

Partially Addressed Mail

Our Partially Addressed Mail service offers a GDPR-compliant, privacy-friendly solution for businesses aiming to expand their customer base.



Target New Customers Without Using Personal Data

Reach new audiences with confidence using Partially Addressed Mail (PAM). Pinnacle helps organisations deliver highly targeted, GDPR-compliant mail campaigns that connect with the right households without relying on personal data. By combining intelligent geographic targeting, professional print production and expert campaign management, PAM offers a cost-effective way to increase brand awareness, generate leads and drive measurable marketing results.

Core Features

01.

GDPR Compliance

Our service complies fully with GDPR, as it doesn't require the use of personal data, enabling businesses to reach new customers without violating privacy regulations.

02.

Geographic Targeting

Focus your mail campaigns on full postcodes or geographic regions, selecting areas with the highest concentration of potential customers who align with your business demographic.

03.

Customer Acquisition Focus

Partially addressed mail is designed to help businesses grow by reaching new customers who share similarities with their existing clientele, boosting conversion rates.

04.

Cost-Efficient Marketing

Partially addressed mail is a more affordable alternative to fully personalised campaigns, reducing postage and production costs while maintaining a strong impact.

05.

Customised Messaging

Tailor content to target specific locations, using messaging that resonates with their local context and demographic traits.



A Smarter Approach to Workplace Collaboration

Partially Addressed Mail combines intelligent audience targeting with the impact of professionally printed communications. By addressing mail simply to "The Occupier" while using household demographics and geographic profiling, organisations can reach the right audiences without processing personal data.

Combined with Pinnacle's print, fulfilment and postage expertise, PAM delivers a scalable acquisition channel that complements digital marketing and supports stronger campaign performance.

Our approach focuses on

Pinnacle works with organisations to design and deliver Partially Addressed Mail campaigns that maximise reach while maintaining compliance. From campaign planning and household targeting to artwork production, premium printing, fulfilment and postal management, we provide a complete end-to-end service. Our specialists help you identify the most relevant audiences, optimise campaign performance and deliver marketing communications that generate measurable business results.

Acquire Customers with Confidence and Compliance

Finding new customers has become increasingly challenging as privacy regulations evolve and consumers expect organisations to manage their personal information responsibly. Purchasing marketing lists can be costly, while digital advertising often struggles to achieve meaningful engagement.

Partially Addressed Mail offers a smarter approach. Rather than targeting named individuals, PAM uses household-level profiling to deliver relevant marketing materials to carefully selected audiences. Pinnacle combines intelligent targeting, high-quality print production and managed distribution to help organisations generate new opportunities while remaining fully compliant with GDPR. Whether you're promoting a new service, opening a new location or expanding into new markets, PAM delivers targeted customer acquisition with confidence.





FREQUENTLY ASKED QUESTIONS

What is Partially Addressed Mail?

Partially Addressed Mail (PAM) is a direct marketing service that targets households rather than named individuals. Mail is typically addressed to "The Occupier" while using demographic, geographic and lifestyle profiling to reach relevant audiences without processing personal data.

Is Partially Addressed Mail GDPR compliant?

Yes. Because PAM does not use personal names or individually identifiable customer information, it provides a GDPR-compliant method of acquiring new customers while respecting data privacy requirements.

How is Partially Addressed Mail different from Direct Mail?

Traditional Direct Mail is sent to named individuals using customer data. Partially Addressed Mail targets selected households instead, allowing organisations to reach new audiences without purchasing or managing personal marketing databases.

What types of campaigns work well with PAM?

PAM is ideal for local promotions, retail campaigns, new product launches, service awareness, property marketing, healthcare communications, event promotion and customer acquisition initiatives targeting defined geographic areas.

Can campaigns be targeted to specific locations?

Absolutely. Campaigns can be tailored using postcode sectors, geographic boundaries, demographic profiles and household characteristics, helping organisations focus marketing activity on the audiences most likely to respond.

Can Partially Addressed Mail be integrated with other marketing channels?

Yes. PAM works particularly well alongside email marketing, digital advertising, social media campaigns and landing pages, creating a coordinated multi-channel marketing strategy that improves brand awareness and campaign performance.

01.

Discover

Assess current print environment, usage and risks

02.

Design

Create a tailored solution aligned to business needs

03.

Deliver

Implement and continuously improve performance using data and insight

Why Pinnacle for PAM

Pinnacle combines intelligent targeting, premium Xerox production print technology and expert campaign management to deliver highly effective Partially Addressed Mail campaigns.

Our consultative approach helps organisations acquire new customers while reducing costs, maintaining GDPR compliance and maximising marketing return on investment.

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