BCC SOFTWARE

Go Data
Data Marketing Services Solution

Providing Web-based data quality, list enhancement and list rental

Go Data™ from BCC Software is a 100% Web-based tool for performing self-service data quality, list enhancement and list rental. With Go Data, every business has access to compile or update complete, correct and current lists of prospects or customers. Go Data offers complete self-service access to quality data in the cloud, without the typical barriers like software installations, database configurations or sales cycles. Cleansing or growing a list for postal, marketing and sales efforts has never been easier!

» **100% Web-based** — There's no software to install, no FTP sites to configure, and no complicated configuration files to create. Once you create a free account, you have immediate access to our intuitive Web-based interface. You'll immediately be able to create and process your first job.

» **Data Quality on Demand** — Go Data is an entirely self-service process. When you're done setting up your job using our intuitive four-step online process, you'll be given the total cost. We won't make you call for pricing: you can check out right away with your credit card.

» **Complete, Correct, Current** — Complete, correct and current data allows for maximum effectiveness of your efforts, including reducing undeliverable mail and ensuring timely and predictable delivery of your message to the right audience. Whether you're updating your current list or renting a new list of prospects, you can confident that you're working with the best quality data available.

PROCESSING OPTIONS:

» NCOA^{Link}® FSP and NCOA^{Link} LSP
» DSF^2®
» DPV®
» List suppression
» Demographic append
» Email verification & hygiene
» Proprietary change of address
» Rooftop-level geocoding
» Consumer list rental
» Business list rental
» New homeowner list rental
» New mover list rental

Scan the QR code with your smartphone to watch a demo video about how Go Data works

» [QR code] «

DATA QUALITY & LIST ENHANCEMENT

Process your existing contact list to ensure you have the most complete, correct and current data available. You simply upload your list, choose the type of processing you need, set a few options using our intuitive interface, and check out. Your list will be processed by BCC Software's robust Data Marketing Services and returned to the site for you to download, usually in a matter of minutes. In four simple steps, you can get better targeting, bigger discounts and reduced waste.

LIST RENTAL

Generate a new list of business or consumer prospects by quickly selecting from as many as 1,000 attributes per record, including demographic, behavioral, census, life-event and realty/housing situation. The process is simple—select from one of four list types, filter the criteria that's important to you, and check out. Go Data will start pulling the list of matching contacts right away, returning the list for you to use as many times as you like over the span of one year.

PROCESSING OPTIONS

» **NCOA**[Link] processing provides updated information for individuals, families, and businesses who have filed a permanent change of address with the USPS. The FSP option looks back 48 months, while the LSP option contains 18 months of updated data and the ability to identify but not update moves between 19 and 48 months.

» **DSF²** processing maximizes postal discounts and enhances list targeting by standardizing address records and adding specific attributes, including walk sequence, business/residential indicator and seasonal properties.

» **DPV** processing reduces Undeliverable As Addressed (UAA) mail by verifying that the address being processed matches to a valid USPS® delivery point.

» **Suppression Processing** flags records that aren't ideal marketing targets for a variety of reasons. Processing options include Deceased Suppression, DMA List Suppression, Prisons, Nursing Homes and more.

» **Demographic Append** proprocessing provides additional insight into the individuals on your list by adding ten key data points to each record, including age, income and presence of children.

» **Email Verification & Hygiene** processing can reduce email bounces and delivery failures by 90% or more. This is done by inspecting the email address for known syntax errors, disposable accounts, traps, and protected network domains.

» **Proprietary Change of Address (PCOA)** processing provides updated address information for people that relocate, but elect not to file change of address information with the USPS.

» **Rooftop-Level Geocode** processing adds the exact latitude and the longitude of the address to each record, putting the power of targeted and personalized communications in your hands.

» **Consumer List Rental** pulls from Experian's consumer and demographic lifestyle database, with coverage on approximately 300 million consumers in 120 million households across the US.

» **Business List Rental** gives you access to an extensive database of geographic, demographic and financial data on over 14 million active US businesses.

» **New Mover List Rental** can introduce you to the nearly 20% of consumers that move every year and are ready to establish new relationships in the community.

» **New Homeowner List Rental** is a rich source of new prospects that enables businesses to target offers to millions of Americans each year who recently purchased homes in new neighborhoods and are ready to establish loyal relationships.

Get started today by signing up for a free account at
www.GoDataSolution.com

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For more information, visit: **bccsoftware.com**