

# US Data Processing Services



*Data Services offers a comprehensive suite of services for all your US data processing needs...*

At Data Services we make customer service a top priority and believe that a single-point-of-contact for our clients is the most effective means of communication for project management. One of our experienced account representatives will work with you from start to finish ensuring that no detail is overlooked. If you don't see what you're looking for below, please ask. Data Services also has a full programming staff capable of creating custom processes.

## File Conversion

Our skilled Data Engineers can convert any file type or record layout. All input files are converted into DSI's standard processing format which includes a single individual name, job title, company name, street address, city, province/state, postal code, country name, and key/source code. Additional fields may also be carried throughout processing at your request.

Use DSI's **eStat Conversion Tracking System** to help manage your campaign and keep it on schedule. The **eStat** system provides up to the minute online access to file receipt information and conversion statistics for all the data files associated with your campaign.

## Address Hygiene & US NCOA Link™

Annually, over 40 million Americans move. The NCOA Link™ database provides 48 months of mover data and is the most comprehensive change of address service offered by the USPS®.

The NCOA Link™ process\* provides CASS certified output, Address Standardization, Zip+4, Zip Correction, Carrier Route Coding and Delivery Point Validation (DPV) information. The NCOA Link™ process meets move update requirements allowing mailers to qualify for USPS® postage discounts.

## Apartment Append

Improve deliverability and increase response rates by appending apartment numbers to records that cannot be Zip+4 coded. This service is performed prior to matching your data file to the NCOA Link™ file.

## DSF<sup>2</sup> (Delivery Sequence File Second Generation)

Validate and standardize your addresses down to the delivery point by matching your file against all 145+ million delivery points on the USPS database. DSF<sup>2</sup> processing is based on a USPS approved matching process. Addresses are identified as business versus residential delivery points and Pseudo Delivery Sequence Numbers for walk sequence postal discounts are provided.

## Deceased Suppression

Eliminate deceased individuals from your file to improve response rates, lower costs, and improve your company's image by minimizing mailings to deceased individuals. The file contains over 40 million deceased individuals and typical match rates fall between 1% and 3%. Unique to this suppression file is "Deceased Probability Index" methodology which will enable mailers to more intelligently identify deceased names and allow for a better determination if a name should be suppressed.

## Merge/Purge

Our merge/purge programs are based on complex algorithmic systems, not just match-code, to identify the duplicates on your file. DSI offers consumer (individual or household level) and business merge/purge services. Merge/purge program parameters can be adjusted to best suit your requirements.

## Postal Presort

To provide you with the maximum in postal savings, DSI uses postal certified presort software. All required lettershop reports, documentation, and bag/tray tags are included.

Supporting US, Canadian, and  
International Data Processing  
since 1967

- Address Hygiene & NCOA
- Merge/Purge
- List Rental Fulfillment
- List Enhancement
- Postal Presorting
- Mail Distribution
- Email Services



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