



# Cover the Map with GIS

**CDAO Conference 2023**

Chris DeJager, Canada Post



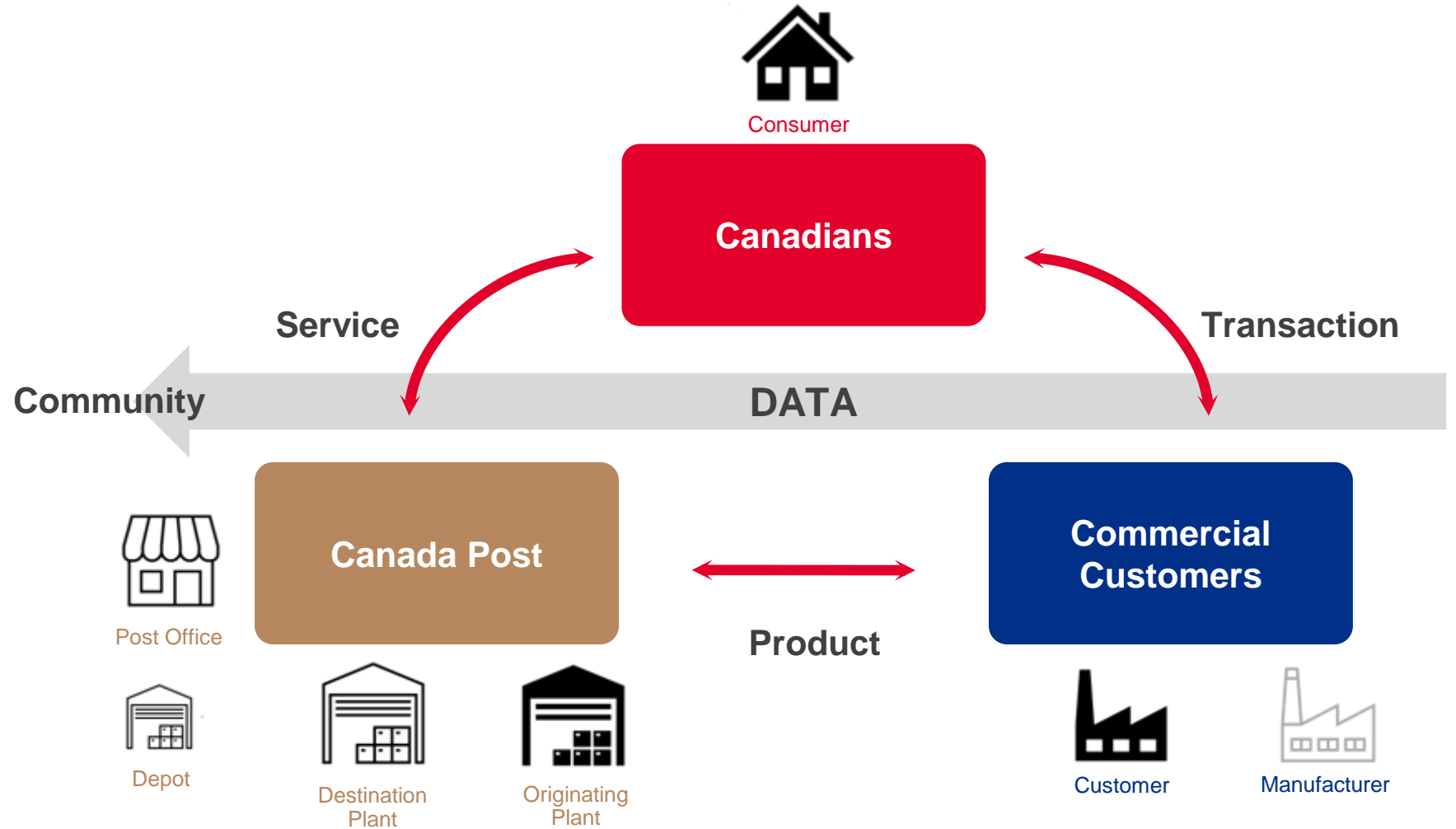
# A Stronger Canada – Delivered

Over 47000 Commercial Customers

Over 16.5M points of call

Over 300M parcels delivered annually, first peak day over 2M in one day in 2022.

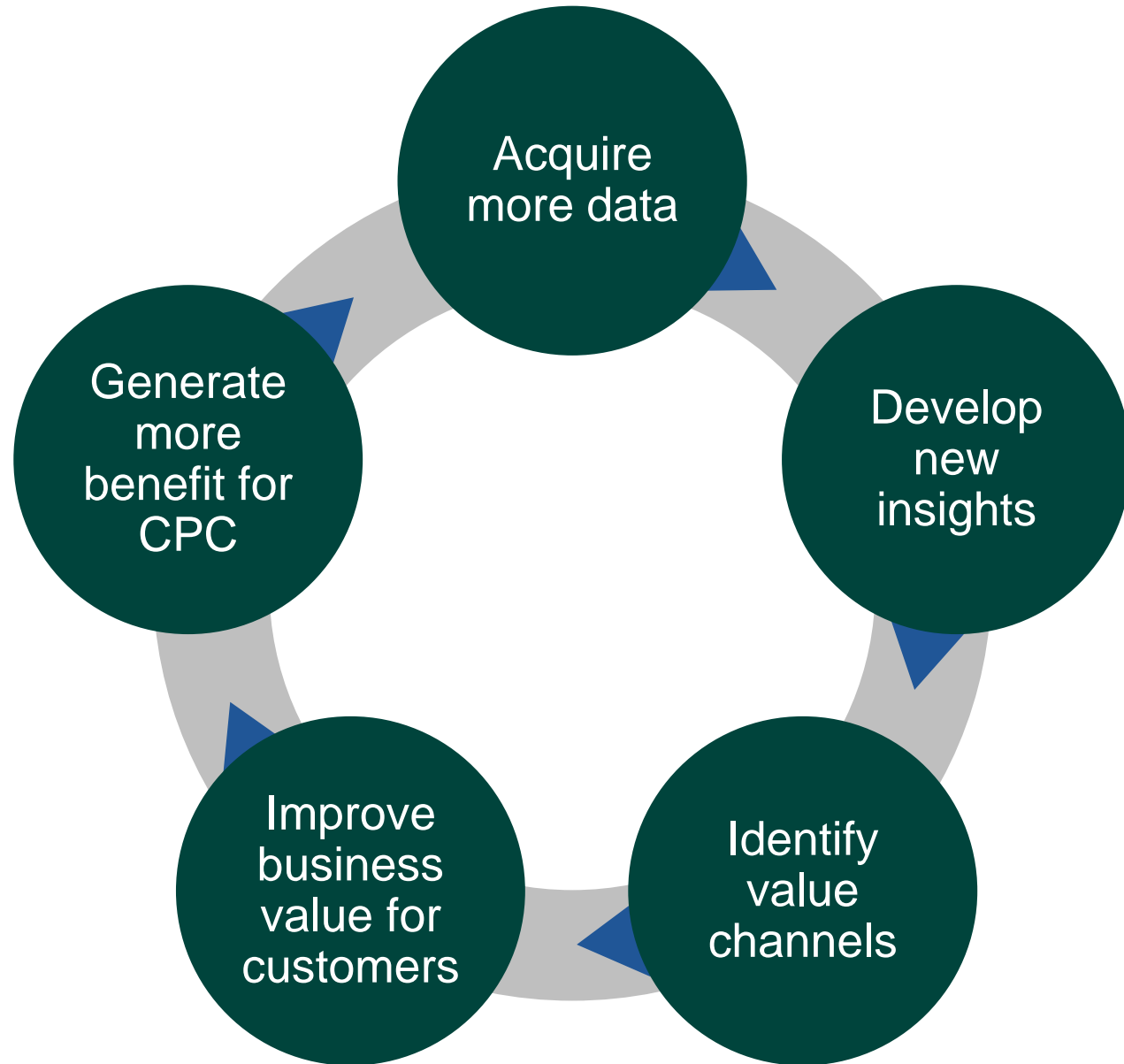
Reduction in Scope 1&2 GHG Emissions from 2021 to 2022



# Data and Analytics Flywheel

We have moved from quarterly reporting, to what happened yesterday and predicting what will happen each day for the next 18 months

It is all about momentum, but how do we make sense of it all...



# From Maps to GIS

First maps...



1600  
BCE

...to Google Earth



2000 CE



# Why does where matter to Canada Post?

We service all Canadians – in urban and in rural remote areas.

Over 6000 post offices in Canada.

## Canada Post Rural Outlet Locations



# We use location to actively manage our business

Our business varies is greatly across the country.

Our services are adapted to meet the demands of the diverse communities we serve.

Understanding domestic as well as international demands is key.

## Tracking and Visibility

"They'd want all their returns to come through Canada Post if we would feed them this information. That's a switching barrier right there."

Sales feedback



## What if...?



...you could target consumers based on where they are and where they have been?



...you could connect with your customers that visited your locations and re-engage with them again?



...you could identify your competition's customers and engage to convert them to be your customers?





# Canada Post Data Visualization

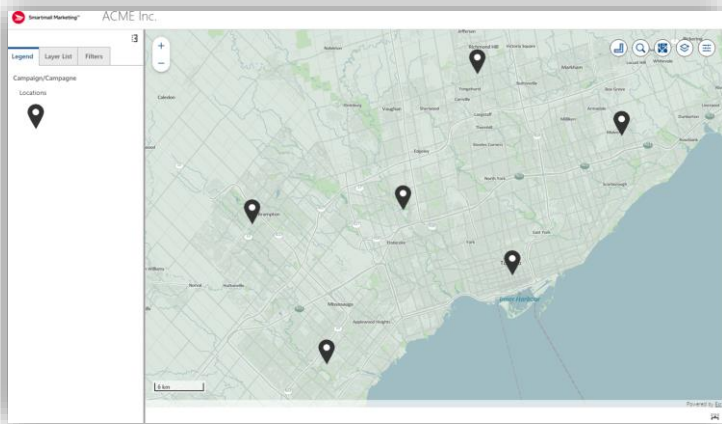




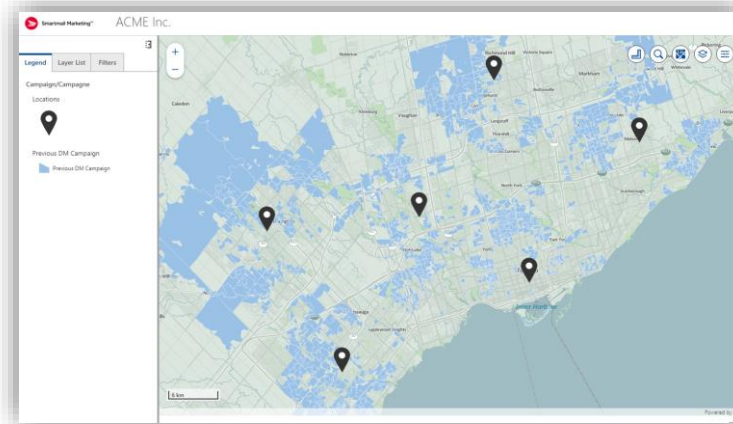
# How it Works

Visualization takes the guesswork out of data and delivers insights that bring the marketing strategy to the next level

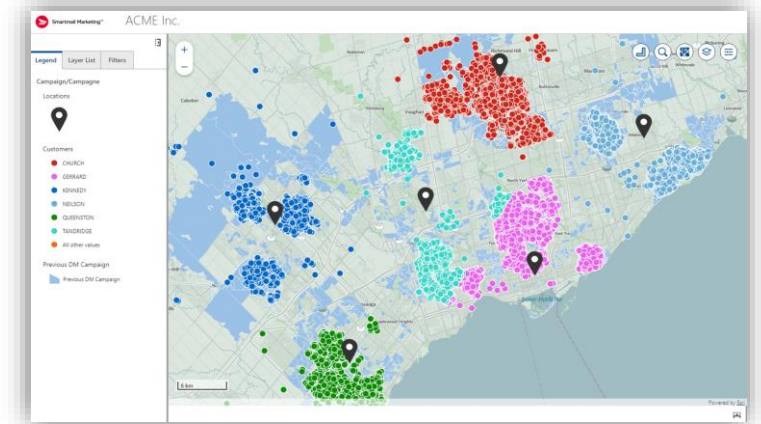
**1** Your Stores **+**



**2** Your current targeting strategy **+**



**3** Where your customers come from

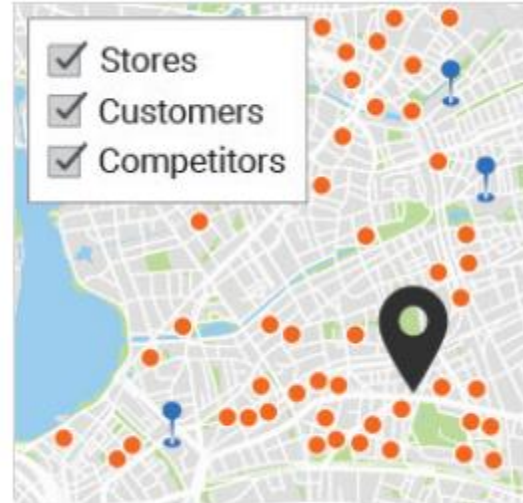


# What it does

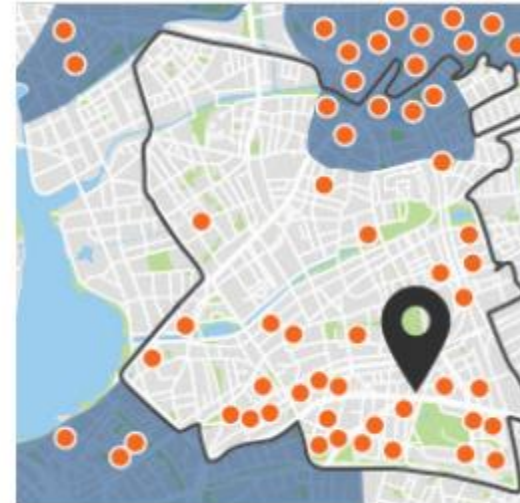
Visualization delivers greater understanding of Canadians and allows for multiple paths to interpret engagement value



Customized interactive dashboard



Data Layers



Target geography



Campaign response and optimization





## The Impact

Customers who use data to make data-driven decisions on their marketing campaigns **grow**.

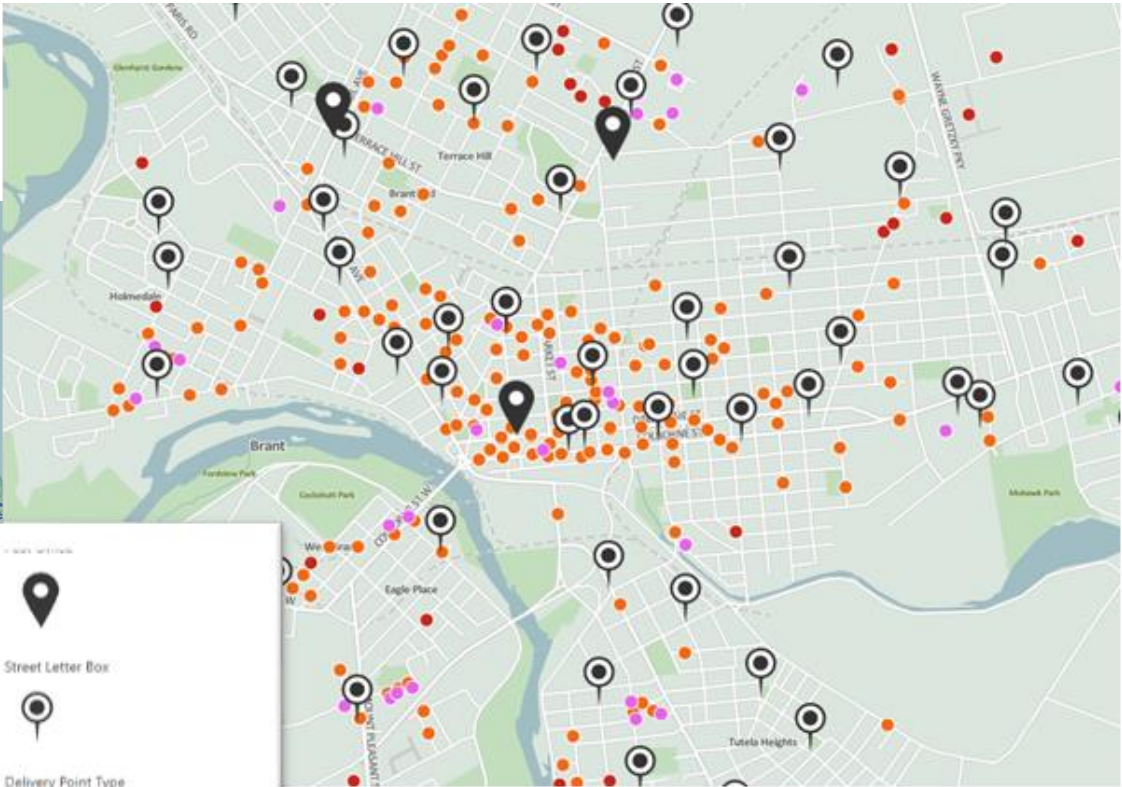
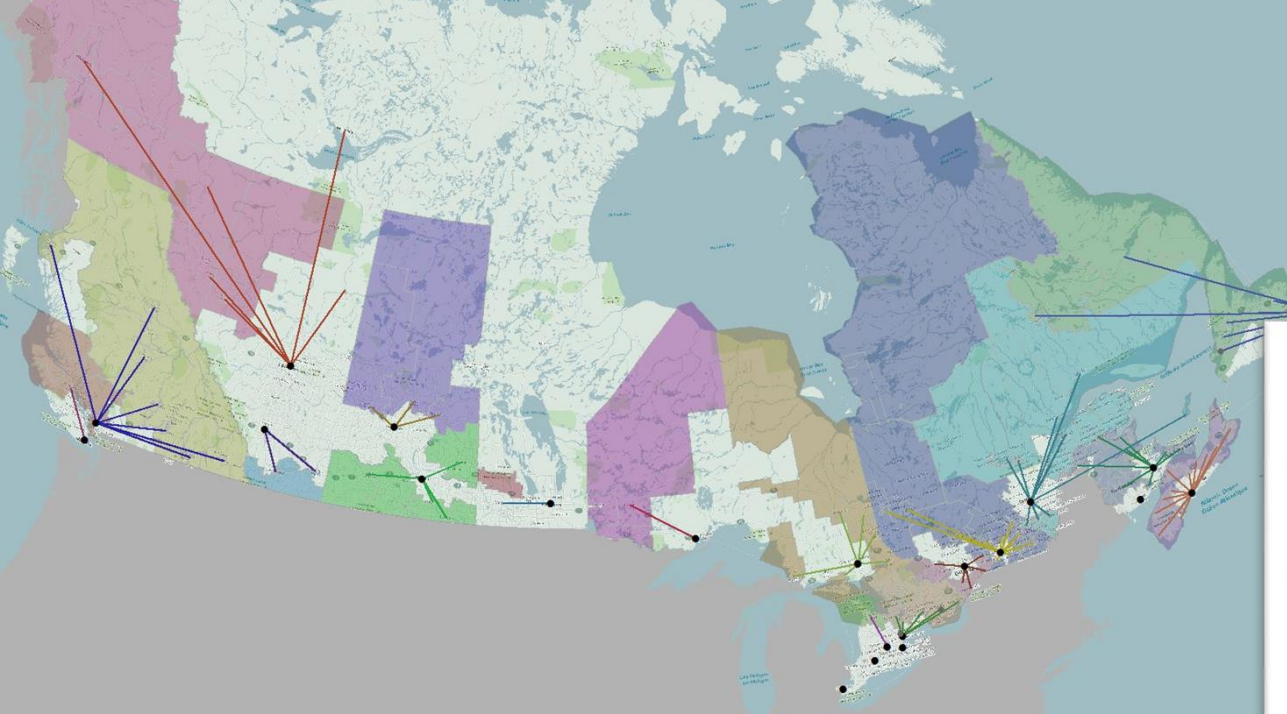
Professional Data Services supported about 3% of Canada Post's Smartmail Marketing (SMM) customer base last year yet influenced over 30% (>\$250M) of the total revenue of Direct Mail.

The influenced revenue associated with these customers grew 16% YOY

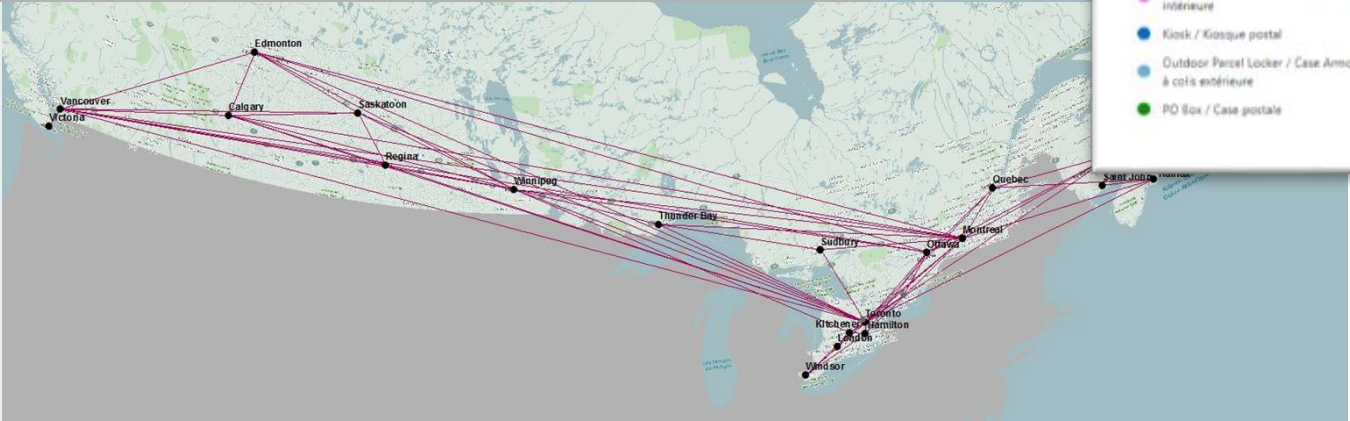
Customers who did not leverage professional data services only saw a growth of 1.5%



# Geography supports more than Marketing



Parcels Visualization – The Canada Post Delivery Experience





## Data Governance & Compliance

Compliance with Corporate Standards and Policy ensure we protect Canadians while serving Customers.

## Ethics Reviews

- Broad cross functional participation
- Focused on unintended consequences
- No judgements
- Document identified risks and likelihood
- It is not a go/no go decision activity

## Privacy Impact Assessments

- Structured assessment for key services related to PII data or Protected B/C data
- Core stakeholder participation
- Focused on the intended action or change
- Formalized report and corporate process
- Findings result in necessary follow-up.



# Summary



BUSINESSES ARE  
HIGHLY  
INTEGRATED  
CONSIDERING  
ORDER TO  
DELIVERY.



BEING ABLE TO  
VIEW THE  
SYSTEM-OF-  
SYSTEMS IS KEY  
TO KNOWING  
YOUR BUSINESS



MAPS/GIS ARE  
THE  
**EQUALIZATION  
CANVAS**  
ALLOWING FOR  
CONVERSATIONS  
AND INSIGHTS TO  
YOUR BUSINESS.



THOSE THAT USE  
VISUALIZATION  
GROW THEIR  
BUSINESS  
FASTER THAN  
THOSE THAT  
DON'T.



# Thank you

