



BOOST – Comprehensive Data Quality Assessment

Does your data quality need a **BOOST**? ROI need a **BOOST**? Deliverability need a **BOOST**? How about Response Rates? Sales? Donations? Do they all need a **BOOST**?

National Change of Address (NCOA^{Link}®) processing has proven an invaluable tool in improving the deliverability of mail and the general quality of address-based data. Encompassing CASS Standardization, Delivery Point Validation (DPV[®]), and a 48-month history of Individual, Family, and Business moves, NCOA^{Link} should be the cornerstone of any address quality initiative.

However NCOA^{Link} only covers some of the factors impacting deliverability and address quality, and needs a **BOOST** in order to identify and update moves older than 4 years, flag deceased individuals, add missing address information, find duplicates, verify names and more. Enter Peachtree Data's newest service offering ...**BOOST**!

The quality and health of your customer or prospect data plays a vital role in the success of any direct marketing campaign, whether it be email, telemarketing or direct mail. Despite its importance, Data Quality is frequently overlooked. Statistics show that nearly 75% of direct marketers acknowledge that they should have a comprehensive data quality plan in place to keep their customer/prospect data current and up to date, yet many fail to implement such a plan.

The minimal investment in Data Quality is more than covered through significant cost savings, increased response rates and increased revenue generation on direct marketing campaigns.

Have you considered enhancing your data by adding Phone Numbers, Emails or Demographic Attributes? Data Quality plays a role here as well. Ensure maximum ROI by being proactive about clean and up to date data before investing in any enhancements.

Cleaner Data = Higher Match Rates

Services included in BOOST:

- **48-month NCOA^{Link}**: Provides updated addresses by using the USPS change of address data (COA).
- **DSF²**: Identify residential / business, seasonal, and educational institution addresses.
- **Apartment Append**: Improve the deliverability of your data by adding missing apartment numbers. Also improves matches to NCOA^{Link} and PCOA.
- **PCOA**: Uses commercial sources such as subscription, mail order and credit card info to find updated addresses. Updates records not found by NCOA^{Link} and goes back 60 months.
- **CASS/DPV**: Standardize and validate US mailing address information.
- **Suppression Services**: Deceased, DMA Mail Preference, Prison and Nursing Homes
- **De-duplication**: Identify duplicate records within your database.

Reports included from BOOST:

- **Data Quality Report**: Provides totals for records updated, invalid addresses, Nixes (MLNFA, Foreign Move, New address not valid), name/address verified, deceased, DMA Mail Preference, Prison, Nursing Home, and duplicates (Address, Household and Individual level).
- **Financial Impact Report**: Calculates savings to mail campaign cost through elimination of records that should not be mailed, as well as improvements to response rates resulting from improved deliverability.

Data Quality Report

Records Run

185,000

Price Estimate

\$925.00

Address Hygiene	Description	Count	%	Typical
NCOA - Updates	Change of Address available via 48 Month USPS NCOALink processing.	830	0.45%	4-5%
NCOA - Nixie	Move with no forwarding address via 48 Month USPS NCOA Link processing	486	0.26%	0.5-1%
NCOA - Possible Moves	Possible move / Possible non-move – Examine NCOALink Return Code	276	0.15%	
PCOA - Updates	Change of Address available via 60 month PCOA processing	1,624	0.88%	1-2%
Invalid Address	Invalid/Undeliverable Address – No Zip+4 or Delivery Point validation	0	0.00%	3-5%
Vacant Address	Flagged by USPS as Vacant for 90+ days	164	0.09%	0.5-1%
Secondary Address Issues	Missing or Invalid Secondary Address	2,203	1.19%	3-5%
Apartment Append	Secondary address appended	598	0.32%	
Seasonal Address	Address flagged as seasonal by DSF2 processing	1,383	0.75%	
Residential Address	Address flagged as residential by DSF2 processing	163,121	88.17%	
Business Address	Address flagged as business by DSF2 processing	9,229	4.99%	
Educational Address	Address flagged as educational institution by DSF2 processing	33	0.02%	

De-Duping	Description	Count	%
Duplicates - Address	Duplicate Addresses	460	0.25%
Duplicates - Household	Duplicate Households (Last Name + Address)	50	0.03%
Duplicates - Individual	Duplicate Individuals (First & Last Name + Address)	42	0.02%

Suppression	Description	Count	%	Typical
Deceased – Standard	Matched deceased file 0-8 years	470	0.25%	0.5-1%
Deceased - Extended	Matched deceased file 9-15 years	144	0.08%	0.5-1%
Prison	Address flagged as a prison	1	0.00%	
Nursing Home	Address flagged as a nursing home	934	0.50%	
Do Not Mail	Address matches DMA Do Not Mail file	2,920	1.58%	

Financial Impact Report

Mailing Cost Estimation

Number of Records Mailed	185,000
Cost Per Piece (Postage, Printing, preparation)	\$0.35
Total Cost of Mailing	\$64,750.00

Potential Mailing Cost Savings

Duplicate Records (Individual Level Duplicates)	42	0.02%
Nixies (MLNFA, Foreign Move, New address not valid)	486	0.26%
Suppression Records (Deceased, DMA NO Mail, Prison, Nursing Home)	4,469	2.42%
Undeliverable Records (DPV invalids & Vacant Addresses)	164	0.09%

Total Records that should have not been Mailed	5,161	2.79%
Net Mailing Cost Savings	\$1,806.35	

Revenue Estimation for Mailing

Average Response Rate		1.50%
Average Revenue per Response	\$30.00	
Estimated Total Responses	2,775.00	
Total Estimated Revenue	\$83,250.00	

Potential New Revenue Gained

New Updated Address Provided (NCOA48, PCOA)	2,454	1.33%
Additional Responses	37	
Total Estimated Additional Revenue	\$1,104.30	
Revised Response Rate*		1.56%

*(Based on records not mailed and additional responses)

Summary

Potential Mailing Cost Savings	\$1,806.35
Potential Additional Revenue	\$1,104.30
Cost of Processing	\$925.00

Net Benefit **\$1,985.65**

ROI Total Cost Savings + Additional Revenue/Cost of Processing **314.66%**