



Business & Consumer appends

How much do you know about your customers... especially your best customers?

You probably already have a database of your customers and prospects. But, are you using it wisely? To target your best customers effectively and efficiently, you need a deeper understanding of who they are, where they live, what they do, what they like and dislike, and so on. You need a profile... a set of characteristics that helps identify and group your target audience. Of course, you don't have to profile to send direct mail, but it will improve your results. And isn't that what direct marketing is all about?

- Visualize the people you want to reach
- Fine-tune your offer to a well-defined audience
- Create more appropriate and more effective mailings
- Increase lead quality and response rates
- Acquire additional records to add to your house list



Business & Consumer Phone Append

Adds U.S. & Canadian phone numbers based on provided consumer name or business name and address.



Business & Residential Address Append

Adds delivery names and addresses based on provided phone number. Identify callers and add their names, companies and addresses to your marketing list of phone numbers.



Consumer Email Append

Adds permission-based Email addresses linked to provided name and postal address and based on detailed information from a large network of vendors.



Business Email Append Specific to Contact

Appends business email addresses to your list based on your business contacts' names, company names, and postal addresses.



Do Not Mail / Call

Identifies the individuals in your file who have registered with either the National DMA, the FTC, or a State agency because they prefer not to have advertising mail sent to their home or receive sales and marketing solicitations over the phone.



Deceased Suppression

Flags the records of individuals who are deceased based on Social Security Administration records.



Consumer Enhancement Bundle

Take advantage of current information that covers 90% of U.S. households and reflects data compiled from over two billion records. The service appends the following: Head of household age; Estimate household income; No. of persons in household; Single/multifamily dwelling; No. of adults / No. of children; Input name age; Owner or renter status; Marital status; Length of residence; Bank cards held. *Additional enhancements are available for a la carte ordering. Please call for more information.*



Business Enhancement Bundle

Access detailed information on over 12 million business and professional establishments maintained by an annual survey and updated monthly for Move Update. The service includes: SIC/NAICS codes; Phone number; Contact name & title; Employee size & sales volume. This service can be ordered a la carte or bundled for discount pricing. *Additional enhancements are available. Please call for more information.*



List Hygiene... at your service

Don't lose contact due to outdated addresses. Update records before you mail!

The addresses in your database are your gateway to accurate data appends, merge/purge, analytics, and ultimately, successful direct marketing campaigns that yield the greatest ROI. Capturing accurate data at the front end isn't always possible, but cleaning it up and maintaining it after you've collected the data is as easy, as it is imperative, to the success of your direct mail and data management initiatives.

- 24/7/365 automation available
- Fast, efficient turnaround
- Safe, secure Internet transfer
- Low price guarantees
- Free ListWare formatting software
- Same-day processing available
- We do all the work!

New Automation Service Enables Express Change-of-Address Processing 24/7/365

1. No minimum charges per file (they can add up quickly)
2. Expedited turnaround - some files in minutes
3. Improve mail preparation efficiency (no delays getting the mail out)
4. Meet all USPS® Move Update requirements for First-Class™ and Standard Mail® discounted mailings (avoid non-compliance fees)
5. Submit your files any time, day or night, on weekends, even holidays (with the same fast turnaround)
6. Enjoy the processing capabilities of major marketing firms, mailing houses, and power resellers (no matter what size your organization)



SmartMover NCOALink® Processing

Submit your files for 24 or 48-month NCOALink processing to update the addresses of the customers in your database who have moved and filed a change-of-address. CASS™ processing is automatically included.

Use our ListWare® program to format your file and get the first 15,000 records processed **FREE**. Download a free copy of Listware, go to MelissaData.com/listware.

Records Processed	48-mo per/M	24-mo per/M
Up to 50,000	\$2.95	\$2.25
50,000 - 100,000	\$2.85	\$1.80
100,000 - 500,000	\$2.80	\$1.40
500,000 - 1 million	\$1.60	\$1.20
1 million - 2 million	\$0.95	\$0.75
Over 2 million	CALL	CALL

Minimum order per file is \$50.00 for 48 mo. (\$40.00 for 24 mo.) A \$50 service fee is added to orders less than \$500.00. 24/7/365 automation available. **NO** minimum or service fee on automation orders. Prices subject to change.



DSF2®

DSF² processing validates known addresses in the U.S., identifies addresses that are seasonal or vacant, residential or business delivery type, and provides processed lists with walk sequence codes in walk sequence order to qualify mailings for USPS Enhanced Carrier Route (ECR) discounts. DSF² includes CASS processing.



UAA

The UAA file, with over 1 million updates per week, is a unique database of confirmed undeliverable mail based on USPS ACS™ intelligence and includes consumer moves not reported to the USPS. UAA processing detects undeliverable mail for suppression with zero risk.



mCOA

Multisource Change of Address Service updates the records of customers and prospects in your list that have moved in the last five years and are included in the 40% of all movers who may not have filed a change of address with the USPS.



cNCOA®

The Canadian National Change of Address file, updated monthly, contains move-update information on the households and businesses that have completed a change of address in Canada within the past 72 months.

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