

WHITEPAPER

Back-to-Basics: Fix Your Clunky Data With Our 12 Step Data Cleanse



mailing.com
mail with confidence

Direct Mail Requires First-Class Data. Let's Check-In With Yours.

Data is the lifeblood of your marketing efforts. It drives sales and helps you develop insights on your customers while strengthening their trust and loyalty.

But good data, first-class data - that's an investment. A lot of companies that use mail in their marketing mix are drowning in data that they've been collecting. They'd love to activate it, but they're uncertain if it's all accurate. It may be scattered, siloed, out of reach. And they may lack the expertise needed to really identify opportunities and to reach customers with relevant offers through segmentation and personalization.

Besides internal organizational methods, you need a partner who focuses on data quality, meshes seamlessly with your workflow, ensures you can get the most out of your best data, and quickly gets your mail to market.

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1. Data Processing

Your list data should be run through a series of vital checks to ensure that it's accurate and current before mailing. These procedures include:

- **CASS (Coding Accuracy Support System)** - A USPS certification that corrects and standardizes address elements like zip codes and misspelled street or city names
- **NCOA (National Change of Address)** - Compares addresses against a database of all new address information filed with the USPS
- **Dedupe** - eliminates duplicate copies of data by verifying a list against data bureau services; extra characters or blanks are also deleted
- **Presort** - Puts the list in proper order before printing; using zip code order with a minimum of 200 pieces and a bulk permit earns you a discount



2. Targeting & Segmentation

Direct mail segmentation is a crucial step in creating campaigns that reach different people who have different expectations of your brand, and different requirements of how their preferences, needs, and wants can be met. With insights about your customer's or prospect's segment, you can use copy and images on your mail piece that are more likely to get their attention than a static piece.

At mailing.com, we work with companies using hundreds of data points on their campaigns. This allows them to create the perfect mailing list that targets segments of their desired audience by one or more these types:

- **Demographic** - gender, age, ethnicity, income, occupation, and education level
- **Geographic** - state, city, zip code, street, or "neighborhood"/radius
- **Behavioral** - customer activity, such as buying products and services, using the RFM (Recency, Frequency, Monetary) model
- **Psychographic** - attitudes and values, interests, and more broadly, lifestyle, all form a personality profile

For example:

You can target high-income homeowners within a 20-mile radius of a retail location who have bought from you within the last 6 months.

3. Variable Data Printing (VDP)

Results show that personalized mail pieces, because they have a higher perceived relevance and value to the recipient, achieve a higher conversion rate than non-personalized ones.

Using high-quality variable data printing (VDP), you can leverage good data to tailor-fit a direct mail package to each recipient based on hundreds of individual data points. It pulls dynamically-generated items from a file, such as:

- Headlines
- Addresses
- Personal names
- Offers
- Graphics
- Images

They are then inserted onto a static mail design or template based on a set of application and style rules.

For example, your mailer can display a map of an exact route from a recipient's home to a retail location; detail a customer's weekly electric usage in the previous month; or show the scheduled maintenance needed on their vehicle, with a customized coupon attached.

At mailing.com, we're one of the few mailing companies that can accomplish VDP at enterprise scale, thanks to using intelligent mail matching. These unique mail packages can contain several personalized pieces, plus a custom envelope.



4. Data Security

Your customer's data deserves to be treated with the best safety and security. Investments in state-of-the-art systems and technologies ensure perfect accuracy to protect your organization's reputation and prevent any privacy compliance issues.

As a trusted, expert HIPAA-compliant print and mail partner, we take the protection of our clients' data seriously with industry-leading security measures including:

- Robust firewalls and Cisco routers bolstered by password change features to prevent unauthorized access
- Secure facility with limited access to key personnel
- Data transport, transmission, and storage relying on advanced encryption protocols
- Daily data backup to hardened media, plus rigorous scrubbing following completion of a job cycle

5. Automation/Mail Entry

If your mailing pieces are compatible with USPS's processing equipment, they qualify for discount pricing. But, they must meet several criteria, such as:

- Minimum quantities (500 mailings for First Class, 200 for Marketing Mail)
- CASS certification in the last 180 days
- An Intelligent Mail barcode (IMb) with the correct delivery point routing code printed on each piece

Make sure your mailing partner has an on-site USPS team that can analyze your list and suggest rate options.



How We Helped Our Partners Achieve First-Class Data

We work with our partners to develop custom solutions that structure their data to align with our real-time production processes, qualify for postal discounts, create more customized pieces more often, and achieve improved ROI on personalized campaigns.

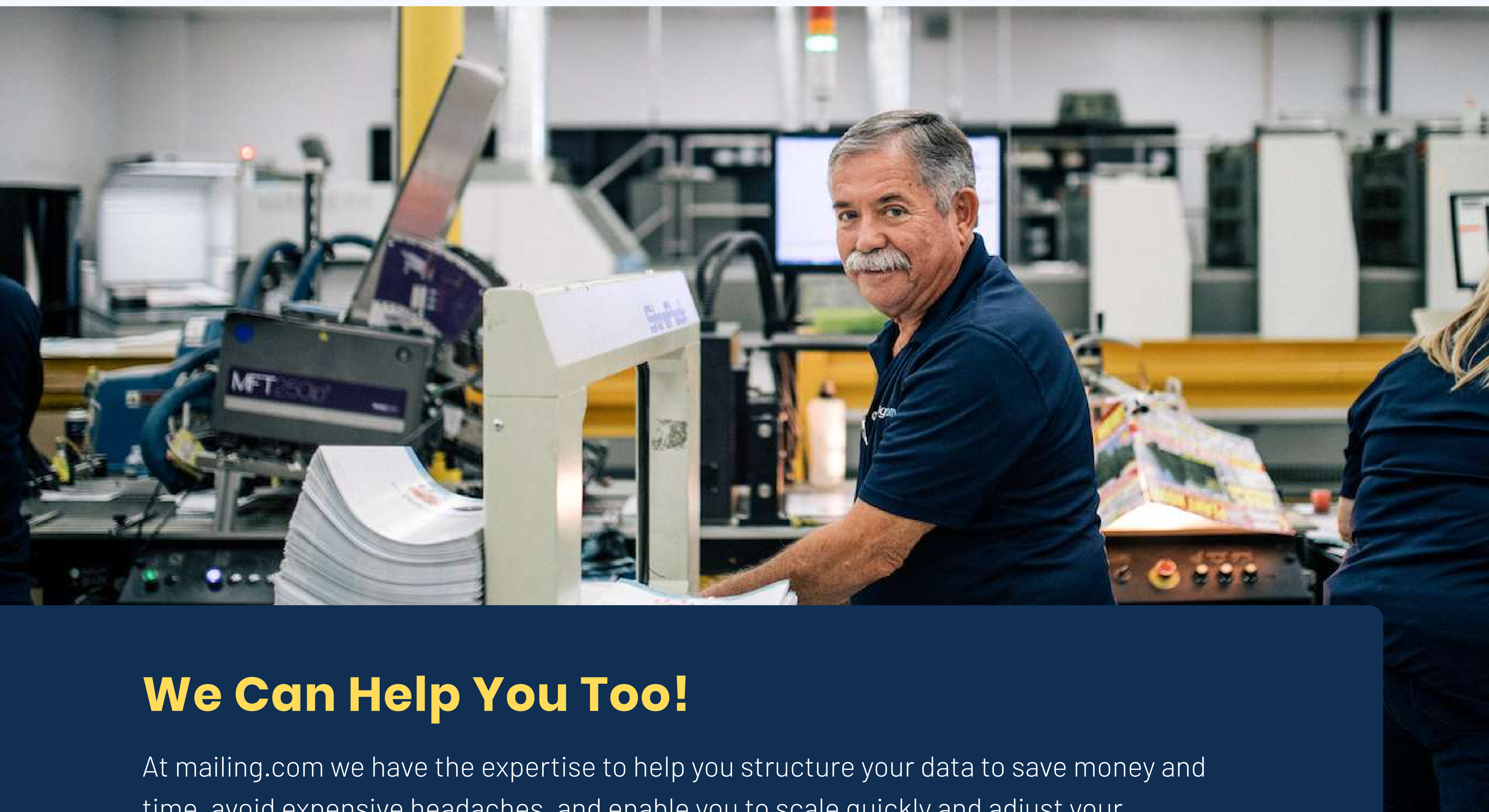
With a postal permit enabling greater account/campaign visibility, data accuracy improved by 98%, postage savings grew by 12%, and newsletters mailed increased by 5X.

- Our Medical Agency Partner upgraded its newsletter program by restructuring client data to align with their workflow and our production. With a postal permit enabling greater account/campaign visibility, data accuracy improved by 98%, postage savings grew by 12%, and newsletters mailed increased by 5X.
- Our Auto Agency Partner with 700 dealers increased monthly mailings by aggregating and formatting their data to work with an API we developed for a continuous flow of variable data from their network members to our production process. This resulted in 2.6 million+ mailings printed and mailed monthly, with over 200 unique data options and 40-50 customized data points per run.



Conclusion

Making informed decisions about data can help you optimize your mailing strategies for business growth. Complex direct mail campaigns require accurate and timely data, and a partner with the right combination of experience, vision, and trust to help you accomplish your goals quickly and safely.



We Can Help You Too!

At mailing.com we have the expertise to help you structure your data to save money and time, avoid expensive headaches, and enable you to scale quickly and adjust your campaigns on the fly. As a Full-Service Mail Provider, we use USPS Seamless Acceptance to automate and streamline mail entry verification, resulting in significant postage discounts. And our partnership with our in-house USPS team ensures the fastest processing and the lowest possible rates for your direct mail campaigns.

Reach out or call us - we'd love to hear from you!

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