

# LOCAL REPLY SERVICE: HOW TO MAKE YOUR INTERNATIONAL MAILSHOTS SUCCESSFUL.



**Are you looking to break into international markets?**

Are you keen to take your clients' requirements and customs seriously? With our local reply service, we will get you close to your customers and help you generate success.

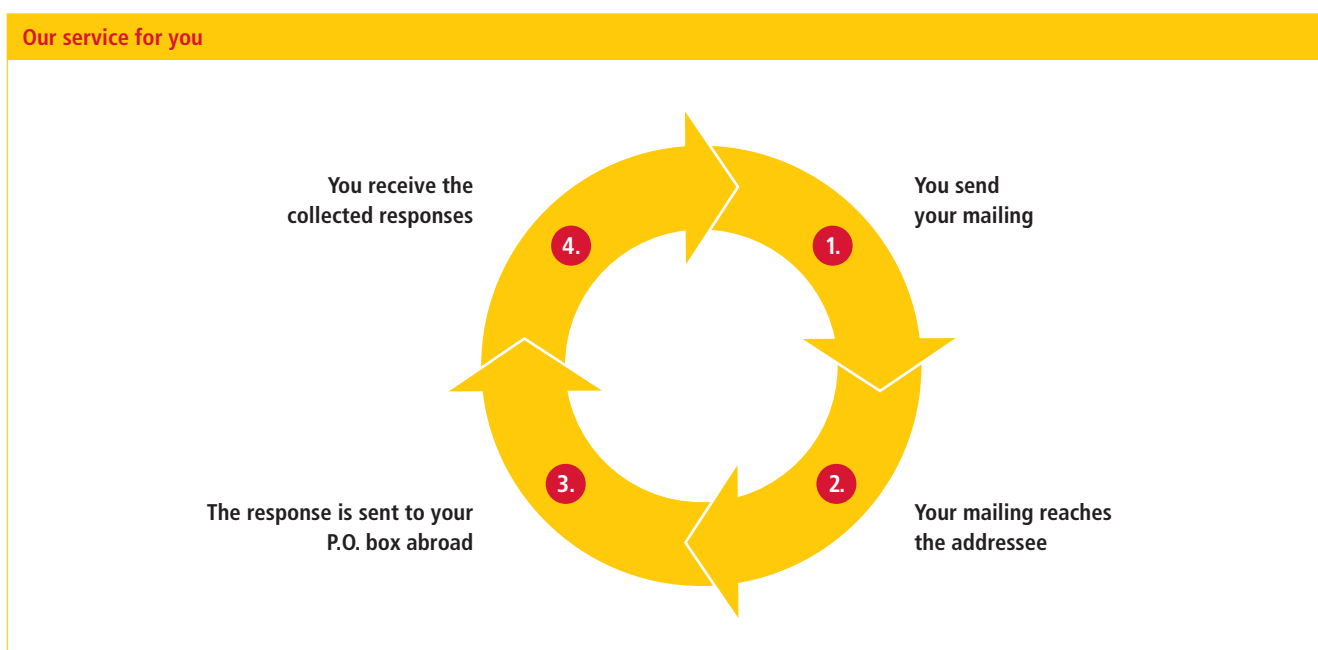
**Win the confidence of your customers.** With the Deutsche Post local reply service, your international mailshot will create the perfect impression in whatever country you choose to send it to. Your company receives an address from us that is typical of the addresses used in your target country: this will help give your company a local look, not only making it easier for your customers to reply, but also helping you gain their confidence. We believe this is a winning combination.

**The benefits for you at a glance.** With the local reply service, it is free for your customers to send responses overseas, making your company a particularly attractive option.

**You will benefit from:**

- High response rates
- Local look
- Easy handling

**Closer to the customer with lower costs.** The price for the local reply service is made up of the tiered postage costs and the local reply fee. You will therefore benefit from a comprehensive service and pay no more than the normal shipment rate in your country.



**We will arrange this for you.** We will provide you with a P.O. box in your target country. This means there is no need to build up your own infrastructure in each target country. It could not be simpler: we collect the responses on your behalf and send them on to you. And, of course, you only pay for the responses received. Concentrate all your efforts on the content of your international mailshots and leave the rest to us.

**Our service package includes:**

- Setting up a P.O. box in the target country
- Forwarding the responses received to your address (physical and digital)
- Postage charged only for responses received

