



Take Advantage of Easy Online File Processing with DataLab's List Services

DataLab USA now offers the ability to process your mail files online through our easy-to-use list services web site. Our List Services provide you with the opportunity to log-in and upload a mail file to process through standard postal deliverability processing. These processes will not only increase your mail deliverability, but assure that you are mailing to your recipient's most current address.

Some of our services include:

Mail Optimization Selections: (Available Feb, 2009)

- **CASS™ (Coding Accuracy Support System)**, which is a certified address matching standardization software that improves the accuracy of your recipient's address.
- **Limited Service NCOA^{LINK}™ 18 Months with or without ANKLink** captures any move that has occurred with the past 18 months and will replace the address on your file with the most current address. ANKLink will then flag anyone that has moved in the past 19+ months.
- **DSF2™** will improve your mail deliverability through the elimination of undeliverable addresses. It provides delivery point validation, postal coding and walk sequence numbers etc., thus expediting your mail and saving you money.

Suppression Selections: (Available Spring, 2009)

- **Deceased Processing** will enable you to suppress anyone that has been identified as deceased within the past 12 months, as identified by the Social Security Administration.
- **DMA (Direct Marketing Association) Do Not Mail** is a residential file of approximately 4 million consumers who have opted-out of receiving promotional mail at home.
- **Prison File** of approximately 2,000 federal and state incarceration addresses that we can suppress from your mail.

Process your files online with ease at

www.datalabusa.com/listservices

Or call us at 800.972.1430 for more information

Simple
Fast
Efficient
Cost Effective
24/7 Availability

- Increase deliverability
- Decrease marketing expenses
- Target the right address
- Delete non-responsive or inappropriate targets



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Predictive Modeling

Data Analysis

Data Warehousing

List Sourcing

Data Processing

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