melissa

Metafile Partners up to Provide Clients with Updated Records

Metafile Information Systems, Inc. is a pioneer in the invention and development of the most advanced content and fundraising management software applications available. Serving more than 3,500 organizations, Metafile is a Microsoft Gold Certified Partner who services both for-profit and nonprofit organizations.

One of Metafile's pillar management software applications is ResultsPlus™ which is utilized to help nonprofit organizations design and implement major donor cultivation strategies. ResultsPlus can help plan a fundraiser's day, interact with constituents and donors, track revenue and report the results, all within the single application.

USPS® REQUIRES MOVE-UPDATE FOR DISCOUNTS

Companions of St. Anthony, one of Metafile's nonprofit clients, is a religious organization in Ellicott City, Maryland. Like many other organizations, Companion's contact database is the lifeblood of their outreach. And, like many others, they recognized the need to update their data yet still remained uncomfortable with mass changes to their database.

Companions needed a solution to update their constituent mailing lists under NCOA^Link® – one of only four USPS approved Move-Update methods required to qualify mailings for postal discounts. The process works to match addresses in a mailing list against over 160 million permanent change-of-address records in the USPS NCOA^Link database. This process is done before a mailing is sent to reduce waste associated with undeliverable-as-addressed mail.

It was vital that Companions find a solution that fits this requirement because "the Postal Service announced you couldn't get automated presort rates if mail wasn't NCOA'd," said Joe Hamilton, Director of Development, Companions.

"Our customers must be able to reach their constituents," said Nick Sprau, VP of Marketing, Metafile. "Having accurate addresses is a requirement. Additionally, maintaining accurate and clean data lowers their costs when it comes to individual mailings."

PARTNERSHIP SAVED TIME, MONEY AND CUT DOWN WASTE

Metafile decided building and maintaining its own infrastructure to manage NCOA[Link] changes was cost-prohibitive, so they decided to contract with Melissa. "We chose Melissa for two reasons: one was cost, the second was the ease in which we are able to communicate and work with the team at Melissa," Sprau said.

NCOA[Link] processing is now part of Metafile's ResultsPlus CDV (Constituent Data Validation) software service that identifies and corrects invalid constituent data. When Metafile receives a file from their client, they submit it to Melissa for NCOA[Link] processing, and when it's completed, Metafile separates addresses into two categories: "updated" and "invalidated."

Metafile then contacts the client and imports both files, updating the valid addresses, and marking the invalid addresses as undeliverable. The client can then exclude these "bad addresses" from future mailings, which translates into savings on production costs and postage.

Companions decided to invest in ResultsPlus CDV to qualify for postal discounts. They began submitting their mailing lists for NCOA[Link] processing every 90 days. "We mail approximately 100,000 pieces a month across the U.S.," Hamilton added. "If you don't want to waste money, you NCOA it."

Sprau emphasized how satisfied their clients have been with the NCOA[Link] processing via ResultsPlus. "Our clients know that not only will they soon have updated data, but we will also import it back into their database for them. It's a complete service."

START TO A BEAUTIFUL PARTNERSHIP

"Our customers already trust us with the management of their data, so it's natural for them to turn to us for services regarding the cleansing of their data," Sprau said. "Customers frequently tell us that their mailing houses update the addresses when they create the mailings, but that data is never returned and therefore is not updated in the database."

Sprau pointed out Metafile's value-add is "we have the know-how and comfort-level to not only pull the data that needs updating from the source data, but to also preserve the old data, and overwrite and append the changed data that comes back from Melissa. It's the perfect partnership."

"Finding good partners is the key to success in anything and Melissa couldn't ask for a better partner than Metafile," said Greg Brown, VP of Marketing, Melissa. "By integrating our NCOA[Link] processing into the ResultsPlus platform, Metafile empowers smarter, faster and better mailing so its customers can continue to nurture valuable constituent relationships."

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> **– NICK SPRAU, VP OF MARKETING, METAFILE INFORMATION SYSTEMS, INC.**

About Metafile:

Established in 1979, Metafile Information Systems, Inc. is a pioneer in the invention and development of paperless document management applications. More than 3,500 organizations worldwide have translated Metafile's content management solutions into enterprise-wide value and competitive advantage. Metafile is based in Minnesota and is a Microsoft Gold Certified Partner.

About Melissa:

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching and enhancement services, to gain critical insight and drive meaningful customer relationships.

For more information or free product trials, visit www.Melissa.com or call 1-800-MELISSA (635-4772).