Data Services

- Increase targeting efficiency
- Decrease costs
- Minimize waste

- Data Hygiene
  - CASS
  - NCOA
  - PCOA
  - DSF2
  - LACS
  - AEC
  - MPS
  - Deceased
  - Prisons

Alesco offers a comprehensive suite of database services designed to increase targeting efficiency, decrease costs and minimize waste.

Data Hygiene

Clean data is critical to successful direct marketing initiatives. Alesco's Data Hygiene solutions enable you to significantly improve data quality and eliminate wased postage, making your campaigns more effective and cost efficient. Alesco offers several Data Hygiene solutions that may be used alone or in combination to dramatically improve the accuracy of your data.

Address Standardization (CASS) - This process standardizes addresses, corrects errors and adds ZIP+4, Carrier Route and delivery bar code information.

NCOA - The Postal Service's National Change of Address file (NCOA) is a secure database of approximately 160 million changes of address tracking the most recent 48 months of move-update information. This enables you to update your database with new addresses from individuals, families and businesses that have moved.

PCOA - Alesco's Proprietary Change of Address file (PCOA) is a proprietary file of 60 months worth of address changes that should be used in conjunction with NCOA to identify the maximum number of address changes.

DSF2 - Delivery Sequence File processing improves the delivery of mailings by validating and standardizing addresses. DSF processing corrects, standardizes and verifies addresses against the Postal Service's file of over 145 million address points. Included with the service is a Deliverability Index Report which measures and ranks the accuracy of addresses according to probable deliverability.

LACS - Locatable Address Conversion System (LACS) processing identifies and updates addresses that have been changed for 911 emergency systems (I.E. - When rural style box holder addresses are converted to city style addresses). The LACS database contains over 5 million converted addresses and improves deliverability and the ability to identify duplicates between files.

AEC - The Address Element Correction service (AEC) corrects addresses that could not be matched via CASS, DSF or LACS processing. AEC corrects deficient addresses and identifies those that do not exist. It also produces a diagnostic report about the input file. The current electronic service resolves on average 31 percent of previously unmatched addresses.

Do-Not-Mail / MPS - The Direct Marketing Association (DMA) Mail Preference Service (MPS) is an effective means of identifying the 3 million + consumers who do not want to receive advertising mail at home. Alesco compares your prospecting database to the DMA's records to identify prospects that shouldn't be mailed unless they've

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requested information from your company in the past.

Deceased - Deceased processing eliminates deceased individuals from your database. Our file contains over 40 million deceased individuals, usually identifying 1% to 3% of the file as deceased.

Prison Suppression - The Prison Suppression file is used to identify Federal Prisons, State Prisons, County Correctional Facilities and City Jails that exist on a database. The file is compiled from records obtained from correctional departments, probation and parole authorities allowing you to eliminate unprofitable records from prospect lists.

Data Enhancement

Learn more about your customers by enhancing your database with information that will increase the effectiveness of your target marketing efforts. Alesco's Data Enhancement services will fill missing gaps within your database and enable you to increase lines of communication with your clients by adding telephone and e-mail data to their records.

Telephone Append - Add telephone numbers to your business or consumer lists by matching them against our Telephone Append database. Compiled from over 4,000 select directories nationwide, and enhanced through agreements with several primary data sources, we have over 150 million residential records and more than 27 million business listings. With daily updates, our file allows you to keep your database refreshed on a continual basis.

Reverse Telephone Append - Reverse Telephone Append provides available name and address information for individuals or businesses based on the telephone numbers you supply.

Demographic Append - Learn more about your customers via demographic enhancements that will add greater detail to each customer record, increasing the effectiveness and success of your target marketing efforts. We match your database against our Consumer file that contains 250 million individuals and over 150 million households.

Business Append - Increase your targeting ability by adding additional business elements to your customer records. Use contact information to personalize your message or add SIC, sales volume and employee size information to further segment your customer base. We match your file against our Business database which is updated on a monthly basis and contains over 14 million business records.

Data Processing

Quality data processing services are more art than science. We have years of experience working with hundreds of complex data processing issues enabling us to know which services to recommend for each situation. Our turn-key data processing capabilities

Performance Direct Marketing

- Data Enhancement
  - Telephone Append
  - Reverse Append
  - Demographics
  - Business Append

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Data Services

- Accurate.
- Complete.
- Alesco.

- Data Processing
  - Merge/Purge
  - Geo Coding
  - Radius Processing
  - Custom Processing
- DNC Compliance
  - SAN Registration
  - DNC Suppression
  - DMA Suppression

ensure that your processing needs are met on-time and on-budget.

Merge/Purge - Merge/Purge processing allows you to update, delete or retain duplicate information among databases. Our customized matching logic and extensive analytic reporting will ensure you get the output results you expect.

Geo Coding - Geo Coding will add the latitude/longitude coordinates and Census tract and block numbers to the addresses on your database. This will allow you to map customer or dealer locations, analyze market penetration, align territories or link addresses to 2000 Census marketing data.

Radius Processing - This process will give you the ability to target prospects or customers within a specific geographical radius of a location.

Custom Processing - Our full-service processing capabilities enable us to provide an infinite number of Custom Data Processing options. Our Custom Processing includes file conversions, data normalization, genderization, splitting names, parsing fields, establishing file intersections plus much more. No job is too complex.

DNC Compliance

Alesco can help you navigate the compliance issues related to the FTC's Do-Not-Call list. Since October 2003 all users of telemarketing lists are required to register with the Federal Trade Commission and comply with the provisions of the FTC's amended Telemarketing Sales Rule, 16 CFR Part 310, or the Federal Communications Commission's Rules and Regulations Implementing the Telephone Consumer Protection Act of 1991, 47 CFR Section 64.1200.

SAN Registration - We will walk you through the processing of registering with the FTC and obtaining a Subscription Account Number (SAN). We'll also highlight the various compliance requirements that pertain to your specific situation.

DNC Suppression - Alesco's DNC tools are updated on a continuous basis to ensure 100% compliance for our customers. Your suppression may be run via batch or real-time processing depending on your turnaround needs. We will provide you with all of the documentation forms and information you need and assist you through the process.

DMA Suppression - We recommend accessing the Direct Marketing Association's Do-Not-Call registry in addition to the FTC's DNC file. Although not an FTC requirement, utilizing the DMA suppression file makes good business sense. Why waste time and money calling consumers who do not want to be contacted via telephone?

For additional information call 800-701-6531 for a professional consultation with one of our Data Services experts.

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