

YOUR SUCCESS IN GERMANY – DIRECT MARKETING



Take advantage of our direct access to Germany's 40 million households for your direct marketing campaign. Draw on the vast experience of Deutsche Post in our home market Germany to maximize your success.

Local look: your key to opening doors. With DHL Global Mail, a part of Deutsche Post DHL, you have a partner who not only delivers your mail items swiftly and efficiently, but also helps you give them just the right look & feel. From expert consulting to support options like address services, postage optimization software and digital return management, we ensure your campaign is efficient and right on target. Your benefits are maximum convenience and cost-effectiveness at minimum transit times.

Deutsche Post direct marketing product portfolio at a glance:

Addressed Direct Mail ¹	Partially Addressed Direct Mail ²	Unaddressed Direct Mail ³	Business Reply ⁴
<ul style="list-style-type: none"> – Personally addressed to individuals – Direct communication with your target group – Cost-effective maintenance and expansion of your customer base 	<ul style="list-style-type: none"> – Addressed to selected households – Full support in address selection – Broad target group (male/female, parents/children) 	<ul style="list-style-type: none"> – Nationwide, regional or sub-district distribution – Broadest target group (all households within defined area) – Ideal for large-scale campaigns 	<ul style="list-style-type: none"> – Prepared response elements for convenient reply – Aimed at households or individuals – Tailored for maximum acceptance

German product name: ¹INFOPOST; ²POSTWURFSPEZIAL; ³POSTWURFSENDUNG; ⁴WERBEANTWORT



REACH OUT TO THE GERMAN MARKET

Our keen sensitivity to the needs and interests of your target groups in Germany is just the beginning. With consulting and services throughout the entire direct marketing value chain, DHL Global Mail is the ideal partner for your German direct marketing plans. Count on us for targeted, individual measures or full service support – and all options in between.

From conceptual consulting and graphic design to end-to-end handling,
we are at your side every step of the way:

- Extensive direct marketing support
- International address management
- Database management
- Sorting and franking
- Lettershop services
- International business reply service
- Local reply service
- Return service for undeliverable items including returns data

Best-practice example:

Customer request: A lawnmower manufacturer located in the UK wants to introduce all homeowners in Germany who also have a garden to the new model in his product range.

Our solution: We offer our partly addressed direct mail product (“Postwurfspezial”) with integrated Business Reply to target all the homeowners with a garden in Germany.

Customer benefit: Service covers all households within the defined area and does not require companies to have their own address database; raises broad awareness of the new product at an attractive price; provides the target group with the look and feel of a German mail item; offers benefits of a reliable and fast Deutsche Post service; ensures high response rate due to local look; generates qualified data on potential customers.

