

## It's Bigger than You Thought— and Getting Bigger

In Canada, direct mail revenue is expected to increase from \$16 billion in 2002 to \$26.2 billion in 2005.

In 2004, Canadians made \$277 billion in retail purchases — with more predicted for this year.

Also, when Canadians think 'net,' they don't just think hockey. Last year, Canadians spent \$19.1 billion shopping on the Internet. And that figure is expected to increase.

Abacus Canada puts the power of cooperative data to work in this lucrative and growing market.

As one of our best Alliance partners, we wanted <Acme Anvil> to be among the first to take advantage of this incredible opportunity.

## What Kind of Opportunity?

According to eMarketing, Canadian response rates to direct marketing are 25% higher than those in the U.S.

Canadians receive an average of only 2.6 direct mail pieces per week — not to mention that an estimated 84% of Canadians read all their mail. So not only will your offer stand out, it's dramatically more likely to be read. It all adds up to greater potential for higher response rates and increased revenue for <Acme Anvil>.

## Learn to Speak Fluent Canadian with Canada Post Borderfree

Abacus is teaming up with Canada Post Borderfree to streamline everything from fulfillment to currency conversion to customer support. Canada Post Borderfree provides instant expertise and infrastructure to get your brand in front of Canadian consumers without a huge investment on your part.

In the race to find and win Canadian consumers, Canada Post Borderfree offers Abacus Alliance members an instant head start.



So even if you don't know your top shelf from the five hole, Abacus Canada can help you put the biscuit in the basket.

(translation: we can help you capitalize on Canada's incredible potential.)

Learn more by signing up for the  
Abacus Canada webinar, February 8th, 2005.  
Visit [www.abacuscanada.ca](http://www.abacuscanada.ca) to register.

