



# Phantom Finder

Innovative Direct Mail  
Cost Savings Product

A CAS "negative merge/purge" innovation that identifies and eliminates 10% to 30% of "phantom prospects" on your direct mail list.

This will result in significant reductions in postage and mailing costs. No longer will marketers have to worry about their personalized marketing message getting into the wrong hands.

This product identifies prospects on a mailing list that are less than ideal candidates to respond to a direct mail campaign. Through a CAS proprietary negative merge/purge process *Phantom Finder<sup>SM</sup>* can identify and flag prospects that are not "who they appear" to be.

With direct mail expenses continuing to increase and with mail security becoming a prevalent issue, it makes more sense than ever to direct your mailing efforts to the "right person". No longer will marketers have to worry about their personalized marketing message getting into the wrong hands. Fewer wasted marketing messages, less waste of expensive marketing materials and lower postage costs, all combine for a higher return on investment. *Phantom Finder<sup>SM</sup>* can assure that your marketing promotion is delivered to the right person the first time.

CAS has developed *Phantom Finder<sup>SM</sup>* using the highest quality aggregated multi-sourced consumer database in the industry, *ConsumerVision*. Combined with our proprietary negative merge/purge technology (patent pending), CAS can add that missing ingredient, "confidence" to your direct mail campaign. *Phantom Finder<sup>SM</sup>* is an essential component for any size or type of direct mail campaign.

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