



Data Processing

NCOA
LACS
Merge/Purge
Postal Qualify
DNC Suppress
DSF
Deceased
CASS Certification

At CAS, we are uniquely positioned to provide a consulting resource to maximize your marketing success. Only the very best direct marketing service bureaus have the knowledge and experience to develop their own in-house proprietary software. The result is an intimate knowledge and understanding of the industry. We are uniquely positioned not only to offer the right mailing lists and processing services to maximize your data needs, but also to provide a consulting resource to maximize your marketing success.

Our proprietary software is CASS and PAVE Certified to ensure accurate address information. CAS developed, and has maintained in-house for over 25 years, its own Proprietary Postal Optimization Software.

Duplicate names on your customer file are a source of confusion and a waste of marketing dollars. CAS' Analytical Merge/Purge has the ability to clean-up your customer or prospect file based on individual names, addresses, phone numbers and more.

CAS takes the Privacy worry out of your hands for both your Telemarketing and Direct Mailing campaigns. We maintain and update the various state Do-Not-Call lists, the DMA Telephone Preference Service (TPS) file and the DMA Pander File. These records are suppressed automatically to ensure that your marketing efforts conform to all Federal and State legislation.

Look to CAS for all of your mail and postal processing services. In today's high speed world, change occurs at an alarming rate. Customer data that was once fresh is very quickly outdated. Whether you're communicating with customers over the internet or through traditional Direct Mail means, CAS can help keep your mail on target, your database clean and up to date, and your postal costs to a minimum.

Cable Append

In cases where your house or prospect file contains only residential street addresses, this service can match the street address and return a name and/or telephone number based on your choice. Match rates vary based on input records age. Charges for Cable Append are based on the number of records matched for Name and number of records matched for Telephone plus a file input passing charge or minimum.

Privacy Services / DNC (Do-Not-Call) Suppression

Privacy is a hot topic and keeping up with the legislative changes can be a time consuming job. CAS takes the privacy worry out of your hands for both your Telemarketing and Direct Mailing campaigns. We maintain and update the National FTC Do-Not-Call file, various state Do-Not-Call lists, the DMA Telephone Preference Service (TPS) file and the DMA Pander file. These records are suppressed automatically to ensure that your marketing efforts conform to all Federal and State legislation.

CAS will continue adding Do-Not-Call records as they become available and do everything in our power to keep up with the rapidly advancing legislation. However, it is advisable that you also ensure that your marketing efforts meet all Federal and State legislation, and that you contact your own legal counsel before acting on any information regarding Federal and State laws, or regulations.

NCOALink 18 Month/DPV

CAS Inc., is a non-exclusive licensee for the USPS Limited Service Provider NCOALink. In addition to 18 months of Move Update information and USPS Return Codes, we are pleased to offer DPV as part of our standard NCOALink offering. Over 40 million Americans change addresses annually. NCOALink 18 Month matches mailing list addresses to 18 months of change of address information for families, individuals and businesses. This data is updated weekly.

NCOALink™ 48 Month/DMA/LACSLINK/DPVTM

CAS is pleased to offer the DMA Mail Preference Service suppression flag, LACSLINK updates, and DPV as part of our standard NCOALink offering. Over 40 million Americans change addresses annually. Move48 (NCOALink) matches mailing list addresses to 48 months of change of address information for families, individuals and businesses.

Merge/Purge

Duplicate names on your customer file are a source of confusion and a waste of marketing dollars. CAS has the ability to clean-up your customer or prospect file based on individual names, addresses, phone numbers and more. Not only can CAS identify and delete duplicate records from one file, CAS can find duplicates and perform deletion processing across multiple files simultaneously. CAS customer representatives will work with you to determine the best method for performing a multi-file merge/purge and report back detailed management information.



CASS

CASS processed addresses verifies whether or not an address is an actual valid address. On average, CASS processed addresses will code 3.96% of a file as bad / non-deliverable addresses.

LACSLink

LACSLink Corrects address lists for areas that have undergone permanent address conversion. The LACSLink database consists of address conversions that the USPS has obtained and verified, primarily a result of 911 address conversions.

DSF2 / DPV

Using an EXACT address database from the USPS, DSF2 verifies whether or not an address is an actual valid address.

Address Element Correction

(AEC Address Element Correction): Takes the addresses, as coded by CASS-Certified Address Matching Software and adds the address element(s) to make them deliverable addresses. On average, AEC will update 1.53% of a file.

Phantom Finder TM - CAS Exclusive!

This product identifies prospects on a mailing list that are less than ideal candidates to respond to a direct mail campaign. Through a CAS proprietary negative merge/purge process Phantom FinderTM can identify and flag prospects that are not "who they appear" to be.

With direct mail expenses continuing to increase and with mail security becoming a prevalent issue, it makes more sense than ever to direct your mailing efforts to the "right person". No longer will marketers have to worry about their personalized marketing message getting into the wrong hands. Fewer wasted marketing messages, less waste of expensive marketing materials and lower postage costs, all combine for a higher return on investment.

Phantom Finder TM can assure that your marketing promotion is delivered to the right person the first time. CAS has developed Phantom Finder TM using the highest quality aggregated multi-sourced consumer database in the industry, ConsumerVision. Combined with our proprietary negative merge/ purge technology (patent pending), CAS can add that missing ingredient, "confidence" to your direct mail campaign. Phantom Finder TM is an essential component for any size or type of direct mail campaign. **Offered exclusively from CAS!**

List Profiling

How much do you know about your current customers? CAS utilizes our "in house" national consumer database of over 200 million records, with over 500 demographic and psychographic elements. We'll match to your customer list and provide an penetration analysis of household-level demographic elements such as Age, Income, Ethnicity, Occupation, Marital Status and Gender in a professionally designed report. You will then be ready to target additional prospects with similar profiles and improve your response rates!

Consumer Segmentation Modeling Coming soon...

Deceased Suppression

Sending direct mail to the recently deceased adds insult to injury for the remaining members of a household. For others, it can create active hostility toward your company. It is a common complaint and it is impossible to quantify the emotional distress suffered by the surviving members of the family and/or friends.

Not only is this practice bad manners, but it is also bad for business. These useless mailings are not just a waste of time and money, but are also a hindrance to your company's reputation. Let CAS identify deceased customers/prospects using its database of over 36 million records. CAS can screen your entire file instantly and those customers/prospects that are deceased.

List Order Fulfillment

CAS List Fulfillment program includes precise quality control. List Information, including qualities and advanced list selection criteria. The List Fulfillment process also allows selection or omission of records based on a multitude of demographics, including:

- Zip code, SCF code and State
- Home and/or Business Phone
- Median Home Value
- Estimated Household Income
- Gender
- Marital Status
- Estimated Head of Household Age
- Children Present and Children's Ages
- Mail Order Responder

