



Mass Market by Name

For mailers that require complete market coverage and personalization, Valassis Lists is the only national saturation database that identifies 75% of all residents by first and last name. Where other files claim to have higher percentages, Valassis delivers more mailing addresses available for personalized addressing.

Valassis Consumer Offers

- > First and Last Name
- > Gender
- > Renter/Owner
- > Multi Family Dwelling Unit (MFDU)
- > Single Family Dwelling Unit (SFDU)
- > Trailers
- > Census Block Group and Census Block
- > Latitude & Longitude

Valassis Saturation with names is the ideal product for saturation mailers who prefer to address their customers by name.

ENHANCED NATIONAL FILE WITH NAMES CASE STUDIES

Industry: Automotive Insurance

Mailer Objective

To acquire new clients with personalized offers.

Valassis Lists Product

Valassis Consumer

Selection

- > Names

Results

Personalization has helped this automotive insurance company develop its most successful ongoing campaign to date. The mailer is able to personalize the offer to large numbers of prospects while benefiting from the lowest postal rates by using Enhanced Carrier Route Saturation data.

Based on the increase in response and ROI achieved through personalized saturation, the mailer is able to mail more and spend less than without the personalization.

Industry: Home Catalog

Mailer Objective

To acquire new homeowner customers.

Valassis Lists Product

Valassis Consumer

Selection

- > Names Only

Results

The availability of names allows this mailer to pre-screen potential customers to target those that meet their credit offering criteria. Valassis Saturation with names allows the marketer to mail a personalized list at very cost effective point.

Valassis Lists case studies are provided for informational purposes only and shall not be construed to predict future outcomes of other direct mail campaign.

Success in
Many Industries
Including:

> Automotive

> Retail

> Financial
Services

> Fundraising

> Home Catalog

> Insurance

> Publishing

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www.valassislists.com

Valassis Lists formerly operated as ADVO Lists.