

# DATA ENHANCEMENT SERVICES:



## CASE STUDY

### THE CHALLENGE

There is no doubt the power of targeted and personalized messaging lies in the data. Obviously, data accuracy is of paramount importance. Producing documents based on bad data can be a disaster; especially documents featuring variable content. To prevent negative consequences, companies must verify or improve the data used to drive customer communications.

AccuZIP recently reached out to customer partners using our Data Enhancement Services to find out what they thought of the product and how they are using data enhancement to help their businesses succeed.

AccuZIP's Data Enhancement Services are available in an online package that includes four useful functions (see sidebar on reverse to learn how each of the modules adds value to mailing projects).

### THE SOLUTION: Four Ways to Add Value

AccuZIP's Data Enhancement Services includes four different operations for a single price, making them a must-have for organizations such as print/mail service providers. They see a great deal of variability in the customers they serve and the mailing lists they run. Easy access to all the data enhancement functions needed to handle any job is extremely advantageous.

Our customer partners have been talking to their clients about data quality. They feel it's a competitive advantage to keep costs low by using data enhancement to eliminate mis-directed mail.

Most of the companies we interviewed cited the ability to help their customers win and retain business as more valuable than adding an extra line item to customer invoices. Accurate address data enables them to achieve maximum effectiveness through segmentation and personalization — a customer objective often stressed in sales conversations.



*“The name of the game is price, so beating the competition by lowering the total cost of projects or campaigns wins us more business.”*

### THE FEEDBACK

#### High Praise for Support

Several customer partners we contacted specifically mentioned satisfaction with the AccuZIP support team, fueled by the ability to work with the same people consistently.

#### Competitive Pricing

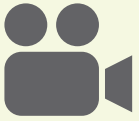
Mailers also mentioned the AccuZIP pricing model for our Data Enhancement Services as an attractive feature. The rates are low, with no minimums.

#### Faster Delivery and Lower Postage

Mailers producing high-density mailings such as periodical, utility, and political mailings benefit the most from the extra postage discounts made possible by sorting the mail into the final delivery sequence.

#### Accurate Data Essential for Today's Marketers

Data Enhancement allows customers, like those mentioned here, to take advantage of a variety of enhancement functions matching the requirements of whatever job they happen to be running.



SEE HOW IT WORKS:

<https://youtu.be/2mgnZ6VN8pE>

# ASSIST YOUR LIST

How do our customer partners feel about AccuZIP's Data Enhancement Services?

*“ The Computerized Delivery Sequence service from the USPS can provide walk sequence data, but AccuZIP's DSF<sup>2</sup> process is easier to use and supplies fresher data.*

*“ We like how the AccuZIP technicians can dial into our system and help us out. Our previous vendor couldn't do that.*

AccuZIP's Data Enhancement Services are an online package that adds value to mailing lists.

## Apartment Append

Mail addressed to an apartment complex but missing individual apartment numbers rarely gets delivered. It is **destroyed** or returned to the mailer. Apartment Append uses AccuZIP data sources to add correct apartment numbers to addresses missing this critical information.

## Deceased Suppression

Besides wasting money to print and mail material addressed to deceased individuals, family members receiving such mail can view the sender as **insensitive to their grief**. Mailers can avoid uncomfortable and expensive customer service calls by running their list through AccuZIP's Deceased Suppression data quality process.

## ACOA

Mailers know about the NCOALink<sup>®</sup> service for updating their records. If an individual, family, or business neglects to file a change-of-address form with the U.S. Postal Service<sup>®</sup> however, they won't be in the NCOALink service database. AccuZIP's enhanced Change of Address process (ACOA) expands the move update functionality to check other data sources and retrieve new addresses for entities missing from the NCOALink service file **resulting in 20% - 40% more matches.**

## DSF<sup>2</sup><sup>®</sup>

The USPS<sup>®</sup> offers **hefty discounts** to mailers that can sort mail all the way down to the mail carrier's delivery route order, sometimes referred to as "walk sequence." DSF<sup>2</sup> processing provides this functionality. Certain applications like periodicals, utility bills, and political mail are especially suited for sorting to walk sequence because of mail density. Besides enabling postage discounts, DSF<sup>2</sup> saves money for mailers by leveraging local delivery information. Mailers can purge their lists of records associated with vacant properties, those without a mail receptacle, or vacation homes unoccupied during the off season.

**CALL NOW**  
**800.233.0555**

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