



# GoData™

Data Marketing Services Solution

# GoData

## Providing web-based data quality and list enhancement

GoData™ from BCC Software is a 100% web-based tool for performing self-service data quality and list enhancement. With GoData, every business has access to compile or update complete, correct, and current lists of prospects or customers. GoData 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** — GoData 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. You can be confident that you're working with the best quality data available.

### 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.

### PROCESSING OPTIONS

- » NCOA<sup>Link</sup>® FSP and NCOA<sup>Link</sup> LSP
- » DSF2®
- » DPV®
- » List Suppression
- » Email Verification & Hygiene
- » Proprietary Change of Address (PCOA)
- » Rooftop-level Geocoding



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## PROCESSING OPTIONS

- » NCOA<sup>Link</sup> 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.
- » DSF<sup>2</sup> 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.
- » List Suppression Processing flags records that aren't ideal marketing targets for a variety of reasons. Processing options include Deceased Suppression, DMA List Suppression, Prisons and more.
- » 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 Geocoding adds the exact latitude and the longitude of the address to each record, putting the power of targeted and personalized communications in your hands.

## 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.



Get started today by signing up for a free account.  
Visit: [godatasolution.com](https://godatasolution.com)



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