Data**Processing**

Your One Stop Data Processing Shop

Cleanse, de-dupe, merge, append, verify, analyze, and more

— DATA EXPERTS —

Keep your mail on target, your database clean and up to date, and your postal costs to a minimum.

Overview

Only the very best service bureaus have the knowledge and experience to develop their own in-house proprietary software.

After 30 years, our experience has earned us intimate knowledge and a unique understanding of the industry.

We are uniquely positioned not only to offer processing services to maximize your data needs, but also to provide a consulting resource to maximize your marketing success.

Our proprietary software is CASS and PAVE Certified to ensure accurate address information. CAS developed, and has maintained in-house for over 25 years, its own Proprietary Postal Optimization Software.

Duplicate names on your customer file are a source of confusion and a waste of marketing dollars.

CAS' Analytical Merge/ Purge has the ability to clean-up your customer or prospect file based on individual names, addresses, phone numbers and more.

CAS takes the Privacy worry out of your hands for both your Telemarketing and Direct Mailing campaigns.

We maintain and update the various state and national Do-Not-Call lists, the DMA Telephone Preference Service (TPS) file and the DMA Pander File. These records are suppressed automatically to ensure that your marketing efforts conform to all Federal and State legislation.

Look to CAS for all of your mail and postal processing services. In todays high speed world, change occurs at an alarming rate.

Customer data that was once fresh is very quickly outdated. Whether you're communicating with customers over the internet or through traditional Direct Mail channels.

Services

- Cell Phone Append & Verify
- Phone Append & Verify
- Demographic Data Append
- Cable Append
- Reverse Append
- Privacy Suppression
- Do-Not-Call Processing
- NCOA*Link*™ 18 & 48 Month
- CASS / DSF2™ / DPV / LACS*Link*™
- Deceased Processing
- Phantom Finder ™ (Patented)
- Data Hygiene
- Merge / Purge
- Penetration Analysis
- E-mail Hygiene
- List Management
- Custom Processing Services

COMPLETE **SOLUTIONS** FOR **DIRECT**MARKETING

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CAS

DPServices

CAS will keep your mail on target, your database up to date, & your postal costs to a minimum

Cell Phone Append

As cell phone usage increases, it's more important than ever to include mobile numbers in your append & verification processing.

You can now append & verify matches against the nation's largest database of cellular telephone numbers.
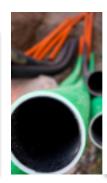
Phone Append

Your file will be matched against FOUR of the largest databases in the country, all in one step.

- Highest Match Rates
- Verification
- Confidence Levels
- Quality Reports
- "Do Not Call" Edits
- On-Time Performance

Data Append

Psychographics, Email, and lifestyle elements are all available for append.

Learn about your customer's income, age, occupation, education levels, presence of children and lifestyle characteristics.

Over 500+ elements to choose from.

Cable Append

Need to complete an address captured online or update a new homeowner? Cable append will add the current name and/or phone to your "address only" records.

Once you have the updated info, you can complete your marketing campaign.

Reverse Append

Match customer phone numbers with updated postal information. With our Reverse Phone Append process you can:

- Update postal address
- Identify residential or business addresses
- Append demographics

Do-Not-Call

CAS takes the privacy worries out of your hands.

CAS maintains and updates the National FTC Do-Not-Call file, available state DNC files, the DMA Telephone Preference Service (TPS) file and the DMA Pander file.

Get fast turn-around and quality reporting.

NCOA*Link*™ 18/48

Each and every year, approximately 45,000,000 Americans will move their place of residence.

We'll identify those "change of address" customer records before your next mailing and meet USPS Move Update requirements.

Deceased

Sending direct mail to the recently deceased adds insult to injury for the remaining members of a household.

Not only is this practice bad manners, but it is also bad for business.

Phantom Finder™

Phantom Finder™ is our patented "negative merge/ purge" innovation that identifies and eliminates 10% to 30% of "phantom records" on your direct marketing lists.

The result is a significant reductions in postage and mailing costs.

Data Hygiene

Address verification and standardization, such as NCOA *Link*™ CASS / DSF2™ / DPV / LACS*Link*™, Address Element Correction AEC will improve the match rates and deliverability of marketing database.

Merge / Purge

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Penetration Analysis

How much do you know about your current customers? We'll match to your customer list and provide a penetration report of household-level demographics.

Target prospects with similar profiles and improve your response rates!

E-Mail Hygiene

You've built a great list of your customers postal information, now it's time to find their email addresses and market to them.

- Append
- Reverse Append
- Verification
- Permission Pass
- Deployment

List Management

Turbo-List Manager is our online database count and order system.

Now you can access and sell your lists on the web.

Your employees and customer can access the system for list counts and order fulfillment.

CAS 866-461-4693

POSTAL · EMAIL · APPEND · HYGIENE · DATA STRATEGY