mmidirect
Our process. Your great results.℠

8 Levels of Data Hygiene Checklist

At MMI Direct, we tailor our proprietary data hygiene solutions for your unique data set and project goals to optimize your results.

MMI Direct Data Hygiene Checklist

☑ 1. **CASS** Coding Accuracy Support System Certification improves address accuracy.

☑ 2. **NCOA** National Change of Address keeps your direct mail list up-to-date with the 14% of Americans who move each year.

☑ 3. **PCOA** Proprietary Change of Address finds people who move who don't file a change of address notice with the USPS.

☑ 4. **Deceased Records Processing** Determine what makes sense for your organization and specific mailings.

☑ 5. **Prison Suppression** Unlikely to become donors or customers, these addresses are typically omitted from mailings.

☑ 6. **DMA Do Not Mail Preference (Pander) File** People who have directed the DMA to remove their names from direct mail lists should be omitted from acquisition mailings.

☑ 7. **Profanity Suppression** Screens out addresses containing inappropriate words or phrases.

☑ 8. **Donor File Dedupe** Identifies duplicate and potential duplicate records which can be consolidated or treated in the manner best determined by your organization.

Our clients benefit from:

- Reduced postage rates
- Faster delivery
- Less undeliverable mail
- Less waste
- Reduced printing and mailing costs
- Increased response rates

Don't get stuck with a one-size fits all data service. With MMI Direct, you get 8 levels of processing that make your campaigns great!
Contact us today to get started!

410.561.1500
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