Campaign Targeter
Quick Reference Guide

Australia Post
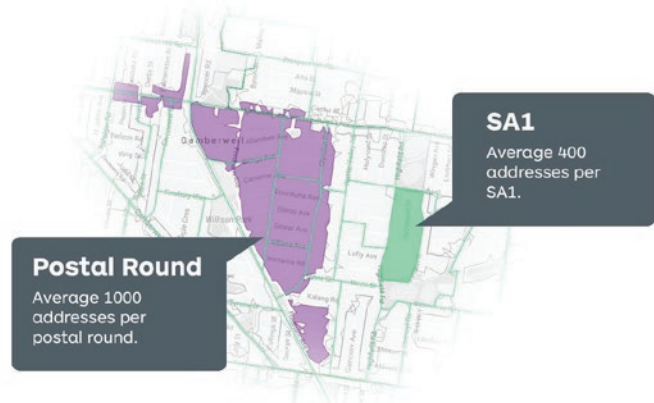
Introduction to Campaign Mapping

ⓘ Catchments

Campaign Targeter allows you to map your delivery area, which is called a 'catchment'. Catchments can be created using these methods.

Pin and radius	Custom shape	Reference layer	Catchment sets
Drop pins on the map and apply a radius to create catchments.	Draw shapes on the map to create custom catchments.	Select specific areas including suburbs, postcodes and electorates.	Upload a Catchment set if your business has compatible shapefiles with location data.

ⓘ How will my campaign be delivered?

Campaign Targeter gives you a combination of delivery choices for your campaign and when selecting your catchment preferences, it is important to understand the product options available.

SA1
Average 400 addresses per SA1.

Postal Round
Average 1000 addresses per postal round.

Unaddressed Mail	Addressed Mail
• Delivered to every address within postal rounds • A postal round contains an average of 1,000 addresses • It is a lower cost (per address) product option	• Addressed mail product – includes an addressed and a non-personalised salutation • Delivered to an SA1* level, which contains an average of 400 addresses • Provides greater degree of targeting accuracy

* SA1s are the smallest delivery areas available and have an average population of approximately 400 persons.

Catchment Preferences

When mapping catchments, you have the option to cover all your catchment area, or stay within your catchment boundary. A simple product preference selection also decides how your campaign is delivered and allows you to balance catchment coverage with delivery cost.

Catchment Preferences

Cover all catchment

Unaddressed Mail

Lower cost per address

More boundary overlap

Delivered to postal rounds

Addressed Mail

Addressed mail product

Less boundary overlap

Delivered to SA1s

	Postal rounds
	Average 1000 addresses per postal round

SA1s	
Average 400 addresses per SA1	

Stay within boundary

Unaddressed Mail

Lower cost per address

Less catchment coverage

Balance Cost and Coverage

Deliver to all postal rounds within catchment

Increase coverage by also targeting SA1s

Addressed Mail

Higher cost per address

Greater catchment coverage

Navigating the mapping screen

This is where you plan and map your promotional mail campaign.

Use these tabs to access campaign mapping functions:

- **Details:** Campaign name and description.
- **Where:** Create catchment areas and set catchment preferences.
- **Who:** Select customer insights such as Helix Personas® or demographics to locate potential customers.
- **Target list:** A complete list of Unaddressed Mail and Addressed Mail delivery points.

Options for each tab appear in this panel, allowing you to select preferences or perform functions for the active tab.

1. **Search field:** Enter the starting address, postcode or suburb of your target location.

2. **Mapping tools:** Access mapping tools that correspond to the catchment method selected.

3. **Zoom tools:** Enlarge or reduce the scale of the map.

4. **Campaign Summary:** Provides the campaign costs and delivery counts.

5. **Save:** Retains your progress so you can resume mapping at another time.

6. **Review:** You can download and review your current campaign details prior to booking.

For more helpful information and to register, visit: **auspost.com.au/campaigntargeter**