NATIONAL ENHANCED FILE

Use the most accurate address data to achieve better results

Knowing who your current or prospective customers are and how to reach them can be fundamental to growing your business. Indeed, over 95% of executives feel data is critical to their business strategy. However, they also believe that 33% or more of their customer and prospect data is inaccurate.[1]

We help to fill this gap with a best-in-class address file. Built with our patented process, the National Enhanced File is the highest quality, single-source database on the market. The precise, clean, current data in the file allows you to achieve total geographic coverage.

/ BENEFITS

The National Enhanced File helps drive your marketing programs and business analytics with the most comprehensive database available.

> Market to geographic areas, based on postal carrier route or ZIP Code, where your best prospects reside

> Gain cost savings using saturation/walk sequence address files for postal discounts

> Access consumer and business addresses from a single source

> Add neighborhood demographic data for superior targeting

> Append names to personalize campaigns

> Deliver promotional offers only to prospective customers by suppressing current customers from mailing lists

/ POWERED BY THE VALASSIS CONSUMER GRAPH™

The award-winning Valassis Consumer Graph connects billions of online and offline signals to create a more complete consumer view. Various data elements are used to build the National Enhanced File. The integration of these elements enhances our location intelligence and identity resolution, allowing you to more precisely target the geographic areas where your best prospects reside.

Industry-Leading Consumer Identity + Location Mapping

Exclusive Consumer Intelligence + Precise Predictive Data

Superior Performance + Technology

VERICAST

/ OUR DIFFERENCE

Fulfilling the requirements for most clients, the National Enhanced File includes nearly 100% coverage of U.S. mailing addresses. For those with non-mailable applications, we can add all possible addresses, such as vacant and new housing development addresses, giving you 100% coverage.

> Utilizes our patented identity resolution process[3]
> Includes unique addresses, which provides more locations to aid in saturation
> Reaches 145M residential households and 14M business addresses across channels
> Reviews addresses on a daily basis along with weekly updates from USPS® data
> Meets USPS standards to provide maximum postage savings
> Leverages seasonal insights to avoid mailing to vacant addresses which reduces costs

/ OUR PROCESS

Designed initially to inform our own direct mail programs, our patented technology serves as the backbone of our identity resolution. Through a combination of manual and automated programs, we are able to update our file on a daily and weekly basis, which is unmatched in the industry.

Our team of data experts work with you to develop a file that will meet your campaign goals. For clients who don't need extra assistance, a self-service option is also available.

Submit list request based on target geography

Our team works with you to determine best segmentation options

We fulfill order and deliver using preferred method, then you execute campaign

Source: | https://mailingsystemstechnology.com/article-4489-Finding-Gold-in-Your-Data-Why-a-Data-Hygiene-Program-Is-Paramount.html;

2| https://www.import.io/post/why-does-data-accuracy-matter/; 3| U.S. patent number 10007739

The National Enhanced File provides nearly 100% address coverage, making your marketing campaigns more efficient and successful. Contact our experts today at **info@valassis.com** to learn how our powerful consumer intelligence can help grow your business.

VERICAST®