



Smart Select System™



Direct List Technology, Inc.

Helping You Find New Customers

If you're using the Resident List to do a saturation mailing, DLT can:

Help You Mail Smarter by...

- **REDUCING YOUR POSTAGE COSTS**
- **MAXIMIZING ADVERTISERS' RESPONSE and ROI**

Features & Benefits

DLT's customized Smart Select System™ will:

- Analyze the geographic selects to **minimize the postage costs** for your target area
- Use this analysis to **maximize response and ROI for your advertisers**
- **Eliminate route duplication** because a carrier route will be assigned to only one area in your geography
- **Achieve saturation across all selected routes**, not confined to first routes selected
- Give you the option to **Run and Stop at a specific quantity**
- Provide all walk sequence postal entry **reports required for your postage discounts**

Pricing

Please contact your List Expert, toll free, for special pricing

Let DLT Calculate Your Potential Postage Savings!

How much can you save? All we need is your current mailing reports to run an estimate of how much you could save using DLT's Smart Select System™!

Summary of Lists

Resident, Resident Plus, Consumer, Senior, Affluent, Dunn & Bradstreet Business, Generic Business, Auto Owners List, E-mail, Neighbor Notification Program
Other Brokered Lists

Computer Mapping

Add Computer Mapping to our Smart Select System, and you will be able to see even more ways to refine your selected areas or zones using:

- Radius from or around a location
 - Drive time mapping
 - Zip Code, carrier route, census tract
 - Special geographic zones or areas maps
 - Customer response maps
- Single page maps, large maps and wall maps available.

Your List Specialist

Contact -- **Edette, Corine or Christa**

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We have been handling data and compiling resident lists for over 22 years.
You will be surprised at the things we can do for your mailing!
Call for special needs at 1.888.772.6947 TODAY!