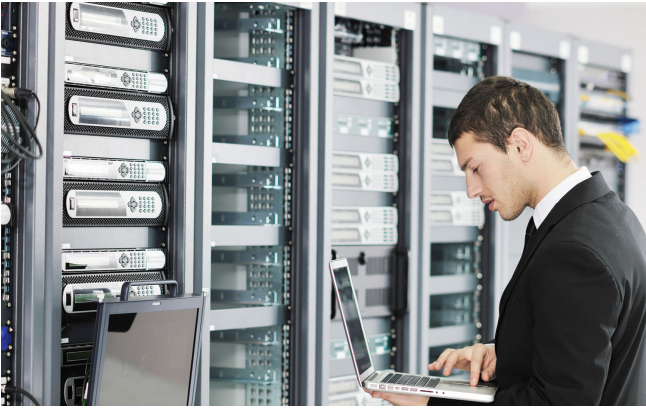# Data Processing

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

Overview

CAS is uniquely positioned to consult clients on the right data processing service required to maximize marketing success. Only the very best direct marketing service bureaus have the knowledge and experience to develop their own in-house proprietary software. CAS originally developed its proprietary postal optimization software over 30 years ago and continues to maintain it to this day. Our software is USPS CASS and PAVE certified to guarantee accurate address information.

In today's marketing world, change occurs at high speed. Customer data that was once current is quickly outdated. Whether you're communicating with customers over the internet or through direct mail, CAS can help keep your marketing on target, your database clean and up to date, and your postal costs to a minimum.

Append Services If your customer database 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 (other data elements are also available). Match rates vary based on input file and charges are based on the number of records matched plus a processing fee or minimum order amount.

DNC (Do-Not-Call) Scrub 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 Mail 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. We do advise clients to contact their own legal counsel to ensure their marketing efforts meet all Federal and State laws and regulations.

NCOA^{Link}® 18 Month/DPV® With over 40 million Americans changing addresses annually it's important to maintain database accuracy. CAS is a non-exclusive licensee for the USPS Limited Service Provider NCOA^{Link}. In addition to 18 months of Move Update information and USPS Return Codes, we offer DPV as part of our standard NCOA^{Link} offering. We'll match mailing list addresses to 18 months of change of address information for families, individuals and businesses.

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

Merge/Purge Duplicate names, phone number, addresses and more on your customer file are a source of confusion and a waste of marketing dollars. CAS can identify and delete duplicate records from one file as well as find duplicates and perform deletion processing across multiple files simultaneously. CAS representatives will work with you to determine the best method for performing a multi-file merge/purge and report back detailed reports.

USPS® / CASS™ / LACS^{Link}® CASS address processing 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. LACS^{Link} Corrects address lists for areas that have undergone permanent address conversion. The LACS^{Link} database consists of address conversions that the USPS has obtained and verified, primarily a result of 911 address conversions, mostly in rural areas.

DSF2® / DPV® / AEC DSF2 verifies whether or not an address is actually valid by using an EXACT address database from the USPS. 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 – *Patented process!* 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 Finder can identify and flag prospects that are not "who they appear" to be. Additionally, with the importance of mail security, direct mail must get to the right person. Fewer wasted marketing messages/expensive marketing materials and lower postage costs all combine for an increased ROI. Phantom Finder is an essential component for any size or type of direct mail campaign. *Offered exclusively from CAS!*

List Profiling Utilize CAS' "in-house" national consumer database of over 220 million records with over 500 demographic and psychographic elements. We'll match to your customer list and provide a penetration analysis of household level demographic elements such as age, income, ethnicity, occupation, marital status and gender in a professionally designed report. You'll then be ready to target additional prospects with similar profiles and improve your response rates!

Deceased Suppression Sending direct mail to the recently deceased adds insult to injury for the remaining members of a household. It is a common complaint and it is impossible to quantify the emotional distress suffered by the surviving family members and/or friends. These communications are not just a waste of time and money, but also effect your company's reputation. CAS can identify deceased customers/prospects using its database of over 50 million records. We can process your entire file and flag customers/prospects known to be deceased.

List Order Fulfillment CAS' List Fulfillment process also allows selection or omission of records based on a multitude of demographics. Examples: marital status, zip code, SCF code, state, home/business phone, median home value, estimated household income, gender, estimated head of household age, children present/children's ages, purchaser (mail order, internet).