

Bpost and Ads & Data partner to help brands reach their audiences more effectively

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The partnership combines Bpost's audience insights with Ads & Data's media activation capabilities. It enables advertisers to build more relevant campaigns and better connect their different touchpoints.

Effective advertising starts with a good understanding of the people it aims to reach. This is the starting point of the new partnership between Bpost and Ads & Data: enabling advertisers to benefit from audience segments enriched with Bpost data and activate them within Ads & Data's high-quality media ecosystem.

Interests, stated intentions, lifestyles... A deeper understanding of audiences should enable brands to target their campaigns more effectively and, above all, make them more relevant.

The collaboration also opens up opportunities beyond media activation. Where relevant to an advertiser's strategy, the same audiences can be activated separately through Bpost's Direct Mail solutions. This provides an additional physical touchpoint and helps build a more consistent approach across channels.

"Consumers are exposed to around 4,000 messages every day. To be useful and effective, communication must first and foremost be relevant. By making our audience insights available to advertisers within Ads & Data's local ecosystem, we want to help them better tailor their campaigns to consumers' expectations and interests," says Bart Van den Notelaer, Senior Business Intelligence Manager at Bpost.

One audience, multiple touchpoints

For Bpost, this collaboration is part of a firmly omnichannel approach to communication. The aim is not to choose between digital media and addressed mail, but to enable advertisers to use different touchpoints depending on their audience and objectives.

An audience activated within Ads & Data's media ecosystem can therefore also be activated separately through Bpost's Direct Mail solutions. Advertisers remain free to choose the channels that are most relevant to their campaign.

"Digital media and Direct Mail serve different purposes and can complement each other. Through this partnership, we are giving advertisers more options to build consistent campaigns around the same audience, while leaving them free to choose which channels they want to activate," says **Virginie Van de Velde**, Commercial Mail & Data Product Manager at Bpost.

Valérie Morfitis, CEO of Ads & Data: *“The challenges advertisers face are becoming increasingly complex. That is why we believe in an ecosystem where strong local players combine their expertise and every collaboration creates tangible added value for advertisers. This partnership fits perfectly within our Ads & Data Beyond Media strategy: gaining a better understanding of consumers, activating them more relevantly and making the commercial impact of local media demonstrable. With Bpost, we are adding a new building block that will help advertisers make even smarter use of their media budgets.”*

This collaboration is implemented in compliance with applicable personal data protection regulations.

<https://press.bnode.com/bpost-and-ads-data-partner-to-help-brands-reach-their-audiences-more-effectively>