

ONLINE DATA SERVICES GUIDE

Welcome to CSG Direct's Data Services!

Here you can find information regarding everything from PCOA to Deceased Suppression to Email Validation. Utilizing these services will maximize your marketing campaigns success, as well as saving you and your company money.

Maintain a Clean and Efficient Database

Keeping a database up-to-date, free of bad/old/useless records, and getting the most out of your data has never been easier by using CSG Direct's Data Services. CSG Direct offers everything you need to accomplish all of the above and more! Use our Data Services to augment the success of your marketing campaigns.

Free Reports for Online Data Services!

Not convinced? We offer free data reports for our online services. Run one for yourself to see just how we can help you clean your data. Using CSG Direct's FREE online reports gives you the necessary information and statistics beforehand; allowing you to make an informed decision when choosing a data cleansing service. Once you've decided on a data service you can then purchase the return data coded with the necessary fields.

The Services we offer

NCOA

Over 60 million people and businesses in the US move every year. Without proper maintenance your data can become outdated quickly.

- Stay in touch with your customers, even if they move
- Receive change of address information before you mail
- Updates are provided digitally — manual data entry is not required
- Reduced mailing costs

We license the full 48 month NCOALink file from the USPS. This allows us to maximize the number of new addresses you will receive when processing your mailing list.

DSF2

DSF2 helps you reduce your amount of undelivered mail.

- Qualify for additional postage discounts for high saturation mailings
- Identify if an address is business or residential
- Identify addresses seasonally occupied / Snow Birds
- Identify addresses at an educational institution
- Determine mail receptacle (door slot, cluster box, curbside, etc)

DSF2 only requires a mailing address. However, if your list contains name information we always recommend using NCOALink with DSF2.

PCOA+

PCOA Plus that tackles multiple issues typically associated with mailing lists and databases. Among those issues are: finding more address changes, changes that date back beyond the 48-month window of NCOALink, name changes/discrepancies, verifying that people still live at an address, and identifying deceased individuals.

PCOA Plus taps into the LexisNexis data repository, which is known throughout the industry as one of the most robust data sets available, with links to more than 29,000 continually updated data sources and 35 years or archived history. This data is utilized by law enforcement, government agencies, and financial institutions to screen and verify the most recent name/address information.

What does PCOA do?

- *Changes of Address – NCOALink is a very effective tool for finding address changes, however, it does not catch them all. Since PCOA Plus contains archived address history dating decades beyond the 48-month window of NCOALink, it routinely provides several times as many new addresses as NCOALink alone.*
- *Name Changes – The archived history also tracks name information to resolve multiple iterations of the same person, such as maiden names, initials, and misspellings. We will return the most recent name and address in these cases, and provide coding if the name is different than the input file.*
- *Resident Verification – A common misconception about NCOALink and CASS is that they confirm name and address combinations, verifying that the person still lives at the address. While they do confirm the address as deliverable or not, they do not confirm that the person lives there. PCOA Plus does provide this verification and will return a confirmation code if the name and address of the input record matches the most current address we have on file.*
- *Deceased Individuals – PCOA Plus accesses the most comprehensive and accurate deceased information coming from the Social Security Administration, State, and Local Governments. This information dates back up to 35 years.*

CASS (Address Standardization and Validation)

Address standardization and validation should be the foundation of your overall data quality strategy. Fortunately, it's also one of the easiest service to implement.

Clean, consistent and accurate address data allow you to mail with confidence. CASS serves as a foundation for duplicate detection and elimination, as well as for change of address and data enhancement products.

Using our USPS certified product provides the following benefits to you:

- DPV Address validation to confirm that addresses are deliverable
- ZIP + 4 can provide faster mail delivery and postage discounts
- Identify addresses that have been vacant for more than 90 days
- Identify bad addresses before mailing
- Identify addresses that are missing apartment and suite information
- Reduce fraud by identifying invalid or fake addresses
- Clean and consistent data with proper upper and lower casing and correct USPS abbreviations

We can also provide address standardization and validation for Canadian Addresses.

Canadian NCOA & Address Validation (CASS)

Keep in touch with your Canadian customers.

You can validate and confirm your Canadian address information with our SERP certified address standardization service.

You can also update your mailing list and stay in touch when people move with our Canadian NCOA Mover Data service.

- *Increase customer lifetime value: Don't lose touch with customers when they move. Update your database with their new address*
- *Gain business intelligence from your data: Current and accurate address information enables better customer profiling and insights*
- *Improve the return on investment of your mailing: Don't waste money on undeliverable and returned mail. Get your message into your customers' hands*

Suppression Services

Remove unwanted records from your database using CSG Direct Suppression Services!

Deceased

Chances are some people on your mailing list are dead. You can use our Deceased Suppression service to identify these people and remove them from your list. This saves you an awkward conversation about why you are sending mail to someone who has passed away, and it lowers your print and mail cost.

DMA Choice

The Direct Marketing Association allows individuals to register and be removed from unsolicited mail campaigns. You can remove these individuals, who are more than likely not going to be responsive, from your mailing list. This will lower your print and mail cost and it will keep you in compliance with the DMA Do Not Mail policy.

Prison

You can identify and remove addresses from your mailing lists that are known prisons and jails. Chances are they don't have the resources to buy anything from you, even if they could place an order.

Nursing Home

Some products are not necessarily a good fit for people who live in a nursing home facility. You can identify these addresses and remove them from your mailing list, or send a different offer to these individuals.

Bankruptcy

You can identify individuals on your mailing list who have filed Chapter 7 or Chapter 13 bankruptcy. This gives you the opportunity to suppress these records or send a different offer to these individuals that may be struggling with a financial hardship.

Extended Data Services

Not all of CSG Direct's Data Services are available online, but they should be utilized nonetheless! If you are interested in purchasing these services, please call 775-852-9777 or email support@csgdirect.com for more details!

Email Validation

Don't get blacklisted because you mailed a dirty list!

Email addresses change at a fast pace and your email list can become outdated quickly. ISPs penalize and blacklist mailers if they start to see a lot of bounced mail from a single sender. This can be avoided by making sure that your email list is up-to-date before you send your email campaign.

Email validation checks each email address on your list to confirm that it is deliverable. You can then remove the invalid addresses from your list prior to your next email campaign — keeping you from being blacklisted.

Apartment Append

Missing apartment numbers result in undeliverable mail.

You can enhance your mailing list by appending these missing apartment numbers. This will improve the accuracy of your list and reduce delivery delays.

Another benefit is that services such as NCOALink require the complete mailing address, with apartment number, in order to return a new address. When you order Apartment Append with NCOALink you will receive additional new addresses that would have otherwise been missed.

Demographic Append

A successful marketing campaign depends on your ability to understand who your current customers are.

One of the best methods to learn more about your existing customers is to use CSG Direct to perform a Demographic Overlay on your database.

With our standard Demographic Overlay package we append up to 21 demographic elements to your database records. This information allows you to create a profile of your best customers. You are then able to leverage this information when making list rental and marketing decisions for your direct mail and direct response marketing campaigns. Using a profile to target your list selections can result in increased response rates, and decreased mailing costs.

- Get insight into common demographic characteristics of your customers and prospects.
- Identify traits of your best customers.
- Flexibility - append individual or multiple demographic selects and choose to match your files on name and address, or address alone.

We can also provide a demographic profile analysis which compares your customer data to the larger population in the same area. This process analyzes a number of demographic characteristics to determine which ones seem to differentiate your customers. Not only does this provide additional insight into your customer base, but it helps you to further fine tune the list selection and messaging for your direct marketing campaigns.

Duplicate Flagging

It's easy to get duplicate data. When you merge several files together, or rely on customer input, sometimes the same data can appear multiple times in your database. Let us help find and remove unwanted and duplicate data in your marketing database.

Benefits of removing duplicates from your database:

- You get a clean and consistent view of your data
- Reduce mailing cost
- Prevent the negative feelings when someone receives multiple mailers

We also offer advanced merge/purge services when you are combining data from multiple sources. These advanced features include:

- List priority
- Custom suppression lists
- Creating a "best record" from multiple sources
- Detailed reports with match statistics per list

Contact us to discuss how we can help identify and remove duplicate data from your marketing databases.

PCOA

When people move, not everyone completes and registers a change-of-address with the USPS. Without this registration, the move is not recorded in the NCOALink database, and therefore no forwarding address can be provided.

However, by using CSG Direct's PCOA (Private Change of Address) service we can search beyond the boundaries of NCOALink alone.

The PCOA database is compiled from multiple private sources, such as magazine publishers and credit card companies. Often these companies will receive change-of-address notifications that are not reported to the USPS.

This allows you the opportunity to update your database and stay in contact with your customers who might otherwise become undeliverable records on your marketing database.

It is always recommended that you run this in conjunction with NCOALink, rather than as a standalone service. NCOALink is still the best method to capture the most moves and is required in order to meet the USPS Move Update Requirements.

Phone Append and Verify

Want to call your customers? We can append telephone numbers to your customer and prospect lists. This service can be performed quickly and accurately when you provide us with name and mailing address information.

We perform this lookup against multiple databases to provide you with the highest quality data and the highest match rates – typically 35% - 50%.

All telephone numbers are scrubbed against the National Do Not Call list as well as state specific Do Not Call lists.

Reverse Phone Append

Add names and addresses to your phone numbers.

If you are collecting telephone numbers at the point of sale we can help turn the information into name and address information.

Our service covers land line and cell phone numbers.

We can then further enhance this information with our Consumer Demographic Overlay to give you additional insight about your customers.

Geocode

Want to target or map your direct marketing campaign with pinpoint accuracy?

We can help you by adding latitude and longitude information to your mailing list.

A common request that we receive is to compare two mailing lists, such as a customer list and a store location list. We identify and update each customer record with your closest store location and distance in miles to that store. This process can be expanded to return multiple store locations per customer record. Store locations returned can be filtered so that no location exceeds a distance that you specify.

This allows you to personalize your marketing materials to include useful information to the recipient, such as the address and phone number of the closest store to their location. This also allows you to target your marketing to customers that are more likely to visit a specific store location versus all locations.

CSG Direct has the ability to assign Latitude and Longitude information at two levels: Centroid and Address Level. The Centroid level is accurate to the ZIP + 4 level, which is typically accurate to a few hundred feet. The Address Level (sometimes called Roof-top level) is accurate down to each individual house or building. We can work with you to help determine the best method for GeoCoding for your particular use case.

If you are interested in purchasing one of our Extended Data Services for your business, please call 775-852-9777 or email support@csgdirect.com for more details!