



## Data Marketing Services

Complete, Correct, and Current Data Solutions



### Ensure the success of your marketing campaigns with BCC Software

You can now get full-service data management and campaign execution solutions that leverage BCC Software's tradition of industry-leading address quality offerings.

With mailing costs, postal rules, and pressure from competitors all on the rise, you need a trusted provider to deliver complete Move Update technology, list-enhancing tools, and more—with fast turnarounds that won't impede your productivity, and low rates that pay for themselves quickly.

**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 multi-channel response analysis to understand which marketing dollars are generating the highest ROI and where to spend the next marketing dollar.

Rely on Data Marketing Services for the comprehensive resources to reduce waste, increase response rates, and make every communication count.

#### BETTER DATA MAKES ALL THE DIFFERENCE

##### NCOA<sup>LINK®</sup>

A USPS® service that contains the names and addresses of individuals, families, and businesses who have a permanent change of address.

##### ROOFTOP GEOCODING

"Put the pin" in the driveways of your target audience with Rooftop Geocoding, which adds the exact latitude and longitude to six decimal places of the address to each record.

##### PCOA

Proprietary Change of Address (PCOA) processing captures address data and information that can't be found through NCOA<sup>LINK</sup> processing alone.

##### CANADIAN NCOA & PRESORT

Find the correct data for the 1.7 million Canadian moves that take place each year, and save money on postage rates with Canadian presort.

##### EMAIL VERIFICATION AND HYGIENE

Reduce email bounces and ensure your message is getting to the right audience.

##### DPV<sup>®</sup>

Delivery Point Validation (DPV) indicates whether an address is recognized by the USPS as a deliverable destination.

##### ADDRESS RESOLUTION

Address Resolution Services (ARS) improves upon DPV technology by using third-party databases to correct address data deemed undeliverable during the typical CASS™ encoding process.

##### LACS<sup>LINK®</sup>

LACS<sup>LINK</sup> 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<sup>LINK®</sup>

Included with NCOA<sup>LINK</sup>, FSP and LSP, SUITE<sup>LINK</sup> appends and corrects missing secondary data in business addresses.

##### SUPPRESSION SERVICES

Flag addresses matching undesirable user-specified criteria to help you reach the optimal audience with any mailing job.

##### DSF<sup>2®</sup>

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.

##### TRACK N TRACE<sup>®</sup>

A unique ID is assigned to each mailpiece, with that ID tracked throughout the delivery path via the Intelligent Mail® barcode printed directly on the address label.



## DATA MARKETING SERVICES AVAILABILITY MATRIX

At BCC Software, we understand that service availability and payment methods matter. Talk to a Customer Support Team member today who can help you answer questions and find the best solutions that meet your processing needs.

| Service Name                      | PAYMENT METHODS |                 |                               | AVAILABLE USE THROUGH                |                            |      |
|-----------------------------------|-----------------|-----------------|-------------------------------|--------------------------------------|----------------------------|------|
|                                   | Pay-As-You-Go   | Prepaid Credits | Flat Rate Annual Subscription | Go Data Store<br>godatasolutions.com | BCC Mail Manager Solutions | LENS |
| Address Resolution                | X               | X               | X                             |                                      | X                          | X    |
| Canadian NCOA and Presort         | X               | X               |                               |                                      |                            | X    |
| Delivery Point Verification (DPV) | X               | X               |                               | X                                    | X                          | X    |
| DSF <sup>2</sup>                  | X               | X               | X                             | X                                    | X                          | X    |
| Email Verification & Hygiene      | X               |                 |                               | X                                    |                            |      |
| International Address Cleanse     | X               |                 |                               |                                      |                            | X    |
| NCOA <sup>LINK</sup>              | X               | X               | X                             | X                                    | X                          | X    |
| Proprietary COA (PCOA)            | X               | X               | X                             | X                                    | X                          | X    |
| Rooftop Geocoding                 | X               | X               | X                             | X                                    | X                          | X    |
| Suppression                       | X               |                 | X                             | X                                    | X                          | X    |
| Track N Trace                     |                 | X               |                               |                                      | X                          | X    |

### AVAILABLE ACCESS POINTS FOR PROCESSING FURTHER DEFINED:

- » **Go Data:** No software, no problem. Simply login, select your service, and start processing. Self-service sign up with immediate access is available at [godatasolutions.com](http://godatasolutions.com).
- » **BCC Mail Manager Solutions:** The industry leader in postal software, we offer three comprehensive solutions within the BCC Mail Manager family. Whether you are a new shop or a full production company producing hundreds of millions of pieces per year, the BCC Mail Manager family can support your needs. The intuitive interface includes a direct Data Marketing Services wizard for easy and quick job management.
- » **LENS:** Leveraging a SFTP process with an agreed upon format or configuration file, several service options are available, including running multiple services in a single pass. With a short call and one-time set up, this service can be ready in a matter of hours.

### ROBUST AND SECURE PROCESSING

- » **Security:** All data transferred between clients' facilities and our data center is done via web service or SFTP. In addition to the latest technologies for transferring data, only required data is sent to our processing servers.
- » **Quick Returns:** Our data center processes 24x7x365, so as soon as jobs are received\*, they are processed and returned quickly to keep your workflow moving.

### HOW CAN WE HELP?

BCC Software prides itself on our in-house, local customer support team, who are all USPS Mailpiece Design certified. Need assistance? Never hesitate to give us a call.

Learn more about reducing waste, increasing response rates and make every communication count. Visit: [bccsoftware.com](http://bccsoftware.com)

\*Pending passing credit check, PAF on file (if applicable), and data quality check

