

Data Services



Targeting the right audience is critical to an effective marketing campaign. Whether you want to maximize postal savings, identify your customers with geographic mapping, or obtain the best targeted audience for your mailings, our services can be customized according to your needs. To help you maximize your response rate and decrease costs, Direct List Technology offers a menu of data services:

Profile Analysis: Examines your customer database and overlays information on each customer to determine the best look-alike prospects. You will save money when we analyze your responses and show you where to find the best mail prospects. We will also let you know where you are not getting an acceptable return for your investment. We offer two types of Profile Analysis:

- **Consumer Insight™** - Consumer Profile Analysis
- **Business Insight™** - Business Profile Analysis

Database Services: Your own database is the most effective mailing list available...and we can help you keep it up-to-date, verified, cost-effective and ready to use at your convenience.

- **Database Creation & Maintenance**
We can convert, set-up and configure your database from any combination of hard copy, magnetic tape, diskette, cartridge or electronic media. Maintenance of your list includes additions, changes, deletions and automatic duplicate elimination.
- **Merge/Purge**
When you would like to combine lists, we can provide you with a single clean list with duplicates identified and eliminated.
- **Address Hygiene**
To improve deliverability and merge/purge accuracy, we can standardize and correct addresses; add, verify and correct ZIP Codes and utilize the NCOA system. We also have the ability to verify e-mail addresses.
- **Postal Coding**
Maximize postage savings and enhance response by using our CASS and PAVE certification services when preparing your database for a mailing campaign.
- **Data Entry**
Customized screens to match input format. Data entry verification controls by field.

Mapping: Maps your customer base by ZIP code, carrier route or radius from your business location(s), to visually identify target areas and prospects. Mapping saves you money because you only mail to areas that are in your targeted market. We offer two types of maps - **Penetration Analysis and Polygon Area** - that can provide the following:

- Identify customers based on a business location
- Identify potential customers and analyze possible sites for new retail locations within a specified targeted radius or distance
- Study response data based on geographic locations and demographics

**Call 1.888.772.6947 and let our Data Specialists
enhance your marketing campaign TODAY!**