



ADDRESS QUALITY — THAT'S — ABOVE THE REST

HOW **MAILERS** AND **NON-MAILERS**
BENEFIT FROM ACCUZIP6®



BENEFITS TO MANAGING THE FILE IN-HOUSE

- ▶ If they discover a data problem or have a question, Educational Symposia can work with their client directly, rather than relaying information communicated by their mailing vendors
- ▶ The company uses multiple mailing providers. By delivering process-ready files to the mail vendors, Educational Symposia can maintain a consistent approach, regardless of which mailing vendor does the work.
- ▶ Some projects do not involve physical mail at all. AccuZIP6's features and ease of use allow Educational Symposia to keep all the non-mailed work in-house.
- ▶ Educational Symposia can leverage functionality supplied by AccuZIP6 to add value to customer communications and other applications. They have a keen understanding of how their customers use the data. A third-party mail service provider would not have the same level of knowledge.
- ▶ AccuZIP6 can find undeliverable addresses or update the addresses of people who have moved. Because Educational Symposia is working directly with the databases, they can make sure they update customer source files with the new address information.

By handling customer data themselves, Educational Symposia has made data quality improvements resulting in less waste and added thousands of dollars in revenue for their customers. The extra sales would have never occurred had Educational Symposia not taken an active interest in their customer's objectives. AccuZIP software allowed them to identify problems with customer files and correct them, revealing untapped sales opportunities.

NEW USES FOR ADDRESS DATA

Most organizations correct address information only to improve mailpiece deliverability. Making sure the U.S. Postal Service® can route the mail correctly and earning postage discounts have been the traditional objectives for users of postal preparation software.

Delivery and postage cost management are still important, but widespread application of personalization and variable data handling have raised the value of postal address data. Today, accurate residential addresses can affect company operations and customer experiences. Software like AccuZIP6 is useful in parts of organizations that may have nothing to do with mail.

- ▶ Vary online pop-up offers according to customer proximity to a physical store location
- ▶ Control personalized featured product selections on eCommerce web pages
- ▶ Regulate variable photos, graphics, or text to add a local feel to online portals
- ▶ Include or exclude names from campaigns based on a customer's estimated travel time to a venue
- ▶ Influence decisions about sites for events or new stores
- ▶ Text or email customers to attract them to their nearest physical location for flash sales

CASE STUDY: MAILERS AND NON-MAILERS BOTH COVET ADDRESS QUALITY

Software to verify addresses and prepare mailings has historically been of interest mostly to mailing service providers and in-plant mailing operations. These organizations are still the most common users for products like AccuZIP6. The way companies use address data, however, and how they produce mail today, has widened the types of organizations finding value in address hygiene and list management solutions.

Data is the key to effective, personalized and targeted communications, regardless of the delivery channel. Tools like AccuZIP6 allow any organization to benefit from their data, even if they do not mail the end product.

Educational Symposia is a good example. This company uses AccuZIP6 to manipulate, merge, and dedupe files to help their medical society clients keep in touch with members. Functionality built into AccuZIP6 has even allowed Educational Symposia to find defective records and fix them. Educational Symposia distributes many of the digital documents they produce by email. The material never even enters the US Postal Service mail stream.

IN-HOUSE LIST MANAGEMENT

Before moving to AccuZIP, Educational Symposia relied on complex, multi-step processes. They used general-purpose tools like a spreadsheet program to handle chores such as merging files with dissimilar formats or removing duplicates. The company prefers to do this work themselves rather than passing raw files along to their print and mail service providers.

—— “ ——

I love that it fixes these pesky kinds of problems in a matter of seconds on the fly.

—— ” ——

Marissa Martin, Mail List Manager,
Educational Symposia



MULTI-CHANNEL SUCCESS HINGES ON DELIVERABILITY

Experts in integrated marketing programs, Eye/Comm develops multi-channel campaigns for their customers. These campaigns connect messages delivered via direct mail, email, mobile, and web browsing. Address quality and on-time mail delivery are important factors. Messages delivered in one channel often drive recipients to content in another.

A good illustration of such integration used by Eye/Comm is Personal URLs (PURLs) included in printed materials. A PURL sends prospects to personalized landing pages. There, they can view a video, enter a contest, or register to receive an item of value. If the mailpiece fails to reach the recipient within the target time, prospects may never even see the most compelling elements of the campaign.

FULFILLMENT WILL FAIL WITHOUT GOOD ADDRESSES

Eye/Comm also handles fulfillment for their customers. They mail literature and products in response to requests transmitted to them from their customers. Obviously, address quality is extremely important to fulfillment operations.

- ▶ Package re-mailing costs are high
- ▶ Late product deliveries spawn complaints
- ▶ Clients can miss business opportunities due to undelivered information packets

FUTURE COMMUNICATION SUCCESS RELIES ON ACCURATE DATA

Companies like Eye/Comm are working with their customers to help them recognize the value of marketing approaches such as variable offers, text, and images, mobile platforms, personalization, or cutting-edge technologies. Marketers can be resistant to the higher costs for these strategies even though the returns are much greater. Tools like those provided by AccuZIP help print and mail service providers improve marketing message effectiveness through accurate and timely preparation and delivery.

The print/mail business is a competitive marketplace. Service providers look for the best products they can buy without overpaying. That is another reason Eye/Comm chose AccuZIP6 as their postal software supplier. Compared with other postal product suites, AccuZIP6 is less expensive to own. AccuZIP's Price-Lock-Guarantee* also protects AccuZIP customer partners from unexpected price increases - prices will never increase as long as their account remains in good standing.

Whether mail is the product or address data supports other forms of communication and business operations, organizations rely on postal address precision. AccuZIP6 is a software solution that delivers high accuracy at low cost wrapped into an easily understood user interface and backed by excellent technical support.

*PRICE LOCK GUARANTEE: Your price will never increase as long as your account is in good standing. Invoices must be paid on or before their Due Date.

**AccuZIP, Inc is a non-exclusive Limited Service Provider, NCOASM, CASSSM licensee of the United States Postal Service[®]. Its product and service prices are neither established, controlled nor approved by the USPS[®]. All information and offers are subject to change and can be discontinued at any time, without notice. The following trademarks are owned by the United States Postal Service: Marketing Mail, NCOASM, U.S. Postal Service, USPS.

TAKE YOUR MAILING BUSINESS TO NEW HEIGHTS. CONTACT US.

800.233.0555 | ACCUZIP.COM



MAIL PROFESSIONALS DEMAND THE BEST

AccuZIP6 is the postal software of choice for mail professionals too. They appreciate the speed at which the system processes large address files managed for their clients. Shorter times to update addresses, correct deficiencies, sort, and prepare mailing documentation allows such companies to get documents into the mail faster. Customers benefit from quicker delivery and service providers enjoy a competitive advantage.

One such organization is Eye/Comm in Santee, California. This 25-year-old print and mail company serves customers in many industries, including non-profits, retail, and healthcare. They prepare national, regional, and local mailings for their customers. The company switched software providers after comparing AccuZIP6 with their existing postal software company. One big plus for AccuZIP was mail tracking through the USPS®. Their previous mail preparation software offered tracking, but it was an extra expense. AccuZIP6 includes mail tracking in the [Full-Service Edition] base package.

Mail tracking plays an important part in multi-channel marketing campaigns. Combining direct mail, IP address matching, and email, Eye/Comm uses data provided by mail tracking to ensure complementary messages in all channels are delivered according to plan.

“

When we send mail promoting events like special sales, our retail customers want assurances the pieces arrived as scheduled. Mail tracking through AccuZIP6 allows us to verify delivery times.

”



Summer Gould, President, Eye/Comm

Besides the processing speed and built-in mail tracking capabilities, Eye/Comm cited automatic NCOALINK® updating as one of their favorite AccuZIP6 features. AccuZIP adds new data from the National Change of Address database every week, ensuring mailers have the latest information on individuals, families, and businesses that have moved. Direct mail advertising depends on correct addresses. The U.S. Postal Service destroys USPS Marketing Mail® (formerly known as Standard Mail) bearing undeliverable addresses. Without current move update information, mail would never reach the intended recipients.

On-time deliveries of transactional documents such as bills, statements, and overdraft notices are highly time sensitive. Though the USPS forwards First-Class Mail®, delivery delays can cause big problems for the addressees. AccuZIP6's weekly NCOALINK® updates keep the number of pieces the USPS routes through the forwarding process to a minimum. As a result, recipients get their mail sooner and mailers avoid expensive actions such as reprinting documents reported as not received.

THE ACCUZIP DATA QUALITY ADVANTAGE

Choosing the right data quality partner can be overwhelming, but AccuZIP makes it easy.

- **RESTful API**
- **Integrated Solutions**
- On-premise or cloud based processing
- Excellent service and support
- Straight forward licensing and pricing contracts
- Unlimited address correction
- Unlimited NCOA^{LINK}® move processing
- SOC2 compliance

Point of Entry: Real-time address correction and standardization for websites, data entry, and contact center applications. Straight forward and easy to implement USPS® CASS™ Certified APIs and Web Services.

Batch: Maintain your database and contact management systems with real-time address correction, standardization, and NCOA^{LINK} move processing via CASS Certified APIs and FTP/SFTP.

Need help implementing a data quality solution?

CALL 800.233.0555 FOR A FREE ASSESSMENT!



800.233.0555

www.accuzip.com

The following trademarks are owned by the United States Postal Service: CASS™, NCOA^{LINK}®, USPS®. AccuZIP, Inc is a non-exclusive Limited Service Provider, and our products and service prices are neither established, controlled, nor approved by the USPS.

OUR TECHNOLOGY. YOUR SUCCESS.