



COMPLETE  
**SOLUTIONS** FOR  
DIRECT MARKETING

# Our History



**QUALITY**



**EXPERIENCE**



**SERVICE**

Since 1981, Central Address Systems, (today known as CAS) we've established ourselves as one of Direct Marketing's most innovative companies offering mailing lists, opt-in email, data append, telephone append, and customer database hygiene / privacy update services.

**Choice** - We know that our customers have many choices when it comes to their data, which is why we offer only the highest quality products along with practical ideas to meet your marketing goals.

We take pride in being a responsive, flexible one-stop shop. We not only help you prepare and enhance your customer data, we also help you understand what makes each customer unique.

**Trust** - CAS has received multiple awards from the BBB of Nebraska for our high ethical values and honest business practices with clients, the community, and associates.

Along with our A+ rating from the BBB, our employees uphold specific policies and procedures ensuring our clients and associates are treated with the utmost importance, respect, and integrity. The B2B Omaha Magazine recently voted "Best Mailing List Company".

**Quality** - As an ISO 9001 Certified Company we are required to maintain a high level of quality assurance in design, development, production and servicing. No other company in our industry can match the level of quality data as we do here at CAS.

# Data Strategy



*Lets say you're looking for some marketing data and you've talked to some of the "other guys".*

*Most list companies will try to sell you something off their menu, instead of trying to understand what you really need.*

*At CAS, we provide a full range of database marketing products, even if they're not ours, and we listen before making our recommendations.*

*Talk to one of our experienced account executives and see how we can help you, not sell you.*



## **We stand behind our data**

Our customers ALWAYS come first which is why we make sure every customer is satisfied with the quality of the data and our "customer focused" level of service. If you're not happy, we'll always make it right.



## **Check us out online**

Before you buy, we encourage you to check us out. Our reputation speaks for itself. An A+ Rating, 15+ years as an Accredited Business, and our TWO awards for Honesty and Integrity, tells you exactly how we treat our customers.

# Mailing Lists



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*Quality in our products and services is not what we put into it.*

*It's what our customer gets out of it.*



2012 Winner - Best Mailing List Company



**ConsumerVision** - Our premier multi-sourced US consumer masterfile contains information on nearly 220 million individuals with over 500 demographic elements. ConsumerVision is updated monthly and processed against both the USPS National Change of Address *NCOALink™*, and Delivery Sequence File (DSF), producing a database that is more than 93% deliverable.

**Businesses** - At CAS, we provide a full range of B2B marketing products. We'll give you counts and pricing from multiple vendors allowing you to choose the best B2B list for your campaign.

**Build Your List** - With our Turbo Marketing online list system, you'll have access to every individual and business in the US. Customize, review, and analyze your data BEFORE you buy. Don't feel like finding it yourself? We'll do the work for you.

- *B2B & B2C*
- *Mortgage & Hotlines*
- *Subscription & Lifestyle*
- *Medical, Specialty, & Saturation*



For mailing list counts & pricing, visit:  
**[www.turbo-marketing.net](http://www.turbo-marketing.net)**

# Data Services



Learn more about your customer data with our phone and demographic append services.

Match against the nation's largest & most comprehensive consumer database of 220 million individuals with over 500 demographic and lifestyle elements.

Profile of your best customers and find your penetration into your market.

**Also available:**

- *Cell Phone Append & Verification*
- *E-mail Append & Verification*
- *Business Append*
- *Penetration Analysis*
- *Demographic Profile Reports*



Don't waste thousands of dollars on undeliverable or duplicate materials and postage. Standardizing & addressing errors must be identified and corrected **before** mail enters the US Postal System.

Ask about **Phantom Finder**, our Patented "negative merge-purge"

process that identifies 10% to 30% of the "*phantom records*" in your marketing data.

**Other Hygiene Services:**

- *NCOALink™ 18 & 48 + PCOA™*
- *DNC Do-Not-Call Privacy Services*
- *CASS / DSF2™ / DPV / LACS Link™*
- *Address Element Correction AEC*
- *Duplicate Removal / Merge-Purge*

# Email Services



## CLEANSE, APPEND, VERIFY, & DEPLOY

**When done correctly, e-mail marketing is a fast, cost-effective, and personal way to reach both customers and prospects in an ever expanding audience.**

### Cleanse & Append

You've built a great postal list, now it's time to find their e-mail addresses and market to them. Providing both positive and negative indicators, we can identify the right individual with the right e-mail address at the individual

or household level. For our business e-mail appends we use a variety of algorithms and domain matches to assure the highest quality of match.

### eProspector & eTrial Acquisition

We encourage a multi-channel / multi-touch approach. After a series of E-mail deployments, you'll receive the e-mail, postal, and contact information for those responders who opened and/or clicked your message.

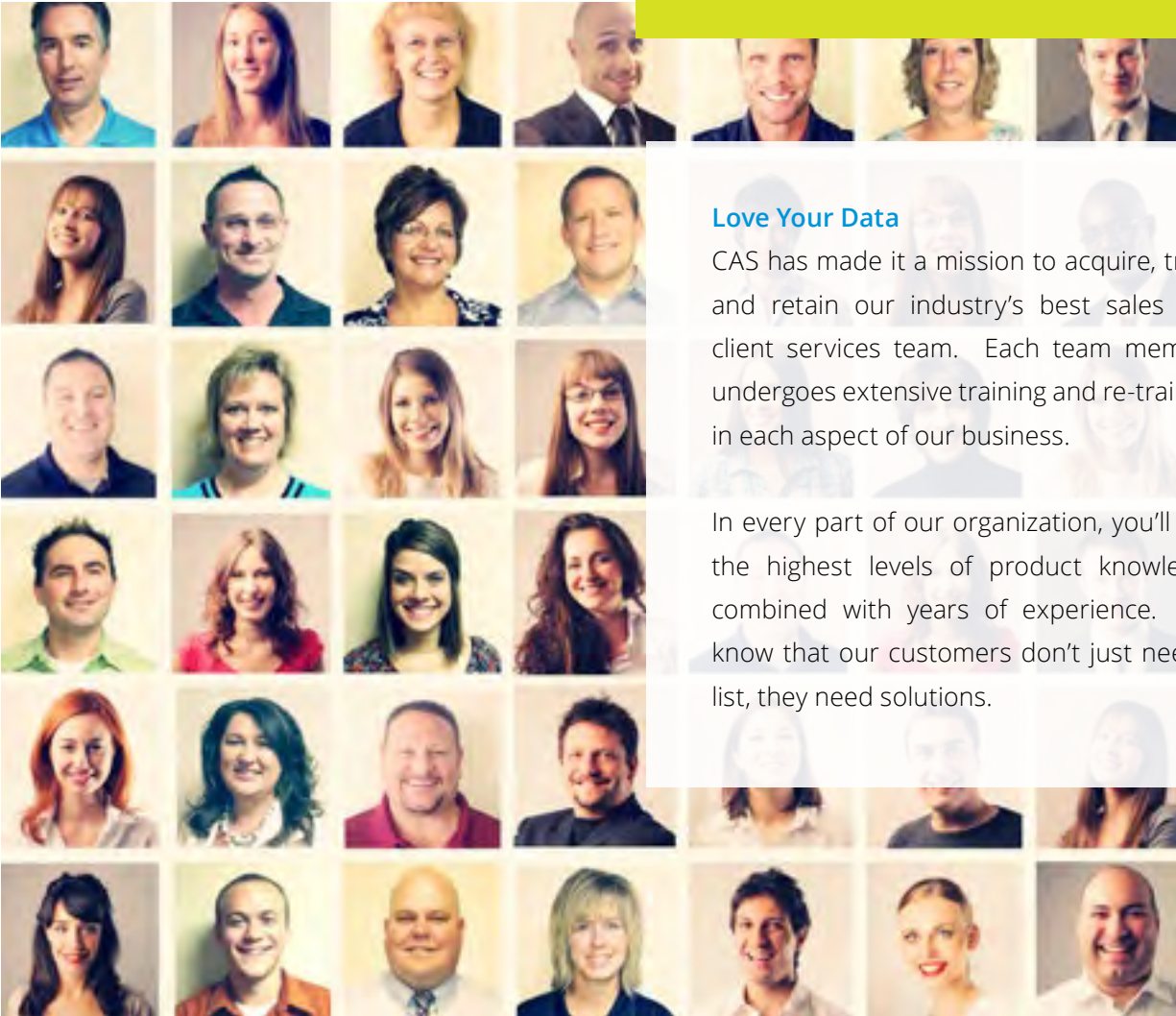
### Real-Time Reporting

Robust & accurate tracking reports include: Opens, Clicks, Soft Bounces, Hard Bounces, Unsubscribe, Clicks, etc.

***All E-mail services are 100% CAN-SPAM compliant and comply with all DMA (Direct Marketing Association) Guidelines.***



# Data Experts



### Love Your Data

CAS has made it a mission to acquire, train, and retain our industry's best sales and client services team. Each team member undergoes extensive training and re-training in each aspect of our business.

In every part of our organization, you'll find the highest levels of product knowledge combined with years of experience. We know that our customers don't just need a list, they need solutions.

Our commitment to quality is reflected in our CAS Quality Statement.

*"To provide service that exceeds clients' expectations through uncompromising dedication to quality, continual review of our quality program and ongoing employee training."*



### Contact our data experts

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List count & order system:  
[www.Turbo-Marketing.net](http://www.Turbo-Marketing.net)