

PRODUCT BRIEF:

Data Hygiene Suite

Data Hygiene At A Glance

- CASS™ and DPV® Services
- Change of Address
- Address Correction
- Suppression



Your marketing campaign is compelling. Your creative is “killer.” Your customer service is impeccable. Why settle for anything less when it comes to your customer data?

Adding stale data into a strong marketing mix can bring your otherwise successful campaign to a grinding halt. You need the freshest data available. That’s where ICOM, a division of Epsilon Targeting, steps in.

ICOM’s Data Hygiene services can help you:

- **Maximize your marketing spend** by cleaning your file and mailing only to deliverable addresses.
- **Save money in production and postal costs** by eliminating wasted mail.
- **Build strong customer relationships** by always knowing where to reach your customers with your latest offers and news.
- **Increase deliverability of your mailings** by keeping your data files current with new address information.

ICOM has created a suite of data hygiene and Customer Data Integration (CDI) services, designed to provide you with the most up-to-date, deliverable data available.

ICOM goes beyond the standard NCOALink® process to find those customers who’ve moved but not submitted a change of address to the Postal Service®. With ICOM’s Data Hygiene services, it’s

estimated that 20% of the moving population are in this group.

ICOM identifies these moves for you, utilizing more than 150 million linked change-of-address records going back to 1995. This kind of information will keep your mailing lists as clean and deliverable as possible.

ICOM’s Data Hygiene Suite includes:

- **CASS™** and **DPV®** Services
 - **CASS™** is a USPS®-certified process which standardizes and corrects inaccurate addresses and applies postal coding using USPS® delivery point data.
 - The **DPV®** service confirms that an address on your database actually exists, allowing you to avoid mailing to an invalid address.
 - The **LACSLink®** service updates renamed street addresses, converted rural routes and renumbered Post Office™ boxes.
 - The **SuiteLink™** service adds known secondary (suite) numbers to business addresses for optimal deliverability.

■ The **NCOA^{Link}** service satisfies Move Update customer requirements by using the NCOA^{Link}® database to identify and update moves.

■ The **DSF²** service identifies the following address attributes: business or residence, vacant or seasonal, and identifies the mail delivery method—curbside delivery, door slot, NDCBU (neighborhood delivery and collection box unit), or central delivery.

■ **Walk sequence coding** is a part of DSF²® processing and provides delivery sequence numbers for saturation mailings.

■ **Geocoding** applies latitude/longitude coordinates at the delivery point level.

■ **Beyond - Proprietary Change of Address (PCOA)** is a compiled file, created from dozens of sources featuring over 150 million change-of-address records for the past 13 years.

■ **Persistent Agility Keys** provide consistent and historical customer identification to enable enterprise-wide synchronization of data. Persistent keys (Agility ID) follow all phases of the customer lifecycle:

- Individual
- Business
- Household
- Address

■ **Apartment Append** will correct or append incorrect or missing apartment numbers.

■ **Epsilon Address Correction (EAC)** leverages a national multi-sourced name and address file to correct missing or incorrect address elements.

■ **Suppression**

■ **DMA Mail Preference Service Suppression**

The Direct Marketing Association's (DMA) Preference Services require members to remove consumers who are not interested in receiving mail marketing offers from their prospect marketing (and donor) lists.

■ **Deceased Suppression**

■ **Prison Suppression**

■ **Vulgar Word Suppression**

Call or email us today.

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About Us

Epsilon is the industry's leading marketing services firm. We combine a multi-channel and data-driven approach with strategic and analytical services to maximize your marketing success. Couple that with award winning creative agency services and a proprietary collection of consumer and business data for the most integrated marketing solutions available today. **For more information, visit epsilon.com.**

Epsilon Targeting aligns the collective resources of ICOM, leader in targeted marketing and manager of North America's largest survey response database, with Epsilon Data Services, manager of the largest and most deliverable composite database and Abacus, the world's original and largest cooperative database, to create the industry's leader in data solutions – connecting you with your best opportunities. We provide a holistic approach to data marketing – providing the depth and breadth of data and insight to make it actionable – creating programs that engage consumers and build loyalty. **For more information, visit epsilontargeting.com.**