



 **primedata**

**THANKS FOR COMING BY**

## Get to know Prime Data

- A marketing communications technology company
- Uses data and dynamic printing to create a more personalized experience through direct mail
- Recently launched **ResponsivePrint™** platform, taking data from online activity to personalized, printed direct mail within hours
- President is Steve Falk ([linkedin.com/in/stevefalk/](https://www.linkedin.com/in/stevefalk/))
- Serves primarily not-for-profit organizations, but also e-commerce and private sector companies (including the automotive sector)

## Prime Data by the numbers

- 20+ years in Aurora
- 40+ employees
- Engaged staff that rates in the top 10 percentile of companies across 90 countries (as measured by OfficeVibe)

## In our community

- Supports many events and causes in Aurora - sports, Hoedown, Cultural Centre, Windfall Ecology Centre, Seniors Christmas at Resthaven

## Industry involvement and awards

- **Canada Post Expert Partner**; advocate for print mail and active participant in the Canada Post Review Task Force public consultations
- Member of **NAMMU** (National Association of Major Mail Users)
- Awarded **Top Performer in Direct Mail Growth** by Canada Post in 2016
- Winner of the **2016 Benny Award** for "The Coolest Variable Print Job in the World"



## An important industry for...

### ...our town

- The four marketing communications companies at Wellington and Industrial Parkway in Aurora employ hundreds of people in the area and depend on a stable postal service

### ...Canada's economy

- NAMMU estimates that 800,000 jobs in Canada are related to design, planning, creation, printing, production and delivery of mail.

### ...key Canadian industries

- Hospitals, education and not-for-profits rely on mail for fundraising
  - **Less than 10% of individual donations are online**, according to Blackbaud, so mail plays a huge role in revenue creation for these organizations
- Other large players in our economy are important users of mail marketing: automotive, real estate, home services and hospitality

## Canada Post delivers nearly 9 billion pieces of mail per year.

### Why?

- People have a continued appreciation for physical mail; it's valued and kept in the house for longer and has neuro-impacts that enhance its effectiveness over digital media
- Printed mail is being incorporated into multi-channel campaigns that optimize the interplay of digital marketing and printed communications

Mail is an economic driver for our town and our country's economy.

