8 Levels of Data Hygiene Make Your Campaigns Great!

✔ **Reduced postage rates**

✔ **Faster delivery**

✔ **Less undeliverable mail**

✔ **Less waste**

✔ **Save on printing & mailing costs**

✔ **Increased response rates**

With MMI Direct, you get 8 levels of meticulous data processing:

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.

Reach new levels of program performance with MMI's thorough, highly customized data processing services.

Contact us today to get started!

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mmidirect
Our process. Your great results.℠