



YOUR DATA SERVICE GUIDE

DATA PROCESSING

WHAT: Your database is processed through USPS software that prepares files for mail delivery. This is required for all jobs mailing.

WHY: After records are sorted in this format, you receive postage discounts based on the saturation of your mailing list.

HOW IT WORKS: Data processing software standardizes your list into the USPS preferred format. This helps the Post Office sort mail before delivery, which is why they provide a discounted postage rate.

DATA FORMATTING

WHAT: Change the format of fields or standardize your data.

WHY: Select this service if you're utilizing variable data or if the content of your mailer has a specific layout or visual style.

HOW IT WORKS: Describe in the special instructions which fields you would like changed and how. Please be specific!

Data Formatting Examples:

DATES: 6/6 VS. JUNE 6TH
CURRENCY: 500.00 VS. \$500
LETTER CASE: MAIN STREET VS. Main Street
TEXT UPDATES: JOHN & BECKY VS. JOHN AND BECKY
HARDCODING TEXT TO FIELDS: SMITH VS. THE SMITH FAMILY

DEDUPE

WHAT: Tell us how to remove duplicate records from your mailing list.

WHY: This elimination can be based on a number of factors including name, email, one per household, and more.

HOW IT WORKS: Tell us which fields will indicate that records are duplicates. We require a minimum of two criterion.

Dedupe Examples:

LAST NAME AND ZIP CODE
FIRST NAME AND EMAIL
STREET ADDRESS AND ZIP CODE
COMPANY AND LAST NAME
EXACT MATCH (NAME AND FULL ADDRESS)

SUPPRESSION

WHAT: Omit records in a database from your direct mail campaign.

WHY: This service allows you to target a specific segment of your database or omit records based on your criteria.

HOW IT WORKS: Tell us how to suppress based on fields in your database or supply additional suppression lists. Upload as many lists as needed when providing your files. Be sure to specifically name them or provide detailed explanation in the special instructions box.

Suppression Examples

PAST MAIL RECIPIENTS
CUSTOMERS VS. PROSPECTS
DO NOT MARKETS
GENDER / DEMOGRAPHICS
ZIP CODES / LOCATIONS

NCOA

WHAT: Run your records against the National Change of Address (NCOA) database to remove any inaccurate addresses and update with new mover information.

WHY: Highly recommended! This extra step prevents you from wasting marketing dollars on mail that would not otherwise reach its intended audience. As time goes on, databases age and they become fallible. If you opt out of an NCOA, it's likely that a portion of your mail will be delivered to addresses that are no longer accurate.

HOW IT WORKS: After your list is compared to the NCOA database, we will provide you with 3 new files. One is made of all contacts that have been removed as undeliverables. The second file has the updated addresses. Lastly, you're sent a final list that has been cleaned up. The undeliverables have been removed and replaced with all available updates.

If you select this NCOA option, you will be prompted to complete a Process Acknowledgement Form (PAF). This form must be renewed and sent to the Post Office annually in order for the NCOA process to begin. Our data technicians submit the form and complete this process for you.

ZIP CODE RADIUS

WHAT: Limit your mailing to a defined radius around a location using an address and distance.

WHY: Reach your target audience based on location. Often this service is used for events like store openings, mail for political voting districts, or any location-specific campaigns.

HOW IT WORKS: Provide us with your address or zip code and a mileage distance, and we will target only the records that qualify.

LIMIT QUANTITY

WHAT: Narrow the quantity of mailing records for a specific direct mail campaign.

WHY: Whether your budget doesn't allow for a complete database mailing or if you would only like to mail to a specific number of recipients, use this service to limit your volume.

HOW IT WORKS: This can be completed at random, by list order, or from database fields. If you're limiting the list based on information in your database, please provide detailed instructions. Upon request, we will supply you with the mail-to list to be used as a suppression for future campaigns.

ZIP CODE FEATHERING

WHAT: Distribute your mailing across all zip codes evenly based on your mailing quantity.

WHY: Rather than selecting one or two zip codes at a time, evenly distribute your mail so you don't concentrate all efforts and resources in one small area.

HOW IT WORKS: A proportionate percentage of your zip codes are mailed to. Heavier populated zip codes have a larger percentage, but all areas receive a portion.



WWW.THEMAILWORKS.COM