



## Data Management Service Profile

### **Features:**

- Relational database – TGI Direct can design a scalable database to meet your current and future needs.
- Cleanse incoming data – Programmatically and manually standardize data to ensure formatting and field content is consistent.
- CASS – Standardize addresses to meet USPS requirements and to take advantage of pre-sort, automation and/or Carrier Route postal discounts.
- National Change of Address – Maintain your contact with individuals or firms. Don't lose that relationship when they move.
- Duplication detection – Find records containing exactly or approximately the same data in one or more fields to reduce printing, labeling and mailing costs.
- Deceased detection – Identify persons who have died, so that your promotion doesn't target their household.
- Mail and phone pander – Locate persons in your database and in a nationwide 'no-mail' or 'no-call' list to avoid unsolicited contact.
- Append data – Append in various geographic and demographic data to an existing database. For example: geocoding, telephone, family size, income, occupation, education.
- Data warehousing – TGI Direct can maintain your house (active accounts and prospects) file, keying adds/deletes/updates and performs regular maintenance.
- List purchase – Review your needs and make suggestions for list ordering with geographic, demographic and market segments in mind.
- Develop contact profile – Collect and integrate data into existing database from various marketing avenues – direct mail, coupons, email, WWW sites, reply business cards, toll free calls or surveys. Use this information to target a specific audience.
- Email preference – With each email campaign update contact's opt-in/out preference to avoid SPAM label.
- Reporting – Provide standard and customized special reporting. For example: analyze the makeup of your data or a campaign's effectiveness.

### **Benefits:**

- Increase your potential postage savings.
- Ensure your mail piece arrives at the correct location in a timely manner.
- Eliminate need for in-house staff to maintain your lists.

### ***Features:***

Duplicate detection is accomplished by finding all records in a file that contain exactly or approximately the same data in one or more fields. Successful duplicate detection hinges on correctly defining the criteria used to identify the duplicates. A "loose" criterion can incorrectly flag non-duplicate records. On the other hand a "tight" criterion can overlook actual duplicates. In general, comparing more fields makes detection tighter, and fewer fields loosens detection. Determining the right combination of fields for comparison is accomplished by asking a series of questions.

- **Do you want to mail to every record?** Some mailings must be sent to every individual in a file to comply with laws. Bank and insurance mailings are often examples. If no, the questions begin from "loosest" to "tightest" criteria ...
- **Do you want to mail one record per name?** This removes all occurrences of a name except one. This means that if there are 20 John Smiths in the file, 19 are removed, regardless of address. This "loose" duplication criterion deletes many non-duplicates.
- **Do you want to mail one record per address?** This removes all duplicate records at one address. This tactic is good for residential mailings if the goal is to mail one piece per address. Remember though, the search is only by address and if two individuals with different first and/or last names live at the same address, only one mail piece is sent. This is definitely not the best criterion for mailing to business addresses. Several business partners may exist at the same address and should each receive a mail piece. This criterion mails only one piece to one individual for each address.
- **Do you want to mail one record per last name per address?** This criterion is also good for residential mailings. If the mail list contains Jane Smith and John Doe at the same address, both are included in the mailing. However, if it has Jane Doe and John Doe at the same address, only one is included in the mailing. Once again, this may not be the best criterion for business addresses as John Doe, Sr. and John Doe, Jr. meet the criteria and one is randomly eliminated.
- **Do you want to mail one record per name or one record per first name and last name per address?** This is the tightest criteria and will not return "false" duplications. However some duplicates remain in the file because of the tight criteria used. For example, using this criterion Joe Smith and Joseph Smith at the same address are not seen as duplicates, and both remain.
- **Do you have a special duplication detection criteria request?** Communicate your desired final outcome, and TGI will customize duplication detection to meet your needs.
- **Do you have multiple files and want duplicates removed from only one file?** To delete duplicate records in separate files, TGI programmatically compares the files. Often one file is a customer list and the second a purchased list. In this case you may want to keep the customer list intact and delete duplicates from the purchased list. Or on the other hand, you may not want to mail to any existing customer found in the purchased list. It is a good sign when this match yields many duplicates. The high match results indicate the purchased list criteria hit your targeted clientele.

### ***Benefits:***

- Reduce printing, labeling and mailing costs.
- The hidden bonus of duplication detection can't be captured in a dollar figure. It is your contact's impression of you and your company. If duplicates are mailed, the contact may see you as wasteful, inefficient, impersonal. The message may be less valuable.



## ***Service Profile***

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# ***Electronic Data Interchange (EDI)***

Traditionally organizations have conducted business on paper, often using preprinted business forms to exchange information with trading partners. With the explosive growth of these paper-based exchanges, and the amount of data associated with the manufacturing and sales of new products and services, many organizations have been forced to seek a more expedient way to communicate and process business data.

EDI is the exchange of routine business transactions in a electronic format versus the traditional paper format. It covers traditional applications such as inquiries, planning, purchasing, acknowledgments, pricing, order status, scheduling, test results, shipping and receiving, inventory balances, invoices, payments and financial reporting.

### ***Features:***

- TGI reviews your client's rules of business, develops programming and tests documents. We work directly with your client's data department, so that you don't have to be bothered with the details.
- Your client can electronically transfer purchase orders, organizational structures, text messages and more to TGI Direct. We upload into your web-based fulfillment order management site.
- Once the order has been fulfilled, TGI Direct can create and transmit the notice of shipment. Invoices can be transmitted immediately, which hopefully translates to faster payment. A shipping file can be returned to you to update your accounting software with what was shipped, how, where and when.

### ***Benefits:***

- Quickly and accurately upload purchase orders into your web-based fulfillment order management site.
- Invoice for product within 24-hours.
- Meet your client's requirements to electronically interchange data.

## ***Service Profile***

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### ***Geocoding***

#### ***Features:***

- Generates longitude and latitude coordinates for an address based on zip code.
- Segment address lists by geographic locations
- Calculate distance between target and records in an address list

#### ***Benefits:***

- Ability to Geocode existing lists, not just purchased lists.
- Select only addresses within an x-mile radius of the target.
- Locate service center closest to any given address.

#### ***Examples:***

- Mail coupon to everyone within a 20-mile radius of a store. TGI Direct's Geocoding locates and selects addresses meeting radius criteria.
- Add a little twist, if there are 30 stores. Each has a unique coupon. Goal is to mail to everyone in a 10-mile radius of a store. However if someone lives within 10 miles of multiple stores, mail closest store's coupon only. TGI Direct's Geocoding and other special programs accomplish the goal.
- Invite clients who live within 10 miles of the store to a Wednesday sale. Then invite clients who live further away to the Saturday sale, when they will have more time to drive. TGI Direct's Geocoding determines distance to store and separates file into two mailings.
- Nationwide 4,000 service centers repair a product. When service is needed, consumer calls an 800 number to locate nearest service center. Operator inputs individual's zip code into a custom program created by TGI Direct. Nearest service center(s) are displayed.



## **Service Profile** **National Change of Address (NCOA)**

### **Features:**

- Annually, roughly 18 percent of the United States population relocates.
- When an individual or an organization completes a move form at the USPS, their old and new addresses are added to the NCOA database for four years.
- NCOA processing identifies people (and organizations) in address files who have moved, and returns their new address.
- TGI Direct supplies three reports to our clients with the feedback generated by the NCOA process, so that our clients can use the NCOA information to update their records.
- Move Update Report lists all records updated via NCOA. The report contains original and updated address.
- Non-Mailable Report contains records whose post office box was closed or moved with no forwarding address or moved foreign.
- NIXIE Report identifies records with a near match in the USPS NCOA database, but because of USPS regulations the near match address could not be supplied.

### **Benefits:**

- Increase revenue by getting more mail delivered.
- Each NCOA updated address is an added selling opportunity for you.
- Maintain your contacts with clients. Don't lose that relationship when they move.
- Lower postal and printing costs by reducing undeliverable mail.
- Decrease mailing costs when mailing first-class.
- Take advantage of benefits of automation.



## ***Service Profile***

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### ***PLANET Code***

#### ***Know where your direct mail is. Know when it's being delivered.***

PLANET Code reporting is most complete on automated mailing, because that mail passes through electronic sorting equipment at the post office. Mail that does not pass through electronic sorting equipment – non-automated mail or Carrier Routed mail – often does not obtain acceptable results. PLANET Code reporting is based on the last electronic sorting equipment a mail piece passes through. It does not report final destination delivery, because mail carriers lack the scanning technology. Depending on the demographics of your mailing, TGI Direct will help you decide whether to present the report by zip code or SCF.

Many clients choose to PLANET Code only a sampling of their mailing to keep costs down. For example, 1000 pieces might be PLANET Code tracked in a 100,000 piece mailing. The PLANET Code sampling is spread out evenly across the mailing and zip code ranges.

The most common use of PLANET Code is to track outgoing mail to multiple addresses. However you may find it beneficial to track your incoming Business Reply Mail, so that you can staff accordingly. TGI Direct can help you in this arena as well.

At TGI Direct we use USPS PLANET Code technologies and make them easy and affordable to use! The PLANET Code is a machine-readable barcode that is sprayed onto a mail piece by TGI Direct. It looks very similar to the Postnet barcode that is used on automation mailings. As your mail moves through electronic sorting equipment at the post office, your PLANET Code is scanned, and that information is sent to TGI Direct, where we process the data and give you easy to read powerful reports on the delivery of your mail. These reports help:

- Coordinate other media with your mail
- Measure campaign effectiveness faster
- Pinpoint typical USPS delivery time for future projects
- Determine the source of a delivery problem
- To know it got there