

## Data Driven Options for Direct Marketers

QuadData Solutions (QDS), our in-house data service bureau, has an extensive range of services to fulfill the needs of mailers, from data hygiene and postal optimization to marketing and international services.

Our selection of services can be mixed or matched to meet the most challenging marketing goals and objectives of any mailer, from First Class to Package Services. QDS offers direct marketers the following services to streamline the production process, maintain the integrity of your data, facilitate marketing strategies and enhance deliverability of your catalog:

### Input Options

Electronic Data Exchange  
Diskettes  
Tapes  
Cartridges  
CD-ROM

### Marketing Database Services

Marketing database build  
Data appends/overlays  
RFM scoring  
Profiling  
Response analysis  
List rental fulfillment

### Address Integrity Applications

Address Hygiene

- Address Standardization
- CASS-Certification
- ZIP+4 coding
- ZIP code correction
- Delivery point barcode
- Carrier-route coding
- Line of Travel (LOT)
- Locatable Address Conversion System (LACS)\*
- Delivery Point Validation

National Change of Address (NCOA)\*  
Delivery Sequence File (DSF2)\*  
OnePass Address Correction (OPAC)\*  
Address Change Service (ACS) support

### Data Preparation for Marketing Applications

Key coding  
Hard coding  
Message coding  
Version coding  
Sequence number coding  
Gender coding  
Geo-coding  
County coding  
Smart Match coding  
Check digit coding  
Name, address and firm parsing  
Selects/segmenting

### Merge/Purge Applications

Merge/purge - Consumer, B-to-B, Combination  
Dedupe  
Suppression - DMA, Prison, Deceased, Customer Supplied

### Postal Optimization Services

Selects/segmenting  
Presort, all classes  
Add-a-name  
Saturation address rental  
Firm identification coding

### **Mail Performance Tracking**

- Planet coding
- Seed names
- Destination tracking service

### **International Services**

- Canadian address correction
- Canadian merge/purge
- Canadian sortation
- ISAL mail preparation

### **Output Options**

- Ink jet
- Variable Data Printing
- Labels
- Files

### **Special Requests**

- File type conversion
- Custom programming
- Custom reports available upon request