DATA SERVICE GUIDE

DATA PROCESSING

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

WHY: After records are sorted in this format, you receive postage discounts based on the concentration of your mailing list (the more geographically-concentrated your list, the greater your discount).

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

DATA FORMATTING

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

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

HOW IT WORKS: In the special instructions, describe 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 combination of two or more factors including name, e-mail, one per household, and more.

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

DEDUPE EXAMPLES:
LAST NAME + ZIP CODE
FIRST NAME + EMAIL
STREET ADDRESS + ZIP CODE + LAST NAME
EXACT MATCH (NAME + FULL ADDRESS)

SUPPRESSION

WHAT: Omit records in your 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 suppression lists as needed when providing your files. Be sure to specifically name them and / or provide detailed explanation in the special instructions box.

SUPPRESSION EXAMPLES:
PAST MAIL RECIPIENTS
CUSTOMERS VS. PROSPECTS
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: In order to qualify for postage discounts, the USPS requires NCOA processing. 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 become fallible.

HOW IT WORKS: After we run your mailing list against the NCOA database, any invalid records will be eliminated and replaced with all new available mover data. If applicable, your final invoice will reflect your new revised mailing quantity.

ZIP CODE RADIUS

WHAT: Limit your mailing to a defined radius around a location using an address or zip code + distance.

WHY: Reach your target audience based on location. This service is often used for store openings, targeted mail for political voting districts, or any location-specific campaign.

HOW IT WORKS: Provide us with your address or zip code + a mileage distance, and we will target all qualifying recipients.

LIMIT QUANTITY

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

WHY: Whether your budget prohibits a complete database mailing or you'd only like to mail to a specific number of recipients, use this service to limit your volume.

HOW IT WORKS: This can be completed by our random selection, by list order, or from database fields. If you're limiting your list based on database fields, please provide detailed instructions. Upon request, we'll supply you with your new mailing list to use as a suppression list for future campaigns.

THE MAILWORKS
PRINT & MAIL SPECIALISTS

Questions? We're here to help.

Contact us at:
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