most direct and cost effective way possible. More information on Mosaic targeting can be found on their website, [www.leafletcompany.ie](http://www.leafletcompany.ie).



### We can tell you where your customers live!!

With Leaflet Company Ireland exclusively offering MOSAIC targeting information, each of our micro distribution rounds can be grouped into one of the 40 separate Irish demographic categories which will enable you to pick out your target customer in their homes.

- Items delivered by full time supervised distribution teams under strict satellite tracked guidance
- Distribution work is independently validated to show TRUE distribution levels
- Mosaic is now the Number One direct marketing tool in Ireland used to guarantee that our clients reduce spend while targeting their desired target audience
- No other type of media allows you to communicate with new or existing customers in a more cost effective way

Member of the 

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