BCC SOFTWARE

Data Marketing Services

Ensure the success of marketing campaigns: enhance, target, update, integrate, prepare and measure

Now more than ever before, data quality and data relevance drive the success of marketing campaigns. That's why we've developed Data Marketing Services™. Data Marketing Services enables marketers to achieve optimal results—reduced waste, increased response rates, and improved overall communications.

There are six vital elements to developing and maintaining optimal data quality and relevance to ensure the success of marketing campaigns: enhance, target, update, integrate, prepare and measure.

» **Enhance** – Add demographic, geographic and behavioral data points to your target profile so you can identify your best customers and prospects.

» **Target** – Aim your marketing dollars at the most lucrative segments, maximizing campaign effectiveness and getting the message, channel and timing right.

» **Update** – Old data is bad data. Keep your data complete, correct and current for increased response rates.

» **Integrate** – Ensure a single view of your prospect or customer. Eliminate waste and lower the cost of communications.

» **Prepare** – Create channel-specific personalization, take advantage of suppression and establish channel efficiencies.

» **Measure** – Gain visibility into which communications are hitting their intended targets and use omni-channel response analysis to understand which marketing dollars are generating the highest ROI and where to spend the next marketing dollar.

WHAT CUSTOMERS ARE SAYING

» "[BCC Software's] turnaround time is phenomenal...
— Dirk Harden, National Direct Mail

» "For one customer, I get about a 40 to 50% match rate on records sent through ARS. It can make a big difference for certain clients."
— Augie Fry, Vertis Communications

» "Before Track N Trace, it was a guessing game to predict delivery standards. [Now,] we're able to adjust our drop dates and hit in-home targets more effectively."
— Natalie Bisnow, Dayton Mailing Services

With Data Marketing Services, you can now get full-service data management and campaign execution solutions that leverage our continued tradition of industry-leading address quality offerings. The key is to get the right message to the right audience at the right time through the right channels.

Some of the services offered through BCC Software's Data Marketing Services include change-of-address processing using 48-month NCOA^{Link}® data, geographic and demographic coding, advanced address correction, deceased suppression, delivery sequencing using DSF^2® data, as well as DPV®, which verifies known USPS® addresses.

ADDRESS UPDATING

NCOA^{Link} helps list owners stay connected to mail recipients who have filed Change-of-Address (COA) cards with the USPS. Used regularly, this technology reduces return mail, wasted postage and printing costs and increases delivery speed and response rates.

DPV

Delivery Point Validation indicates whether an address is recognized by the USPS as a deliverable destination. Addresses flagged as non-deliverable by DPV may require additional research to complete.

LACS^{LINK}

LACS^{Link}® updates lists from a database featuring former Rural Route and Highway Contract records converted to modern city-style formats, plus renamed or renumbered street-style addresses.

SUITE^{LINK}

Included with both NCOA^{Link} FSP and LSP, Suite^{Link}® appends and corrects missing suite (secondary) data in business addresses.

LIST ENHANCEMENT

Address resolution service (ARS) accesses third-party data to correct addresses deemed undeliverable by DPV processing, and appends apartment numbers and other secondary data that may be missing or incorrect.

SUPPRESSION SERVICES

Flag addresses matching undesirable user-specified criteria, to help you reach the optimal audience with any mailing job. Suppression Suite includes Deceased, DMA, Prison, Military, College, Nursing and Retirement Home, Business/Shopping Center and Trailer Park data.

DSF^2

DSF^2 uses carrier route data to append Walk Sequence numbers to a mailing, allowing more efficient delivery and Enhanced Carrier Route Basic, High Density or Saturation discounts. In addition, it also appends attributes of the delivery point to the record, such as business and residential address indicators.

TRACKING AND DELIVERY — TRACK N TRACE

BCC Software's Track N Trace® uses the Intelligent Mail® barcode to provide mail-tracking with unbeatable convenience, flexibility and economy. Fully integrated into BCC Mail Manager™ presorting software, Track N Trace is easily used with most presorted First-Class™, Standard Mail® or Periodical class mail jobs. A unique ID is assigned to each mailpiece, with that ID tracked throughout the piece's delivery path via the IM® barcode printed directly on the address label.

Tracking data is preserved on a secure Web interface, from which reports can be accessed any time. Add the Track N Trace Reseller Site option, and your end-user clients can access their own tracking data from a website custom branded with your company colors and logo.

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