

## Unaddressed mail campaigns

### **Q. Is unaddressed mail right for my business?**

A. Yourdrop is already helping retail, hospitality, professional and medical services and home improvement firms to spread their message effortlessly. But no matter what your size or industry, Yourdrop offers a low-cost, high-impact way to promote your business in your chosen marketplace to generate calls, clicks or footfall.

### **Q. Does unaddressed mail advertising work?**

A. Unaddressed mail is still the preferred way to get your promotional message out there. In fact, almost 9 out of 10 adults recall receiving a leaflet or postcard through the door in the last fortnight, with 45% saying they keep them on a noticeboard or in a kitchen drawer.

### **Q. Why use Yourdrop for my campaign?**

A. Yourdrop makes it easy to advertise via an unaddressed mail campaign without having to manage designers, printers and leaflet distributors or buy mailing lists. It lets you identify customers that are more likely to buy from you, and plan and launch your entire campaign from the convenience of your internet browser.

## Planning and managing your campaign

### **Q. How much does a Yourdrop campaign cost?**

A. The cost of your campaign will depend on the design, paper size, format, quality, volume of households and distribution network. Yourdrop gives you one all-inclusive price for design, printing and distribution of your leaflets. We also offer bespoke Design Services for an additional cost. View our Pricing section or get a quote if you have a specific mail format and campaign volume in mind.

### **Q. How long does it take to launch a campaign?**

A. You can create your design and campaign online in as little as a few minutes. The process of getting your items printed, produced and delivered to households takes a minimum of 4 weeks. Occasionally, your first choice of distribution week may be fully booked, in which case we'll let you know so you can select an alternative window.

*Tip: when specifying your distribution period, tick the box marked "I'm flexible on distribution dates" below the calendar, which allows us to distribute your campaign over two weeks.*

### **Q. What if I don't finish my design or campaign in one session?**

A. No problem – simply save your progress so far to your shopping basket, and log back in when you're ready to finish your design or place your order.

### **Q. How many households can I target in a single campaign?**

A. The minimum distribution volume for a campaign is 7,500 households, and the maximum is 500,000. If you would like us to produce and distribute a campaign for a higher volume of households, please e-mail us: [yourdrop@whistl.co.uk](mailto:yourdrop@whistl.co.uk)

### **Q. How do I select the right households?**

A. Yourdrop gives you access to a total of over 27 million households in the UK. You can target postcodes around your business either by selecting a geographical radius or drive-time for distribution, and by identifying relevant households based on age and income. Household income levels are defined as follows: High (above £40k per annum), Medium (£20k - £40k per annum) and Low (under £20k per annum).

## Planning and managing your campaign (Cont'd)

### **Q. How does the Yourdrop targeting tool work?**

A. To ensure your unaddressed mail reaches those most likely to buy from you, Yourdrop uses a targeting tool to build your campaign distribution according to location and relevance. Define who you want to target, and Yourdrop will identify households that match your criteria. Just click to select the postcode sector – typically made up of around 2,500 households. With no need to buy a mailing list, and by enabling you to reach targeted areas for a low cost per household, Yourdrop makes your marketing budget go further.

### **Q. What is the difference between the two distribution networks?**

A. The Royal Mail delivery service covers all 27 million UK households, ideal for 100% coverage of all postcode sectors to ensure maximum reach. Your campaign is delivered alongside the householder's addressed mail.

The Whistl Home Network covers 14.8 million UK households, typically more densely populated towns and cities. Your campaign is delivered by our dedicated team of distributors – either straight through letterboxes or alongside the local newspaper.

### **Q. How do I pay for my campaign?**

A. Payment will be deducted from your credit or debit card when you provide final confirmation of your order. Your transaction is securely managed by WorldPay and you will receive a separate confirmation from them summarising the transaction.

### **Q. Will I receive confirmation of my order and an invoice?**

A. Yes. You will receive an automated e-mail from Yourdrop confirming details of your order and a separate e-mail containing your invoice. Some mail providers may block e-mails from this site, so if you do not receive your confirmation e-mail within 24 hours, please e-mail the Yourdrop Customer Services team: [yourdrop@whistl.co.uk](mailto:yourdrop@whistl.co.uk)

### **Q. Can I review or edit my orders?**

A. Yes, all past orders can be viewed under 'Order History' in the 'My Account' section at the top right of your screen. You can display details of each order, including size and format, distribution dates and volume.

To re-order an advertising leaflet you've previously created, select the campaign from the order summary in 'My Accounts' and edit as required.

## Designing your leaflet

### **Q. What if I don't have great design skills?**

A. Don't worry! We offer three design options. Create your own design using our easy step-by-step guide and templates – no artistic talent required! If you already have print-ready artwork from a graphic designer, you can upload it as a high-resolution PDF. Or get a bespoke leaflet designed by our experts – just fill in a simple brief and we'll call you back to discuss your requirements.

Our bespoke Design Services charge is £250 per design.

## Designing your leaflet (Cont'd)

### Q. What size leaflets can I order?

A. You can specify A4, A5 or A6 leaflets as double-sided (two sides) or folded (four sides). DL leaflets are available in two, four or six-sided format.

A4 - 210 x 297 mm

A5 - 148 x 210 mm

A6 - 105 x 148 mm

DL - 210 x 99 mm

Depending on your chosen size, up to three paper quality options are available.

### Q. What is the difference in paper quality?

A. Paper quality is described by weight in GSM (grams per square metre). The higher the GSM number, the heavier the paper. 90 GSM is the weight of typical household printer paper. 150 GSM stock is sturdier with a more premium feel and is often used for leaflets and flyers.

### Q. How do I customise my design?

A. Our professionally designed templates give you creative control without needing design expertise. Customise your design by adding headings and sub-headings, text, your company logo, background images and social media details at the on-screen prompts. You can also choose from a range of colour schemes.

### Q. Can I use existing artwork?

A. Yes - if you already have high-resolution print-ready artwork in PDF format, simply select the option to upload an existing file. If you want to employ your own graphic designer, you can download a template guide for their use, and then later upload the finished artwork as a PDF.

## Quality & Satisfaction

### Q. Who is responsible for quality control?

A. A low resolution PDF will show you what your finished mail piece will look like on screen. You will need to approve this online proof before placing your order. Note: the content (words and uploaded images) are your responsibility, so you should use the spell-check in your word processor before adding text to your leaflet. As screens differ, colours may vary slightly to that of final printed leaflet. We will always check print quality on your behalf, and we'll send you a copy of your printed item by post to the company address provided on your account.

### Q. What if I'm not happy with my order?

A. If you have a query or complaint, please get in touch, quoting your order reference number (which can be found on your order confirmation e-mail or retrieved from your 'Order History' summary page). We will endeavour to resolve any complaint within 14 days and keep you informed during the resolution process.

## System Requirements

### Q. Which internet browser should I use?

A. We recommend using the current version of Internet Explorer, Google Chrome, Mozilla Firefox or Safari.

## Credit Accounts:

### **Q. Can I set up a Credit account?**

A. Yes, This is subject to eligibility. Please e-mail us at [yourdrop@whistl.co.uk](mailto:yourdrop@whistl.co.uk) for more information.

### **Q. How do I set up a Credit account?**

A. Simply e-mail us at [yourdrop@whistl.co.uk](mailto:yourdrop@whistl.co.uk) and someone will get back to you with all the information you require.

### **Q. What is a Credit Account?**

A. A credit account allows you to defer payment of your booking up to 14 days prior to your campaign starting rather than payment at the time of placing the order. It also enables you to book ahead multiple campaigns. To find out more information, please e-mail us at [yourdrop@whistl.co.uk](mailto:yourdrop@whistl.co.uk)

### **Q. How do I Cancel a Credit Account?**

A. All you need to do is e-mail [yourdrop@whistl.co.uk](mailto:yourdrop@whistl.co.uk) and let us know you wish to cancel your credit account and we will then remove the credit option from your account.

### **Q. If I am already a customer, can I change from card payment to setting up an account?**

A. Yes, this is subject to eligibility. Simply e-mail us at [yourdrop@whistl.co.uk](mailto:yourdrop@whistl.co.uk) for more information.

### **Q. If I am a new customer, can I set up an account straight away?**

A. You will need to check to see if you are eligible first. Simply e-mail us at [yourdrop@whistl.co.uk](mailto:yourdrop@whistl.co.uk) and we will get back to you with all the information you require.