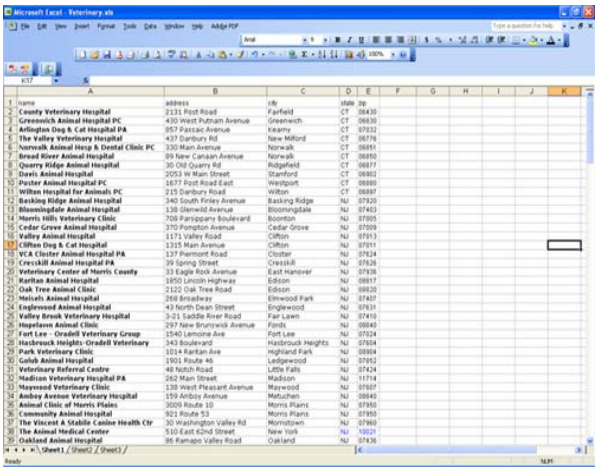


Is Your Mailing List Really Ready? Mailing List Cleanup Is Our Specialty

It's true - the United States Postal Service states it throws away approximately thirty five percent of all bulk mail every year! Why so much? Think: "Mailing list cleanup." When bulk mail can't be delivered, it ends up in a postal dumpster. The two main reasons that mail can't be delivered are:

- The address is incorrectly written, ambiguous or there is no such address known.
- The address is good, but the recipient person or company is no longer at that location.

Note: Mailing list cleanup can solve this problem!... Most mailers don't realize that the USPS discards undeliverable bulk mail without notification or retuning it to you, ***unless requested***; return postage ***paid by you***. (This is one of the reasons you get a postage discount in the first place.)

How much of it is YOURS?

The short answer is probably: ***A Lot!*** The National Average for people moving around from address to address at about 10% to 15%, how long will it take for an unmanaged list to accumulate that 35% the USPS is forced to discard? ***Remember, 35% is only the average***. Oh, and don't forget that customers, sales people and data entry personnel make mistakes when data is first entered into your system... and then there are the inevitable duplicate records.... Our Mailing List Cleanup service (including de-duping) will eliminate this problem.

Scrubbing your list - our mailing list cleanup includes deduping - and coding it by matching your addresses to the USPS National Database of known addresses will tell you which of your mailing addresses are good versus those that are already headed for the dumpster.

- Mailing list cleanup, including mailing list deduplication (de-dupe aka dedupe), is an absolute must to comply with USPS standards. USPS-based programs such as NCOA and ACS will tell you whether or not your recipient are still where you think they are or have moved (both NCOA and ACS services will tell you where), or disappeared and are no longer mailable (AKA: "Nixies").

- Deduplication included with our mailing list cleanup service will prepare your mailing list properly. In order to ensure timely delivery and qualify for bulk mail discounts, your mailing labels must meet United States Postal Service guidelines. We can ensure that your addresses are correct, your data is in the proper format (including presorts), and even print your mailing labels for you.

USPS Preparation...

We offer several database/list-cleaning options from full renovation to simple USPS CASS, ACS and PAVE certified coding.

- Field alignment (picks up misplaced data and moves it to the correct field), scrubbing (removing inconsistencies or inaccuracies), data excavation (exposing information currently "hidden" in your data) or adding new, related information all increase your business database's consistently, accuracy and likelihood of success.

- Is your database full of duplicates? Are there entries with information in the wrong fields? Was it created in an obsolete format? De-duping solves this problem.

- We can optimize your list, removing exact and "near" duplicates (i.e. same person and address, written differently) as well as merge (combine) several lists together into one, removing duplicate records in the process.

- If you need us to, we can also convert it to or from any number of file formats for you

Merge/Purge, removes duplicate records from within a single file (or mailing list), or those shared among several files, tables or lists. NDS can not only detect, mark, remove or send to report obvious exact duplicates, but also the more crucial near duplicates as well which, because of misspellings, typos or "creative" data entry, are typically missed by most computer programs.

CASS (**C**oding **A**ccuracy **S**upport **S**ystem) Certified postal coding standardizes your addresses, adds ZIP+4 and Carrier Route information that lowers your postage, while increasing the deliverability of your list.

NCOA (**N**ational **C**hange **O**f **A**ddress) processing electronically posts any of your customers' address changes to your file or tells you if there is no current address for them on record with the USPS (used for files that have been dormant). After NCOA processing, we suggest registering for ongoing ACS services from the USPS to keep your list lean, mean and deliverable.

ACS (**A**ddress **C**hange **S**ervice) is an ongoing version of NCOA, and is typically used for actively mailed lists, where accurate and timely updates are critical to keeping costs down. ACS processing saves you more than 75% of normal paper returns postage and list correction.

PAVE (**P**resort **A**ccuracy **V**erification and **E**valuation) Certified postal presorts arrange your list in USPS-specified order to produce labels or files that guarantee you compliance with arcane Bulk Mail regulations and the lowest possible postage rates when you mail.