



Data Processing & Enhancement Services

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**For More Information Contact:
Teresa Roemer
troemer@pac-comm.biz**

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About PAC-COMM

PAC-COMM was founded in 1986 by Thomas Halatyn. The business was developed in the late 1980s to develop, for individual corporate clients, tailored marketing and sales solutions where vertical or "off the shelf" services and products cannot provide the required creative solutions.

Originally, the company began as a list compiler for political parties and campaigns. PAC-COMM later evolved into a database marketing, data processing and list services company for the direct marketing industry. We offer over twelve data hygiene processes in addition to list fulfillment and enhancement services to assist our customers with their direct mail and telemarketing needs.

PAC-COMM builds custom database solutions by first designing custom database marketing solutions and then identifying and coordinating multiple specialized services in achieving the marketing solution(s)

Three personal assistants and sub-contractor / partner contacts at 15 affiliate locations nationwide coordinate PAC-COMM's multiple business requirements.

PAC-COMM maintains as sub-contractors; over 25 businesses including:

- Business and commercial database developers and compilers (DatabaseUSA, InfoUSA, Experian, Donnelly, Acxiom, Dun & Bradstreet, etc.)
- Address hygiene and telephone enhancement businesses (USPS, Peachtree Data, Anchor, Acxiom, PAC-COMM proprietary, Telematch, CSS, etc.)
- Database marketing and data mining, (Meta, The Petrie Group, Planttuff Associates, etc.)
- Data processing facilities (Data Services, Bethard Associates, etc.)

At PAC-COMM, the customer comes first. We are committed to meeting and exceeding every customer's needs and expectations. Our goal is to provide direct marketing databases, and related information solutions of the highest quality to every customer we work with.

PAC-COMM has experienced growth every year since our creation, without exception. We owe our success to our development of key partner arrangements. Under our supervision, our partners focus on achieving the highest possible level of customer service. We look forward to future challenges with the same drive that launched PAC-COMM.

Data and Address Hygiene Services

Change of Address Services

NCOA^{Link} – National Change of Address

More than 44 million Americans changed their address in 2006. Many of them are your customers – customers you value and who are important enough for you to send them your mailing. Unfortunately, not all of them have told you they moved. This creates formidable obstacles in maintaining a high-quality mailing list.

The **NCOA^{Link}** service makes change-of-address information available to mailers in order to help reduce undeliverable mail pieces before mail enters the mail stream. The **NCOA^{Link}** process improves mail deliverability by providing mailers with current, standardized, delivery point coded addresses for individual, family, and business moves.

How a match is made:

- Individual, family or businesses must complete Change of Address Form
- Client's original addresses are standardized (CASS) and ZIP + 4 where available
- First and last name with address or company name and address is matched against NCOA^{Link} database
- If a match is found, then a new address is returned

About the Database:

Our **NCOA^{Link}** Database contains approximately 160 million records representing 48 months of permanent address changes. Even multiple moves by an individual, household, or business within 48 months, are kept on file, as long as the moves are made known to the USPS with a completed change of address notification card. The **NCOA^{Link}** database is updated every 7 days, plus a Dailey update of the *Dailey Delete* file.

Dailey Delete are addresses that have been reported as a move, but the person or business has changed their mind and have requested their local USPS to *Delete* their new address from the NCOA^{Link} database & still keep their original address as if they had never moved.

NCOA^{Link} provides mailers with the following benefits:

- Reduce undeliverable-as-addressed (UAA) mail by providing the most current address information for matches made to the **NCOA^{Link}** File

- Reduces mailer costs by reducing the number of undeliverable mail pieces by using the most current address information
- Provides the opportunity for faster product/service marketing through accurate mail delivery
- NCOA^{Link} return codes provide explanation of match and non-match status

For reassurance, NCOA^{Link} Query Name is also use for the matching logic. This is the exact name data that was used to make the match to the NCOALink database. If an individual or business match was made, the full name will appear in the COA_QNAME field. If a family match was made then only the last name will be present.

Example: original record Bill Smith 123 Main Street
You will see William Smith as the match at 123 Main Street

USPS Requirements for NCOA^{Link} processing:

- Completed **NCOA^{Link}** Processing Acknowledgement Form which can be requested from troemer@pac-comm.biz
- Mail must run their list through **NCOA^{Link}** within 185 days of their mailing to receive discounts

PAC-COMM offers Same Day and Overnight turnaround for **NCOA^{Link}** processing and can accept a file for processing in many different formats and layouts.

LACS^{Link} – Locatable Address Conversion System

The Locatable Address Conversion System (LACS^{Link}) service provides mailers an automated method of obtaining new addresses when a 911 emergency system has been implemented. 911 address conversions normally involve changing rural-style addresses to city-style addresses, but in some instances conversions may result in the renaming or renumbering of existing city style addresses. Address Management Systems (AMS) offices across the country collect and transfer information for this database to the National Customer Support Center in Memphis TN which is the main office for all of USPS.

Example:

Before LACS^{Link} Conversion: Rural Rount 16, Sweetwater, GA 30093
After LACS^{Link} Conversion: 53 Heather Lane, Sweetwater, GA 30093

Input address information provided by a mailer to the LACS^{Link} licensee is first standardized/CASS to include the ZIP + 4 Code where available. Once the address is standardized and the ZIP+4 Code applied, an attempt is made to match the address against the LACS^{Link} file. If an exact match is made with the

old address information on the LACS^{Link} file, the LACS^{Link} licensee is permitted to provide the 911 conversion address to the mailer.

Benefits of LACS^{Link}:

- Reduces undeliverable mail by providing the most current address information for matches made to the LACS^{Link} file
- Prevents duplicate mail pieces or re-mailings after address corrections are received since the address correction is applied prior to the mailing
- Lowers mailer costs by reducing the number of undeliverable and/or duplicate mail pieces by using the most current address information
- Provides the opportunity for faster product/service marketing through accurate mail delivery

Fast Facts:

- LACS^{Link} Database is updated by the USPS on a monthly basis
- Average update of the LACS^{Link} service: 0.90% of a file

NOTE: Just because a ZIP Code is found on your list, mailers should not assume that all the converted addresses have made it to the LACS^{Link} file. There are parts of the country that have only reported a percentage of their changes and therefore, the LACS^{Link} database is not yet complete.

PCOA – PAC-COMM Change of Address

Not all household moves are reported to the USPS, therefore PCOA will reach those additional households. There are approximately 25 million records in this privately compiled database from news paper subscribers to mail order buyers and credit card holders. By running PCOA with your NCOA^{Link} processing, you can gain up to 0.5% - 1.5% additional matches after an NCOA^{Link} is processed.

PCOA is compiled from 7 different commercial sources where their customers inform them of their move. The move must be in at least 2 of the 7 commercial sources for it to pass into the PCOA database. Matching is made by first name & last name.

The PCOA database contains the last 4 years of address information and is updated quarterly.

Address Quality Services

CASS – Coding Accuracy Support System

Using CASS certified software, PAC-COMM is able to offer you Address Standardization, ZIP + 4, Delivery Point Barcode, Carrier Route, and Line of Travel information for your mailing list. The CASS process improves the accuracy of carrier route, five digit zip, ZIP + 4 and delivery point codes that appear on mail pieces. You may also receive certain postal discounts by CASS certifying of your mailing list.

CASS standardizes all address information and this includes inserting pre/post directionals and using USPS abbreviations. Then, ZIP + 4 codes, carrier route codes, and line of travel information are assigned to the file based on valid address *ranges* for the input street address. These ranges are set by the USPS and updated monthly.

An example of these ranges would be:

1000 Parker Court to 4999 Parker Court

If we receive the address 2000 Parker Court, then it will receive a ZIP + 4, Delivery Point Barcode, Carrier Route, and Line of Travel information. On average, CASS will code 4% of a file as undeliverable. Please be aware that even though a ZIP + 4 code has been assigned to your list, it is possible that the address could still be undeliverable. For a precise deliverability confirmation, our DSF² & DPV service should be used in conjunction with CASS.

DPV – Delivery Point Validation

By incorporating DPV into the matching process, mailers are able to determine whether the actual address exists, down to the apartment or suite information. DPV allows mailers to validate the address information they have is an address served by the USPS. Using DPV reduces undeliverable-as-addressed mail volume that results from inaccurate addresses, saving postage costs for mailers while reducing processing and delivery costs for the USPS.

DPV is limited to identifying whether an address is considered to be a deliverable address and whether an address is identified as a Commercial Mail Receiving Agent (CMRA). DPV data allows a user to identify the elements required to produce a quality address, such as “Is this a valid apartment number?” or “Is this address a CMRA location that requires a PMB component?”

The DPV file is updated monthly. The average undeliverable rate identified by the DPV is 5%.

DSF² – Second Generation Delivery Sequence file

There are approximately 155 million delivery points in the USPS database. DSF² will help minimize address delivery errors **not detected** by NCOA^{Link} or CASS certified processing by identifying inaccurate or incomplete addresses. DSF² contains information on all addresses – except general delivery addresses – served by the Postal Service. DSF² includes the ZIP Code, ZIP + 4 code, carrier route code, walk-sequence information, and all other delivery attributes related to each specific address. DPV information is included with all DSF² processing.

DSF² is one of the approved methods under *Domestic Mail Manual* from the USPS for preparing mail to meet the walk-sequence criteria required for Enhanced Carrier Route Standard Mail pieces mailed at high density and saturation rates.

Walk sequence is the exact order in which a carrier delivers mail from one delivery point to the next. Walk sequence may also be used, at the mailer's option, to satisfy the LOT (Line of Travel) sequencing criteria required for carrier route Periodical mail pieces and Enhanced Carrier Route Standard Mail pieces mailed at basic rates.

DSF² also classifies an address as business or residential, vacant or seasonal, and it also identifies the mail delivery method – curbside delivery, door slot, NDCBU (neighborhood delivery and collection box unit), or central delivery. An address is marked seasonal when it has been vacant for 1 full season and is sometimes observed by the mail carrier.

- **DSF²** with PAC-COMM provides a mail ability score of 1 – 7 for each individual addresses in your summary report for added assurance in which a score of 1 as your best address and 7 as your worst address to use for mailing.
- **DPV** is also included with **DSF²** processing

This data is updated monthly

AEC – Address Element Correction

Address Element Correction focuses on inaccurate addresses that were attempted but failed to receive a ZIP + 4 Code using CASS-certified, address matching software. AEC is developed by the USPS and it performs a series of evaluations and comparisons. Ambiguous addresses are supplied with missing or corrected address elements and a ZIP + 4 Code, resulting in automation compatible records. If **AEC** cannot determine a match, the address is more than likely undeliverable.

- Only records that did not get a ZIP + 4 code are processed through **AEC**.

Suppression Services

DMA – Do Not Mail & Prison Suppression

This service indicates which records matched the Direct Marketing Association's Do Not Mail File and the Prison Suppression file. Target those consumers who have shown a propensity to respond to, or requested to receive marketing communications.

TPS/DNC Suppression

As of October 1, 2003, it is illegal for most telemarketers or sellers to call a number listed on the National Do Not Call Registry. We have the Do Not Call Registries from the State, National, DMA and Wireless. This is a very important tool for Telemarketers to use to avoid any complaints or lawsuits. Most telemarketers should not call the number in their database once it has been on the registry for 3 months.

- The National Do Not Call Registry does not limit calls by political organizations, charities, or telephone surveyors.
- A telemarketer or seller may call a consumer with whom it has an established business relationship for up to 18 months after the consumer's last purchase, delivery, or payment - even if the consumer's number is on the National Do Not Call Registry. In addition, a company may call a consumer for up to three months after the consumer makes an inquiry or submits an application to the company. If a consumer has given a company written permission, the company may call even if the consumer's number is on the National Do Not Call Registry.
- Starting January 1, 2005, telemarketers and sellers will be required to search the registry at least once every 31 days and drop from their call lists the phone numbers of consumers who have registered.

The National file is updated monthly

DMA is updated quarterly

Wireless is updated every 15 days

States, this varies and some updates quarterly to yearly

Deceased Coding – Indicates which records matches our Deceased File.

There are approximately 18 million records in the Deceased file which goes back 10 years. Information on the deceased is obtained from the Social Security Database and other private sources such as family notification. This is another

service that we provide in order to reduce mail cost and avoid negative sentiment.

Data Enhancement Services

Consumer Enhancements/Overlay

PAC-COMM offers our clients the ability to append demographic data to records on their database. We offer a full range of demographic and behavioral overlays.

Information from the overlay will enable you to gain valuable knowledge about your existing prospects and customers. The knowledge you gain of your customers & prospects will give you the ability to better target and market more effectively to future campaigns.

Benefits of using Consumer Overlay:

- Gives insight of common characteristics that make up your existing customers
- Identify traits of your best customers
- Flexibility of appending individual selects or multiple demographic selects
- Demographic file is built from two National Consumer files
- Option to match your files at an *Individual Level* (Name and Address) or at an *Address* only level
- Standard Next Business Day turnaround

The demographic file is updated fully on a quarterly basis with monthly updates.

We have listed some of the most common demographic elements below, but please contact us for a full array of the demographic and behavioral overlays available.

Age – Exact (month & year of birth)
Estimated Age (age range for head of household)
Current Home Value
Dwelling Type (Single or Multi-Family)
Gender
Home Owner/Renter
Estimated Household Income
Length of Residence
Mail Order Buyers
Marital Status
Median Income

Presence of Children
Pet Owners
Gardeners
Outdoor Enthusiasts
Travelers

Residential / Business Phone Appending and Verification

Telemarketing is the most interactive marketing medium available. Telemarketing allows you to answer your prospects' questions, address their concerns, and overcome their objections. Telemarketing is the only marketing medium that allows you to adjust your strategy midstream and make any changes at any time necessary to increase results.

Residential telephone number appending takes a file with name, address, city, state and zip information, and appends the phone numbers that match to those residential records. To ensure the highest level of confidence for each name, phone number and address, we run your file through CASS before appending the phone numbers.

There are five major components that we focus on in order to provide the best data and service:

- Two major compiled consumer databases totaling over *150 million* records in one pass
- One Business Day turn around
- Coverage and Accuracy
- Phone Confidence Score of 1-6, with 1 being your best match and 6 is your low confidence. We can also tighten the matching logic to give you the best numbers.
- Average match rates of 50-60%*

PAC-COMM returns telephone appending confidence codes, detailing which name and address elements were used in determining the match. This allows you to target your best phone numbers for any marketing campaign and reduce the costs of outbound calls to bad numbers.

With our extensive coverage of quality data, fast turn around, and superior match rates, PAC-COMM offers you the ultimate resource for all your phone appending needs. **(It has been our experience that having the most current and updated mailing addresses from NCOA^{Link}, returns the highest quality and most current phone number matches to a file.)**

* *Depending on the quality of your input data*

Residential Phone Verification

In addition to phone appending, PAC-COMM will also take those records that have already have phone numbers, and Verify those numbers against our consumer file to verify that we have the same phone number. We will also suppress any phone numbers that are registered on the State, DMA, Wireless or National Do Not Call lists, thus allowing you to comply with state and federal telemarketing regulations.

Reverse Residential Phone Appending

Using your file that contains 10 digit phone numbers, PAC-COMM can match name, address, city, state and zip to your phone number. Once again, this added information to a marketing database can prove invaluable when trying to illicit optimal response from any marketing campaign. The match rate for this process is approximately 40%.

Area Code Updating

With today's growing population and the rise of cell phones, there is a continued need for additional phone numbers. In large metropolitan areas, telephone companies have split area codes to meet the growing demand and population. This database contains the last 6 months of area code changes. Keep your phone numbers up-to-date and run it through Area Code Updating. Area code splits are only available for 6 months, a regular maintenance program is highly recommended.

Database is updated quarterly.

Consumer Cable Appending

This service takes a different approach for matching a phone number and name to files that **only** contains **address** information. We would still use our two National Consumer Databases to provide you an available Name and Phone Number to your file that only contains addresses.

Database is updated quarterly

Phantom Match

This service allows you to verify that names and addresses on your database match to our names and addresses on our customer files, thus verifying that you have the correct person at a good address. If we have an address match to your record, but we show a different name, we will provide you with the name we have on our file. This is what we called *Phantom match*. You can use the name

we provide for your marketing campaign and be confident that you have a good contact for your record when location is more important than contact.

A major problem that mailers have with data bases older than 4 years is that they can't update moves beyond the 48 months that NCOA^{Link} contains. There is no way to tell if the people on older databases have moved. However, you can verify records that still have your contact at the address provided and continue to mail to that person with confidence.

Sources and updates:

- Data is built from two National consumer databases
- Updated monthly

Apartment Append

Apartment Append allows you to append apartment numbers to records missing secondary address information. This service will improve the deliverability of your mail pieces by providing the additional secondary address information that some of your records might need for delivery. Apartment Append will save money on printing mail, processing and postage for these otherwise wasted records. The results are even more dramatic when combined with NCOA^{Link} and other *Address Hygiene* services.

Benefits of Apartment Appending:

- Improve your overall NCOA^{Link} match rates
- Increase mail deliverability
- Reduce lost opportunity costs

OPAC – One Pass Address Correction

Records that can not be ZIP + 4 coded are matched against a national Consumer files of over 110 million households. This process uses the personal name as part of the matching logic process, thus improving our ability to find matches. If a matching Donnelley record contains address data that is not found on the client's record, the missing data is appended to the client record.

This Donnelley-developed system lifts your overall +4 rate and lowers your postage bill. Almost all files include records that are missing a directional, an apartment number, or some simple piece of address information. These flaws can exclude records from the benefits of postal discounts, and can impair or prevent the delivery of your advertising message.

OPAC starts with records that are damaged or incomplete and transforms them into accurate, deliverable addresses. By improving the accuracy of your file, the match rates for all subsequent processing from postal hygiene services (like NCOA^{Link} and LACS^{Link}) to non-postal services (like Merge/Purge, Data Append, and Analytics) will also be improved.

- *File is updated monthly*
- *Average correction rate is 0.5% to 2%*

Business Enhancement Services

Business Overlay is an enhancement process which helps customers create detailed target market from an existing database. For a database that only includes business names and addresses, a Business Overlay is a perfect tool to provide a more complete and comprehensive list for analysis. PAC-COMM uses the InfoUSA national business database to perform business overlays.

Individual business elements are as follows:

- Business Contact Name/Title/Gender
- Employee Size
- Headquarters/Branch
- Out of Business Coding
- Sales Volume
- SIC Code Primary
- SIC Code Secondary
- SIC Descriptions
- NAICS
- NAIC Descriptions
- Fax Number

These individual business elements can also be bundled together. **Packages** include the following:

- PTD Standard 378 Overlay *
- PTD Premium 523 Overlay *

**Please contact your account manager at PAC-COMM 800-477-3224 for sample package returned layouts and for more information regarding Business Overlay bundles.*

Business Phone Appending & Verification

Whether you are telemarketing to businesses or updating your client list, having accurate telephone information is essential in having a successful business. Files that only contain company names and addresses can be appended with business phone numbers by utilizing our services. Our clients' file is bounced against a comprehensive database to provide an output of matching business telephone numbers.

For clients who currently have telephone numbers within their files, **Business Phone Verification** is the ideal process. This service not only verifies your current phone number but also appends any number that is different from your input record.

Business Phone Appending and Verification match rates are based upon four variations of matching logic:

1. Tight Match (T) – tight matches consist of matching to the Company and Address of a clients' business file
2. Corporate Match (C) – corporate match is determined thru matching the corporations' name and zip code
3. Address Match (A) – address match are based upon the addresses within the file that match the addresses that are within the business phone append file
4. Phone match within the specific Zip Code

Sources and updates:

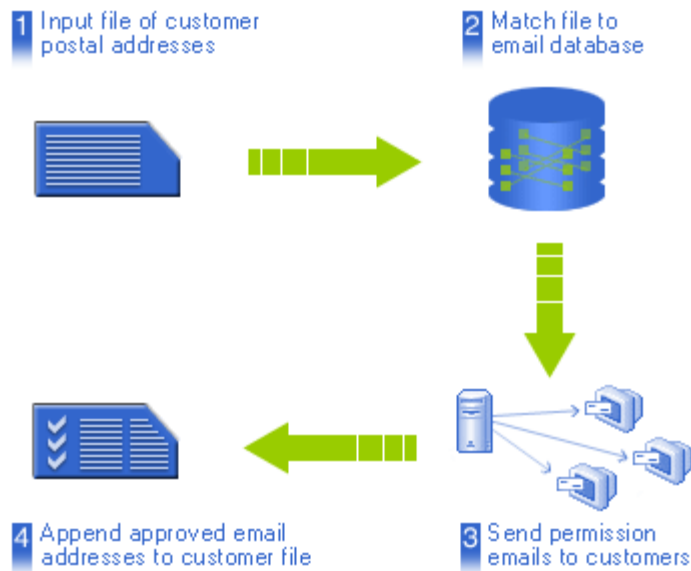
- InfoUSA database
- Monthly updates
- Each business is called on at least twice a year for verification

Email Address Appending

Consumer Email Address Appending

How Consumer Email Append Works

Email Append uses your customers' names and postal addresses to append accurate, deliverable email addresses to your customer database in four easy steps:



1. We receive your customer data.

All we need to start the process is your list of customer names with their postal addresses. We work with most data formats, and your information will always be protected within our secure system environment. We'll remove duplicate records and apply standard postal address hygiene including CASS.

2. The match is performed.

Your customer file is matched against our database of over 150,000,000 consumer records to retrieve the corresponding email addresses. We consistently find email addresses for 10 - 20% of all records that are submitted to us.

3. A permission request is sent.

We create and send a customized permission request message that will direct

your customer to a website with your logo. There, your customer can either opt-out of future email messages from you, update their contact information, or provide an alternate contact. See a [sample permission email](#).

4. We return your database with email addresses appended.

All undeliverable matches are omitted and opt-out responders are flagged. A final file containing deliverable matches is returned to you.

Required Fields:

First Name
Last Name
Street Address
City
State
Zip

Email Append - Sample Consumer Permission Email

Subject: Marketer requests your permission

You are receiving this e-mail as a customer of Marketer. If you no longer wish to receive e-mail communications from Marketer, please see below.

At Marketer, we appreciate your business. Occasionally, we would like to communicate with you via e-mail and send you exciting and up-to-date information on special promotions, new products, or services. We value you as a loyal customer, and we are presently seeking your permission and the privilege to serve you as efficiently as possible.

If you prefer not to receive e-mail from Marketer (or if you would like to update your e-mail address), please [click here](#).

If at any time in the future you wish to stop receiving e-mails from us, a means to do so is made available on every e-mail we send.

We thank you for the opportunity to be of service - and for your continued

business.

Sincerely,

Your friends at Marketer
100 Main Street
Small Town, MI 10000

Business Email Address Appending

How B2B Email Append Works

Step 1: We receive your customer data.

Your customer file, including company name, will be received and standardized by TowerData. We'll remove duplicate records and apply standard address hygiene including CASS. We work with most data formats, and your information will always be protected within our secure system environment.

Step 2: The match is performed.

We locate the domain used for email by your contact's company. (e.g. @us.ibm.com for IBM). The naming convention (e.g. firstname.lastname) for that domain is determined by consulting our database of 90 million unique email addresses. The contact's email address is then derived by following the pattern for the domain.

Step 3: A permission request is sent.

We create and send a customized permission request message that will direct your customer to a web site with your logo. There, your customer can either opt-out of future email messages from you, update their contact information, or provide an alternate contact. If our first derivative of the contact's email address is unsuccessful, we will attempt other possible nicknames (e.g. William to Bill) or other common naming conventions. If the address remains undeliverable, it is discarded.

Step 4: We return your file with email addresses appended.

All undeliverable matches are omitted, and people who unsubscribed are flagged. A final file containing only deliverable matches is returned to you. The whole process takes about 4 to 6 weeks.

Required Fields:

First Name
Last Name

Company Name
Street Address
City
State
Zip

Data Processing Services

Merge/Purge

Our advanced M/P process provides a full range of standard and optional features for matching names and addresses from multiple sources. It combines unique data elements from matched records into a single source. Reports are provided within the data quality process. It will help you identify your Multi-buyers vs. Single-buyers.

Our flexibility of matching logic includes but not limited to the following 4 levels:

- **Household match** – this logic will look at **Last Name** and **Address**.

Example:

Joe Smith at 123 Main St. Atlanta, GA 30349

Sue Smith at 123 Main St. Atlanta, GA 30349

Only **ONE** of these records will survive through this matching logic

- **Individual match** – this logic will look at **First Name, Last Name** and **Address**. This is the tightest matching logic.

Example:

Joe Smith at 123 Main St. Atlanta, GA 30349

Sue Smith at 123 Main St. Atlanta, GA 30349

Bobby Joe at 123 Main St. Atlanta, GA 30349

ALL of these records will survive because all 3 records are **Unique**

If you were you have these types of records:

Joe Smith at 123 Main St. Atlanta, GA 30349

Joseph Smith at 123 Main St. Atlanta, GA 30349

Sue Smith at 123 Main St. Atlanta, GA 30349

Either Joe Smith or Joseph Smith will survive **NOT** Both. Sue Smith will survive because there is not a duplicate record of her.

- **Address match** – this logic is the only looks at the **Address**. It is the loosest matching logic.

Example:

123 Main Street Apt 2A, Atlanta, GA 30349

123 Main Street, Atlanta, GA 30349

123 Main Street # 2A, Atlanta, GA 30349

The record that will survive from this **Address Match** example will be:

123 Main Street, Atlanta, GA 30349 &
Either one of the other 2 addresses will survive but **NOT** both.

- **Business Merge/Purge** – In addition to Consumer M/P processing, we can also remove duplicates at the business level and contact level.
- **Custom Merge/Purge** – we listen to our clients' needs on what their criteria's are so that we can provide our clients with the best service above and beyond the traditional merge/purge process.

In addition to M/P processing, there are other services we provide which includes:

- **Splitting** – splitting files based on our client's suggestions
- **Parsing** – parsing two or more fields, names, address, etc.
- **Name Salutations** – creating an expression or greeting
- **Key coding** – There are times when you have 2 or more files from list vendors and in order to determine which records came from which list vendors, we can provide key codes to each of those records for tracking purposes.
- **Nth select** – This service helps you to achieve the appropriate number of mailing that is required by the mailer by evenly selecting every other record or by how ever many number of records the mailer would need.
- **Segmentation** – There are times when mailers would like to send out mail pieces to certain geography based on their selection criteria, this service will help mailers in segmenting their file during our M/P processing.
- **Upper/Lower Casing** – Converting the Case in your file to Upper/Lower (example: Mrs. Tom Smith) or all Upper Case (example: MRS. TOM SMITH) for all of your records.

Postal Presort

Using PAVE certified software, PAC-COMM is able to offer you postal presorting for mailing lists. By organizing your mailing list in the order in which the USPS delivers the mail you can achieve the highest available automated postage discounts. In order to ensure you receive the maximum postage savings PAC-COMM will need certain information about your mailing.

For example, dimensions of the mail piece, quantity of records within your mailing lists and entry point into the mail stream is information needed to ensure the highest quality of postal presort. This information is received through our easy to read, one page spec sheet filled out by each client.

We will furnish you or your mail house completed paperwork, electronic tray/sack tags, and the presorted list. Our output options include the following:

- Ink Jet File (see below for different types of Ink Jet available)
- Mail.DAT (optional; must be requested)
- Other options are available; please call to discuss your particular output needs.
- Presort is available for **Standard A & First Class** mail only
- Different entry points are available for additional postal discounts such as: SCF, BMC, DDU, or other

There are different types of **Ink Jet File** that we support and they are as follow:

Cheshire

- Jetstream II
- System 4000
- VIP III-IV
- VMS

Domino

- JetAddress

Donnelley

- SIGS
- VIP NT

Heidelberg

- SE-125 Rev M
- SE-125 Rev P
- SE-163 Rev E
- SE-163 Rev F
- SE-163 Rev K

Scitex

- 4200 Spec 4
- 4200 Spec C
- Admark IIIv8
- Ektajet 5000

Videojet

- PrintPro

Every entry point is a USPS mail-processing facility. It might be:

- A local post office

- A sectional center facility (SCF)
- A bulk mail center (BMC) or a mini-BMC, called an auxiliary service facility (ASF) (this is the lowest postal discount)
- An area distribution center (ADC)

Every USPS facility serves a certain territory, an area defined by a range of ZIP Codes. Presort assigns each input record to an entry point by comparing ZIP with the ZIP range of the entry point.

Drop-shipping means trucking the mail yourself to USPS offices that are closer to the ultimate destination of that mail instead of entering all of the mail at your local office. Since the USPS saves trucking costs, it offers mailers *destination entry* discounts for drop-shipping. Some mailers decide to drop-ship to gain faster delivery.

In accordance with the USPS regulations, Presort divides a drop-ship job into separate mailings. For each entry point, Presort automatically prepares separate documentation.

Presort will **NOT** select entry points for you. Unlike the Auto Version or Auto Segment features, there is no "Auto Entry Point" feature within Presort.

GeoCoding

Geocoding provides enhanced sales and marketing applications. Geographic and census coding (latitude, longitude, and census tract/block) are added to addresses on your list. Using the results of Geo Census Coding, along with demographic information, marketers can model and analyze:

- Market Penetration
- Predictive Distance
- Target Modeling
- Media Planning
- Territory Management
- Mapping, and other sales applications

Matches are based upon centroid and ZIP + 4 matching logic.

Radius Appending

Using information obtained from GeoCoding, we can provide you the distance from one store or location to your nearest target market.

List Rental Fulfillment

List Rental Fulfillment is a service that involves selecting records from a donor/customer files for direct marketing purposes based on specified criteria. List owners own the name and address files. List managers market the lists to other list manager/brokers to generate orders for the list owner.

Whether you are looking for an exceptional data enhancement and address hygiene for your rental property or an experienced host to fulfill your list rental orders, PAC-COMM can help you maximize the value of your customer list.

We prepare your database for list rental fulfillment fast. We can update, clean and prepare your file for selection by you or by others renting your list within 24 – 48 hours. Typically although not limited, the selection process is based on recency, frequency, and monetary values.

Benefits:

- Extractions based on varied Nth name selections
- Variety of output formats available, including electronic media
- Variety of shipping options available, including email and FTP
- Fast List Rental Fulfillment turnaround

Canadian Services

Canadian Change of Address – CNCOA

Every year 20% of Canadians move. **CNCOA** is an easy and low cost way to keep your files as up-to-date as possible through a direct link to *Canada Post's* database of address changes. The *Canada Post* database contains 36 months of move information and is updated on a monthly basis.

Canadian Do Not Mail/Call Suppressions

This process flags records that match to the *Canadian Marketing Associations' Do Not Mail/Call* file. The **CMA** updates this file quarterly from consumer requests to be put on this file. The **CMA** requires its members to suppress these names off of any prospect marketing campaigns.

Canadian Phone Appending and Verification

This process looks up phone numbers from a file that is provided by Canada's telephone companies. Your file is compared to this database which is updated on a monthly basis. Matches are based on: Last name and address.

If you have existing phone numbers on your file, we can also verify those phone numbers to make sure they are correct by returning a "Verified" code on that record. For all records that do not have a phone number or that we did not verify, we then "Append" the number that we have in our database to your file if a match is made.

Canadian Demographic Append Bundle

This Demographic Profile Database is compiled by *Generation 5*, one of Canada's top modeling and statistical analysis companies. It is compiled at the 6 digit postal code level. On average, one postal code represents 15 households.

We try to match your data to this database and if a postal code match is found, we append these elements:

- Income
- Age
- Lifestyle cluster group
- Presence of children
- Dwelling type
- Education level