



## Data Processing

*The success of your direct marketing campaign depends on the quality of your data.*



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Success in your marketing campaigns depends on more than just your product and the offer. The data you use to target your audience can make the difference between a profitable campaign and a total flop. Your clients expect you to know their names, remember their product preferences and make cross-sell suggestions targeted to their needs. If your database isn't giving you that information you're not only missing sales opportunities, you could be losing customers.

PerformanceDP can collect, cleanse and organize the data that exists in your company to create an accurate and useful database of customer information. We offer several categories of service:

### Database Development

For those looking to create a unified marketing database, the first step is to look within your organization to identify existing sources of data. Your accounting system, your sales system and possibly other sources hold important customer information. Using our unique scoring process, we'll rate current information and design a systematic method of collecting this data and integrating it into a robust database capable of supporting your marketing goals.

### Data Cleansing

Once the data is identified and collected, you want to be sure it's as clean as possible. Our Customer Data Integration (CDI) process repairs problems, eliminates duplicates, standardizes formatting, insures proper parsing, inserts intelligent upper/lowercasing and includes personalization. This initial cleansing is a standard part of campaign management, and is critical to ensure success of all downstream processes, such as merge/purge or NCOA. Often, this process pays for itself with savings on production and postage and increased ROI in your next campaign.

Database Development

Data Cleansing

Campaign Management



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Acquire

Retain

Cross-Sell

Up-Sell

### Campaign Management

PerformanceDP can help you put your data to its best use in large scale, complex targeted marketing campaigns. We accept data in almost any format and prepare it for use by your printer or lettershop. We verify names and addresses then compare your list against the National Change of Address (NCOA) database as well as the CASS database of deliverable addresses. We presort to optimize your postage and production discounts, then deliver the files electronically to the production facility of your choice. You receive complete documentation of the entire process electronically.

We put our extensive knowledge of direct mail best practices and processes to work to save you money and improve the efficiency of your mailings. We are one of a small number of USPS-certified software developers, qualified to create our own custom solutions should your situation require it.

Services include:

- > Media Conversion: PC, Mac, CD-ROM, FTP/e-mail, 9-track 6250
- > Parsing: name parsing, genderization, address parsing, upper/lower case, business name parsing/standardization
- > CASS/Geocoding: ZIP+4/CASS/ACE, NCOA, NCOAlite, DPV, Confirm tracking, geocoding
- > Merge/Purge: factor balancing, correction analysis, keyword-level exception handling
- > Cell Selection: complex model implementation, schedule optimization
- > Output Products: PAVE presorts, online delivery of data, USPS documentation

Call 800.869.2300 to learn how  
PerformanceDP can help your company.

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