

# marketing mail

asendia

**Empowering** your business to grow across borders with our **mail** & e-commerce solutions



Win customers, keep customers



[asendia.co.uk](https://asendia.co.uk)



THE WORLD IS  
YOUR ADDRESS





**17**  
**COUNTRIES**  
with a local  
Asendia presence

**> 1,500**  
**EMPLOYEES**

**> 200**  
**DESTINATIONS**

## **WE SUPPORT YOUR BUSINESS AS IT FLOURISHES INTERNATIONALLY**

**As our world becomes increasingly connected, choosing the right partner to help meet logistical and technological challenges is vitally important for building international relationships and winning potential customers, businesses and new reader markets.**

Formed in 2012 as a joint venture between La Poste and Swiss Post, Asendia is one of the world's leading international mail and goods shipping providers, offering a diverse range of services aimed at empowering your business.

Our vision is to make global e-commerce easy and reliable, all around the world.



**marketing mail**  
**business mail**  
**publications**  
**e-commerce**



## We're your global partner for e-commerce & mail

**At Asendia, we're here to help you with all your mailing and e-commerce needs. With our experience and expertise in shipping and distribution, you can count on us to provide swift, efficient and reliable services, whenever and wherever your organisation needs it.**

Find out how we can help you meet your customers' expectations and grow your business with our leading industry advice and global range of e-commerce and printed mail solutions.





# marketing mail

We ensure all your direct marketing arrives on time and optimise postage costs.

Your campaigns deserve every chance of hitting their mark - and our preparation and worldwide delivery services make sure this becomes a reality.

Our expertise covers catalogues, brochures, leaflets, marketing and promotional letters, helping you flexibly and reliably target and distribute to potential and existing customers.



## Benefits

We're great at finding solutions for any new direct marketing campaign. Whether you need something simple or sophisticated, we can help.

Along the way we provide constant support and advice, and a wide range of services and benefits such as:

- Maximising the response rate.
- Improving your return on investment.
- Minimising mailing waste.
- Optimising delivery costs to each country and preparing distribution efficiently.
- Offering expert advice on how to simplify international direct marketing
- Simple processes; making international direct marketing campaigns easier to undertake.
- Fast to implement; requiring minimal preparation.
- Facilitating reliable distribution and simultaneous dispatch to multiple countries.
- Providing truly global solutions with advantageous rates to many destinations.
- Bringing you a variety of delivery options with differing costs and speeds.
- Allowing a low minimum quantity, making our services accessible to most businesses



Discover our value chain



## Concept and planning

With our knowledge and expertise, we can help you target the right audiences and create effective direct marketing campaigns.

We offer support in connecting with your desired market through expert insight on specific target groups and customer behaviour.

We can also advise you on your mail creation so that your mailings are as effective as possible.

### Market and Mail Creation Advice

- Market Advice
- Mail Creation Advice



## Production

By improving your data quality with our preparation services, you can reduce wastage and printing as well as postage costs.

We also offer a range of production services including printing, wrapping, addressing, sorting and bundling your marketing mail as well as warehousing and fulfilment for your catalogues, brochures and other promotional materials.

### Print Services

- Digital Printing
- Laser Printing
- Print and Distribution at Destination
- Print Management and Materials Procurement

### Preparation Services

- Lettershop Services
- Address Data Processing
- Address Data Services
- Address Cleaning Services
- Postage Optimisation

### Warehousing and Fulfilment

- Storage, Stock Management and Shipping on Demand



## Distribution

Through our dedicated product, Marketing Mail, you can deliver effective and cost efficient international direct marketing campaigns, wherever your customers are.

### Marketing Mail Services

- Priority
- Economy
- Unaddressed Mail

### International Mail Logistics

- Collection and Pick-up
- Transport
- Special Deliveries
- Customs Clearance and VAT
- Undeliverables Management



## Response management

Efficient response management is a key success factor for your direct mail. It will allow you to handle potential sales leads easily and quickly, optimising the ROI of your marketing activities.

With our services response handling and response mail, we support you in your international customer relationship management. They will make it easy for your customers to respond to your mailings.

### Response Management

- Response Handling
- Response Mail

Hear what our customers are saying:

« *Our team would recommend Asendia to any organisation looking for a mailing partner* »



## Distribution of your mailings

Getting a return on investment from your direct marketing activity is essential. Our international Marketing Mail services help you achieve this goal by providing you with the support and knowledge you require to meet your targets.

With our dedicated product, Marketing Mail, we deliver effective and cost efficient international direct marketing campaigns, wherever your customers are.

## Advantages

**Marketing mail is a key channel for winning, keeping and doing additional business with your customers.**

- We offer various solutions according to your expertise and required level of preparation.
- Our solutions are cost-effective, flexible and reliable.

**They're ideal for:**

- International direct marketing campaigns.
- Worldwide distribution of small and large volumes of direct marketing material.
- Ideal for materials including catalogues, brochures, leaflets, advertising and promotional letters and postcards.
- Targeting potential and existing customers.







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