



RDP specialise in Cost Effective Multi Channel Consumer Lead Generation.

Our clients have the opportunity to target consumers with relevant, responsive and at times, unique lead generation products.



- Highly responsive, trackable media
- Low barriers to testing
- Cost effective, high reach roll out
- Blue Chip brand association

### ▶ How do RDP inserts work?

Typically postage and list rental represents the bulk of the costs for direct mail. Through RDP, you are able to 'ride along' with compatible mail issuers for a fraction of the cost.

RDP has a portfolio of trusted brands that accept compatible, third-party advertising in their regular customer mailings, ensuring your promotional message receives maximum exposure.

Billing statements and essential mail are personally addressed and contain important information that must be opened and read, thus offering a high level of exposure to third-party advertisers.

### ▶ Key benefits of inserts

Direct access to valuable consumer markets which include the likes of: Australia Post Redirection Envelopes, ANZ, Citibank, GE Money, Vintage Cellars Club Members, Ticketek and NAB.

- Personally addressed – an essential mail piece must be opened and read
- Measurable and accountable
- High Reach – approximately 15 million per month
- High Cut Through – limited to maximum 3 category exclusive advertisers.

### ▶ Some interesting facts and figures\*

Consumers are 125% more likely to respond to promotional offers they receive via personally addressed mail versus unaddressed mail.

Personally addressed mail is the preferred medium for receiving marketing and promotional communications.

The average Australian household receives five essential mail pieces (bills, statements etc) each week.

Key attributes of personally addressed mail are: trustworthy, information, reliable and convenient.

\*Source: Australian Letterbox

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