

How to Create a Canada Post Online Profile & Book Direct Mail with Precision Targeter

Presentation
title

The RE/MAX logo is displayed in a white rectangular box with a black border. The letters 'RE' are in red, followed by a blue diagonal slash, and 'MAX' is in red. A registered trademark symbol (®) is located to the upper right of the 'X'.

RE/MAX[®]



Create Your Business Profile

- Click the following link: [Create your business profile](#)
- Enter your Canada Post customer number (please use the corresponding # for the region that you work in)
- Enter Postal code (please use the corresponding # for the region that you work in)
- Click **Create profile.**

Create your Canada Post business profile

Sign up with your existing customer number

If you already have a customer number, enter it and its associated postal code to create your online profile.
For security reasons, the associated business will be notified that you added it to your profile.

Canada Post customer number 

Postal code

Create profile

REMAX Ontario-Atlantic Agents

Customer Number: 7212295

Agreement Number: 40065359

Postal Code – L5N 6H5

REMAX West Agents

Customer Number: 7210435

Agreement Number: 40065359

Postal Code – V1Y 9X9



Contract Number

- Enter your Contract number and click Continue. (please use the corresponding # for the region that you work in)

REMAX Ontario-Atlantic Agents

Customer Number: 7212295

Agreement Number: 40065359

Postal Code – L5N 6H5

REMAX West Agents


Customer Number: 7210435

Agreement Number: 40065359

Postal Code – V1Y 9X9

Create your Canada Post business profile

Account information

Contract number 

Continue

Cancel



Create your Profile

Create your Canada Post business profile

Contact information

First name

Last name

Phone number

Extension (optional)

Email

Username and password

Username

Password

[Show password](#)

Confirm password

[Show password](#)

Security questions

Security question 1

Security answer 1

Security question 2

Security answer 2

I have read and agree with the [Canada Post Terms and Conditions](#).

Continue

Cancel

- Enter your contact information, create a username and password, and set up your security questions.
- Click Continue.



Next Steps

- 1) Once you created your profile, check your email for the link to verify your email address.



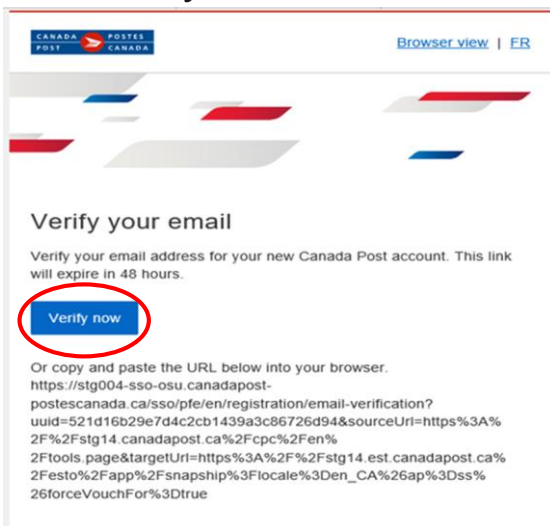
Verify your email

Thank you for registering with Canada Post! To activate your online profile, please open the email we sent to [redacted] and select the button to verify your email address.

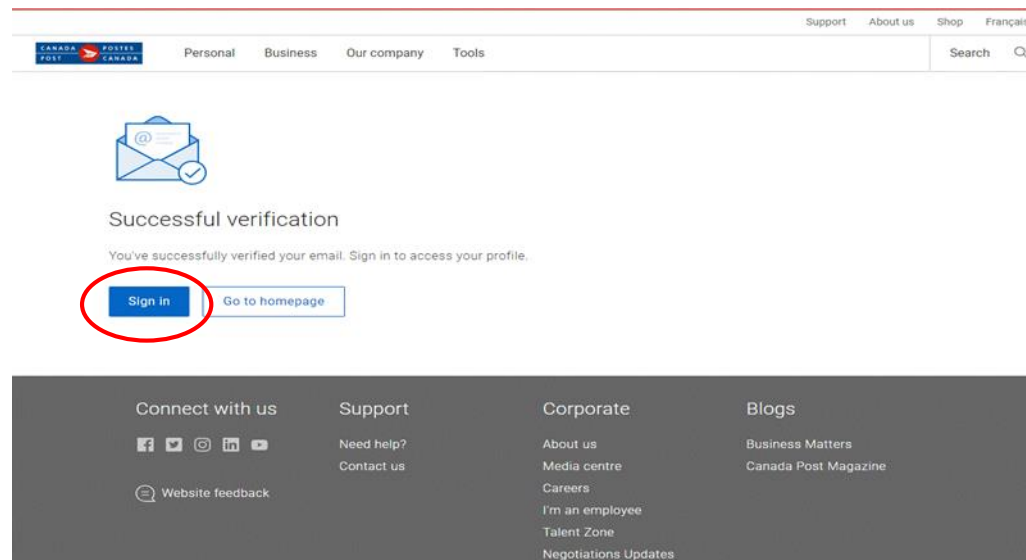
Didn't receive the email?

If you don't see an email from us in your inbox, check your spam folder. If you still can't find it, [request another verification email](#).

- 2) Click **Verify now** in your email.



- 3) You have successfully created your online profile and may use it to log in and create Canada Post Personalized Mail™ orders in EST Online or Canada Post Neighbourhood Mail™ orders in Precision Targeter™



Support

- If you have any problems creating your online profile, please contact our technical support helpdesk, available 24/7 at **1-877-376-1212**.
 - Press 1- English
 - Press 2- Business

Contact us

Online	Social	Phone	Mail
--------	--------	-------	------

Personal	+
Business	-
Solutions for Small Business™	+
Volume-based commercial customers	+
Commercial Billing and Payment Support	+
Technical support desk	-

Technical support for our electronic mailing and shipping tools (EST), epost Connect, online business centre, and usernames and passwords.	Support available 24 hours a day, every day	1-877-376-1212
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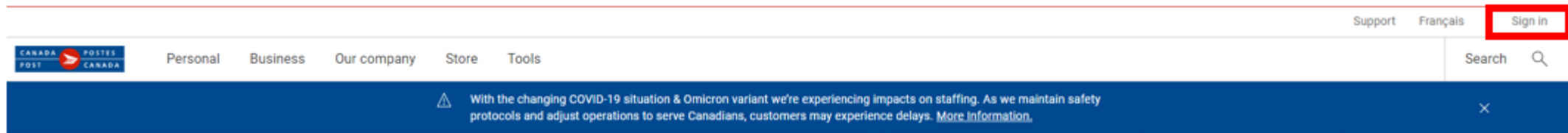


Using Precision Targeter

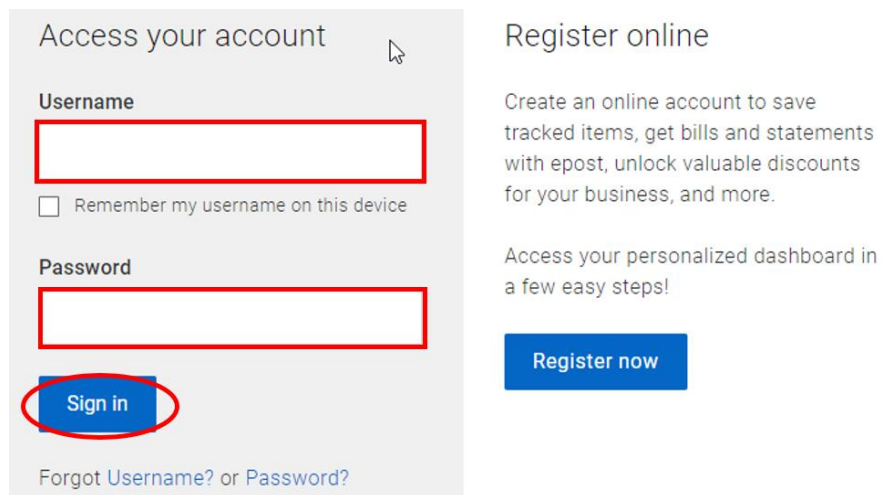
Once you have successfully created your online profile, follow these steps to use Precision Targeter to book your Direct Mail campaign.

1. Click: [Canada Post Webpage](#)

2.



3. Enter credentials and click on “Sign in”.



Access your account

Username

Remember my username on this device

Password

Sign in

[Forgot Username? or Password?](#)

Register online

Create an online account to save tracked items, get bills and statements with epost, unlock valuable discounts for your business, and more.

Access your personalized dashboard in a few easy steps!

Register now

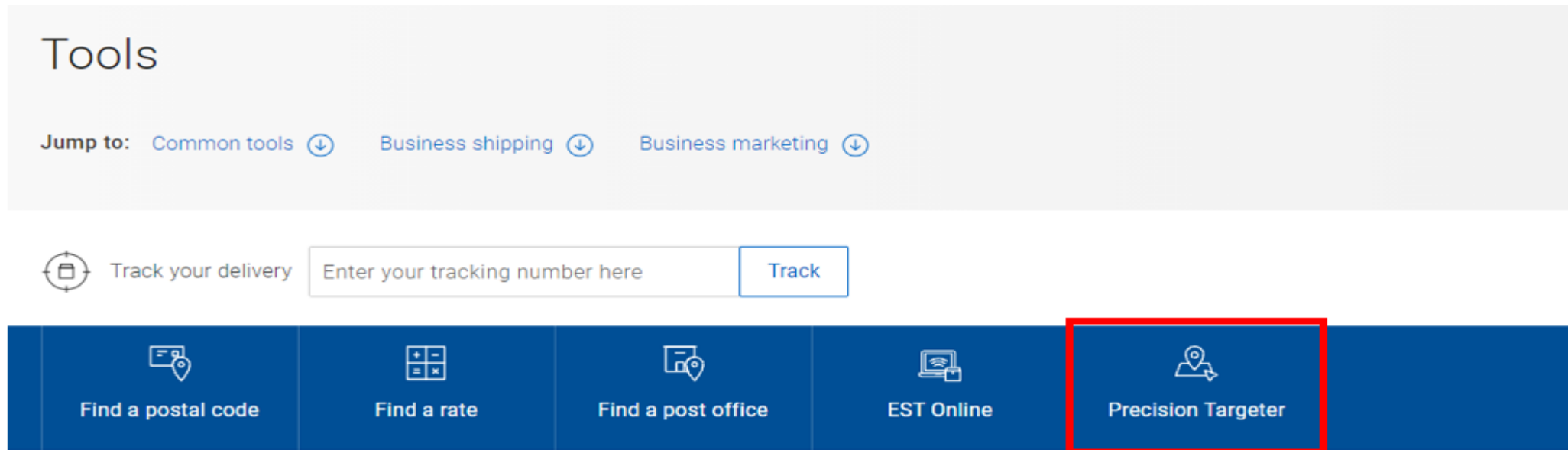


How to access Precision Targeter

1. Once you are signed in, it brings you to the Dashboard, please click on “Tools”



2. Then Click on Precision Targeter



Getting started

Get started with Precision Targeter by:

- Planning a Canada Post Neighbourhood Mail™ campaign**
Use our interactive maps and data to plan your mailing. Select routes based on your business needs, save or export mailing plans or place your order.
- Selecting delivery area counts and maps**
Access residential and business area counts and maps to identify and select the delivery routes that matter to you. Export your selections for use in EST online.
- I have read and agree with the Canada Post [Terms and Conditions](#)**

Get Started

Continue with current mailing plans:

[Open saved mailing plan](#)

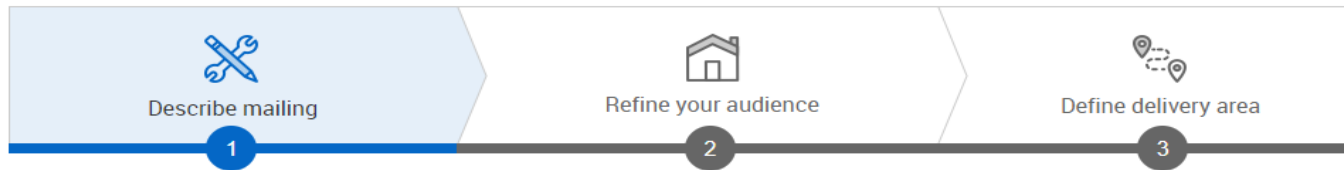
[Import a mailing plan \(.pt\)](#)

1. Select Planning a Canada Post Neighborhood Mail campaign.

2. Click in the box to agree to the terms and conditions, and click on “Get Started”.



Step 1a: Describe Your Mailing



Describe your mail piece

What size mail piece are you sending? [?](#)

- Standard- 30.50 x 15.24 cm (12 x 6 in)
- Oversize 1- 30.50 x 28 cm (12 x 11 in)
- Oversize 2- 35.56 x 28 cm (14 x 11 in)

The mail piece is thicker than 1.9 cm (0.75 in)

How much does one piece weigh? [?](#)

- Grams
- Ounces

Weight

30

Support

- [How to use this tool](#)
- [Video tutorials](#)
- [FAQ](#)
- [Create a service ticket](#)
- [Contact us](#)

- Select the size and weight of your Neighborhood Mail piece (typically leave on default settings).
- Select check box if item is thicker than 1.9 cm.
- **Min thickness requirement is 0.007 in (0.18mm)**
- You have access to support links throughout the tool

Category	THICKNESS	WEIGHT	DELIVERY CYCLE*
Standard and Oversize	up to 0.75 in. (1.91 cm)	up to 200 g (7.05 oz.)	up to 3 business days
	up to 1 in. (2.54 cm)	up to 300 g (10.58 oz.)	up to 4 business days
		up to 500 g (17.64 oz.)	up to 9 business days

* For non-letter carrier routes, the delivery cycle, in business days, is 1 day for items up to 500 g (17.64 oz.) and 3 to 5 days for items up to 1,000 g (35.3 oz.) with a maximum thickness of 1.5 in. (3.81 cm).



Step 1b: Describe Your Mailing

Choose your mailing date

Start delivery of the mailing:

When I drop it off 

On a specific date 

Date

February 21st, 2022

- If you choose **When I drop it off**, this is not the date your mail will be delivered/deposited.
 - There are delivery standards after deposit date. These are estimates of the number of days* it will take for your items to be delivered once they are brought to a post office.
 - Letter Carrier (LC) Routes for Standard NM – 3 business days.
 - Rural Non Letter Carrier Routes (RR, SS, LB) for Standard NM – 1 business day.
- **OR** you can specify **On a specific date**
 - The date that you require your mailing to start (a fee will apply to standard pieces). You must drop off your mailing a few days earlier.
 - Select your mail date in the calendar, within the available range to ensure delivery routes and associated costs are current.





Step 1c: Describe Your Mailing – Optional section

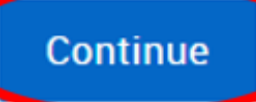
Set the costs for your mailing

Set a budget limit

Include:

Transportation fees 

Taxes 

 Continue

- We **recommend** that you do not set budget limits because you may want to see your full target potential first.
- Press “Continue”.



Step 2: Refine your audience

Refine who receives your mailing

Where should we deliver your mailing?

- Houses
- Apartments
- Farms
- Businesses

Use the filters below to target your demographics. You can select up to three categories (optional). [?](#)

First category

Second category

Third category

Related options

Related options

Related options

Continue

Previous

- Deselect the types of properties you do not wish to target by clicking on the box.
- You can choose up to three demographics such as age to target your best prospect customers.
- Alternatively, you do not need to choose demographics selects if you are targeting by geography (e.g. Municipality, Postal Code)
- Press “Continue”.



Step 3: Define delivery area

Set a delivery area

Target your mailing by:

Municipality

Postal code (FSA)

Postal code (FSA)

K1A

Drive distance

Radius [?](#)

Drive time

Buffer [?](#)

Custom [?](#)

Continue

Previous

- Select a delivery area that best represents your target audience.
 - **Tip:** most agents use Postal code (FSA) – first 3 digits of the postal code
- Press “Continue”.



Map View

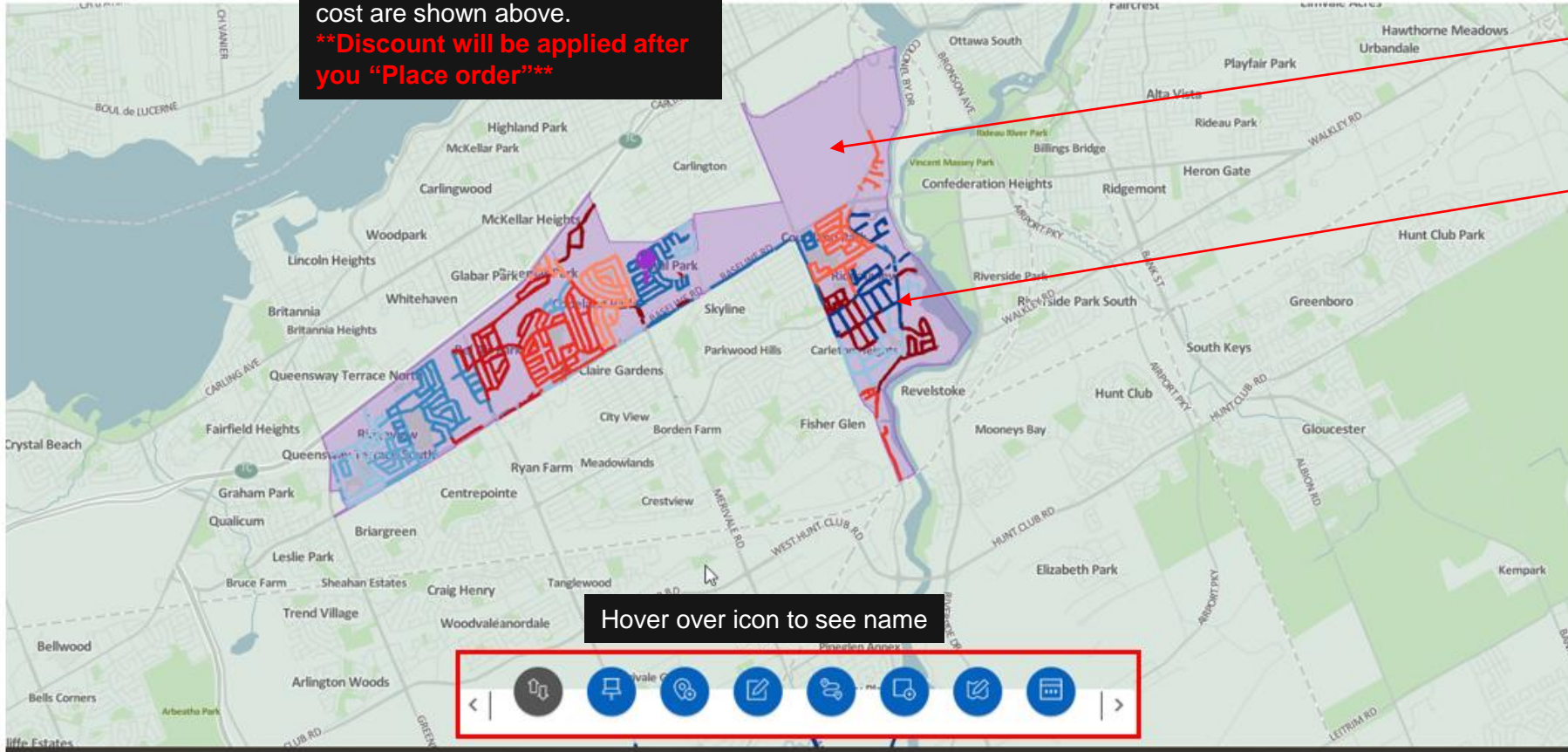
Precision Targeter

Your total number of mail pieces is **12,238** for an estimated delivery cost of **\$2,117.17** [Place order](#)

[View more details](#)

Estimated number of pieces and cost are shown above.
****Discount will be applied after you "Place order"*****

Access Data View and see all routes listed within the FSA in a table view



- The purple area represents the targeted postal code (FSA).
- The lines represent the walks/delivery routes.

There are 2 views. This is the Map View (see Data View on next page)

Hover over icon to see name



Data View

Precision Targeter

Your total number of mail pieces is 12,238 for an estimated delivery cost of \$2,117.17

Place order

Access to Map view



Estimated number of pieces and cost are shown above.
****Discount will be applied after you "Place order"*****

[View more details](#)

Sites and Routes	Houses	Apartments	Farms	Total Residential	Businesses	Total Distribution	Distance (KM)	Cost
CANADA								
<input checked="" type="checkbox"/> K2C	7,253	4,510	0	11,763	475	12,238		\$2,117.17
<input checked="" type="checkbox"/> GD0001 OT LCD MERIVALE	0	0	0	0	1	1	0.00	\$0.17
<input checked="" type="checkbox"/> LB0001 OT PO MERIVALE	6	0	0	6	11	17	0.00	\$2.94
<input checked="" type="checkbox"/> LB0001 OTT MEADOWLANDS	12	0	0	12	5	17	0.00	\$2.94
<input checked="" type="checkbox"/> LC0200 OT LCD MERIVALE	94	0	0	94	15	109	0.00	\$18.86
<input checked="" type="checkbox"/> LC0202 OT LCD MERIVALE	91	0	0	91	0	91	0.00	\$15.74
<input checked="" type="checkbox"/> LC0204 OT LCD MERIVALE	358	2	0	360	0	360	0.00	\$62.28
<input checked="" type="checkbox"/> LC0206 OT LCD MERIVALE	210	333	0	543	48	591	0.00	\$102.24
<input checked="" type="checkbox"/> LC0239 OT LCD MERIVALE	534	0	0	534	65	599	0.00	\$103.63

You can deselect any of the routes below by clicking on the check mark



Place Order

Precision Targeter

Your total number of mail pieces is 12,238 for an estimated delivery cost of \$2,117.17

Place order

[View more details](#)



Save your mailing

Your mailing will be saved for 13 months. It can be accessed by selecting open and then my mailings.

Mailing name

Walkthrough

Save mailing

Cancel

- When you are ready to place your order, click on “Place order”.
- You are required to save the mailing by entering a name in the box and click on “Save mailing”.



Order Entry in Precision Targeter – Configure Deposit

Canada Post logo and navigation: Managing Mail, Sending, Tools, Store, Support

Neighbourhood Mail

Mandatory Fields: **Configure Deposit**, Configure Preparation, Payment Method, Place Order, Prepare

Mailing

Customer# 0008620771 - TRIAL RUN
Title of Mail Piece Testing Nov 4 2021
Size Standard (up to 30.5x15.24 cm - 12x6 in.)
Weight 30.0 grams
Thickness Up to 1.9 cm (0.75 in.)

Customer Reference [input field]
Cost Centre [input field]

MODIFY IN PLAN YOUR MAILING | ▶

Timing

Deposit Date: 2021/11/04
Delivery start date: [input field]

Deposit Location

Optimized

Delivery Installation	Pieces
NEPEAN LCD MERIVALE	6155
OTTAWA STN C	5449
OTTAWA STN FED-GOVT/GOUV	153

Optimized Deposit Location: We have determined the optimal deposit location based on your mailing.

Choose your own location: You can only chose one deposit location, a transportation fee will apply

CONTINUE | ▶

Cost Estimate

Neighbourhood Mail – Standard	\$1,998.89
SMB Savings	\$-99.94
Subtotal Before Taxes	\$1,898.95
GST / HST	\$246.64
Total Amount Due	\$2,145.59

Promo Code: [input field] APPLY CODE | ▶

Mailing

Houses	5,723
Farms	0
Apartments	5,453
Businesses	581
Total	11,757

MODIFY IN PLAN YOUR MAILING | ▶

Mailing

Confirm the size and weight of the individual mail piece. This will help determine your final costs. You can also modify your plan by clicking "modify in plan your mailing" button.

Timing

The Deposit Date is the date you drop off your mailing at Canada Post. A Mailing Start Date is the date when you want Canada Post to start delivering your mail (subject to deposit guidelines). Please note a premium is applied when a specific delivery date is requested

Deposit Location

We will automatically choose the optimal deposit location based on your mailing plan. If you wish to select another location, for example, one that is near your printer, you can do so, but a Transportation fee may be applied to your order.

Cost Estimate

Your corporate discounted rate is now applied. DO NOT enter promo code.

Customer Reference

Please enter your first and last name so we have a reference on your Statement of Mailing

Tip: Consult the [Customer Guide](#)



Configure Preparation

Neighbourhood Mail

★ Mandatory Fields Print | Help

Configure Deposit **Configure Preparation** Payment Method Place Order Prepare

Containers

Type★

Customer Supplied Boxes

Length Width Height cm in.

Flexipack pouch
 Cardboard Lettertainer
 Canada Post Provided Containers (if available)
 Skids or Monotainers will be used

Customer Supplied Boxes

Bundling

Optimize Preparation
We can optimize your pieces per bundle, bundles per container and number of containers based on the volume of your mailing. Learn more about [mail preparation for Neighbourhood Mail](#).

Enter mail piece dimensions:

Length Width

cm in.

Number of mail pieces in an 2 in. (5.08 cm) thick stack

[Configure Manually](#)

[Previous](#)

Cost Estimate

Neighbourhood Mail – Standard	\$1,898.88
SMB Savings	\$-99.94
Subtotal Before Taxes	\$1,898.75
Taxes	
GST / HST	\$246.84
Total Amount Due	\$2,145.59

Promo Code

Promo Code Terms & Conditions

Mailing

Houses	5,723
Farms	0
Apartments	5,453
Businesses	581
Total	11,757

Containers

Select the appropriate type of container.

1) Enter required dimensions.

Bundling

2) **DO NOT** enter anything.

3) Click **Configure Manually**

Visit <https://www.canadapost-postescanada.ca/cpc/doc/en/support/customer-guide/smartmail-marketing.pdf> for more information on mail preparation.

4) Click “Continue” when turns green



Payment Method

Mail & Ship Online

Neighbourhood Mail

★ Mandatory Fields Help

Configure Deposit | Configure Preparation | **Payment Method** | Place Order | Prepare

Mailed By Learn More

Customer Number ★
0008620771-TRIAL RUN

Payment Method Learn More

Credit Card

Credit Card Learn More

Use saved credit card [What is this?](#)




Use this Credit Card

Card Verification Value ★ [What is this?](#)

Your credit card will be charged at the end of the day you placed your request.

Methods of Payment
Your credit card will not be charged until your order ships.

Methods of Payment

Please enter your address exactly as it appears on your credit card statement

Address Line 1 ★ [Canada | U.S.A. | International](#)

Address Line 2

City ★ Province ★

Postal Code/Zip Code ★ Update my credit card billing address in My Business Profile

Mail on Behalf of

[Previous](#) CONTINUE | ▶

Cost Estimate

Neighbourhood Mail – Standard	\$1,998.69
SMB Savings	\$-99.94
Subtotal Before Taxes	\$1,898.75
GST / HST	\$248.84
Total Amount Due	\$2,145.59

Promo Code APPLY CODE | ▶

[Promo Code Terms & Conditions](#)

Mailing

Houses	5,723
Farms	0
Apartments	5,453
Businesses	581
Total	11,757

MODIFY IN PLAN YOUR MAILING | ▶

Payment Method

- Credit card is the only available payment option.
- You will be required to enter the Card Verification Value (CVV) for every order.



Place Order

★ Mandatory Fields Print | Help

Configure Deposit | Configure Preparation | Payment Method | **Place Order** | Prepare

Mail Piece Modify in Plan Your Mailing

Title of Mail Piece	Remax Sample	Customer
Size	Standard (up to 30.5x15.24 cm - 12x6 in.)	Reference
Thickness	Up to 1.9 cm (0.75 in.)	Cost Centre
Weight	30.0 grams	

Timing Edit	Containers Edit
Deposit Date 2021/11/04	Type Customer Supplied Boxes
Delivery Start Date	Mono/Skid

Deposit Location Edit	Bundling Edit																				
<table><thead><tr><th>Delivery Installation</th><th>Pieces</th></tr></thead><tbody><tr><td>NEPEAN LCD MERIVALE</td><td>6155</td></tr><tr><td>OTTAWA STN C</td><td>5449</td></tr><tr><td>OTTAWA STN FED-GOVT/GOUV</td><td>153</td></tr></tbody></table>	Delivery Installation	Pieces	NEPEAN LCD MERIVALE	6155	OTTAWA STN C	5449	OTTAWA STN FED-GOVT/GOUV	153	<table><thead><tr><th>Pieces per Bundle</th><th>Bundles per Container</th><th>Containers</th></tr></thead><tbody><tr><td>100</td><td>100</td><td>1</td></tr><tr><td>100</td><td>100</td><td>1</td></tr><tr><td>100</td><td>100</td><td>1</td></tr></tbody></table>	Pieces per Bundle	Bundles per Container	Containers	100	100	1	100	100	1	100	100	1
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100	100	1																			
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100	100	1																			

Cost	Mailing Modify in Plan Your Mailing																								
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Businesses	581																								
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Payment Edit	Mailed on Behalf of
Credit Card MasterCard XXXX-XXXX-XXXX <input type="text"/>	N/A

Previous PREVIEW SOM | PLACE ORDER |

Place Order

This page contains all the details for your Neighbourhood Mail campaign. It is the final step before an order is placed and your credit card is charged.

Review the details listed on this page and ensure it is accurate and up-to-date.

*Preview Statement Of Mail (SOM)** - If you do not see the Preview SOM button, please go to your computer settings and "Allow pop-ups for Canadapost.ca"****

Place Order

Once you've reviewed your order and have confirmed the details, click 'Place Order'.



Prepare

Mail & Ship Online

Neighbourhood Mail

Configure Deposit | Configure Preparation | Payment Method | Place Order | **Prepare**

Print | Help

✓ You have successfully completed your order.

Status

SOM Number	C908181831	Submitted	2022/01/20 01:13:40
Status	transmitted		

Order Confirmation

Order Amount : \$1034.55	Billed To : 0001942956
Order Date : 2022/01/20 01:13:40	Method of Payment : On Account
	Description : Neighbourhood Mail Order
	Transaction Type : Purchase

Details

1. Print

Statement of Mailing [PRINT | ▶](#)

Containers Labels [PRINT | ▶](#) Ensure you print to actual size. Do not scale or fit to page.

2. Bundles

- Make sure your mail piece does not exceed 30.5 x 15.24 cm - 12 x 6 in

Print this Checklist

Print Checklist ▶

Delivery Standards

Delivery standards are estimates of how long it will take for the mail to be delivered from the point of deposit to the destination points. [More Info>>](#)

Cancelling Orders

You can only cancel a Statement of Mailing if you have not yet given your mailing to Canada Post. [More Info>>](#)

Merchant Information

Merchant Name : Canada Post
Merchant Online Address : www.canadapost.ca

Now that you have placed your order, you'll need all the information in this section to help you deposit your mailing material at Canada Post.

Here, you **MUST** print all the documentation you'll need:

- your Statement of Mailing, (SOM) - receipt
- your Container Labels
- custom checklist

The custom checklist provides you with details specific to your Neighbourhood Mail campaign that will help you prepare your mailing for deposit and delivery and remind you of key dates and specifications.

Print this checklist and use as a reference.



For more information on how to use Precision Targeter, please:

- Watch [tutorial videos](#)
- Use link to see [How to create a mailing plan?](#)
- Refer to our [Smartmail Marketing Customer Guide](#)
- Call our Customer Service Network at:
#1-866-757-5480
 - 1 or 2 – English/French selection
 - Press 5- Commercial Products
 - Press 3- Anything else
 - Press 1- have already mailed/addressed mailing

