

# Valassis National Enhanced File (VNEF)



## VNEF Address Counts:

Total Addresses	154 million+
Total Residential	141 million+
Total Businesses	13 million+
Total Apartment	30 million+
Total Homes	100 million+

## VNEF Values:

- **Valassis Key™**  
Unique sequence number that facilitates lifetime address tracking.
- **Big Data**— Valassis offers a single source of precise, cleansed, and current addresses.
- **Maximized Coverage**—Valassis has the most rural route city style addresses and reaches 27% more addresses than other national files.
- **Better Quality**—Updated weekly via the United States Postal Service®, Valassis also cleans the addresses through our proprietary patent pending data hygiene process. The process results in such a high level of accuracy.
- **Improved ROI**—Reach geographic areas where only your best prospects reside, using the most cost-effective data on the market.

In today's competitive marketplace where **Big Data** is central to success, companies need addresses that completely capture their geographic footprint and are updated, standardized, and cleansed on a consistent basis.

Traditional household databases, although rich in demographic data, lack complete geographic coverage and accurate address elements.

Valassis Lists has spent the last 50+ years perfecting our database. **With over 154 million unique addresses**, Valassis offers a precise, cleansed and current address database allowing you to achieve total geographic coverage from a single source.

## The Best of Both Worlds Market Coverage and Penetration

The nation's largest direct mail marketing company, Valassis compiles America's most complete national resident and business list, the Valassis National Enhanced File. At nearly 100% coverage of all addresses, Valassis offers "saturation" opportunities for every mailer, large or small, to reach every possible customer in every neighborhood.

Valassis offers the largest commercially available Computerized Delivery Sequence® (CDS) file in the U.S. Updated weekly, the file is enhanced by Valassis' internal List Services through our meticulous proprietary scrubbing process. We review millions of addresses weekly and identify and correct address errors found in CDS processing.

## Save More Postage with a Saturation Rate Discount

Fully qualified with the USPS®, our lists meet all standards to receive saturation/walk sequence discounts. While postage continues to rise, many Valassis clients are able to lower their overall mailing costs by using our list and expertise to achieve the lowest possible postage rate. Mailers can attain the best postage rate tier because Valassis provides the maximum number of addresses in any neighborhood. This is called the "saturation rate," which can earn significant postage savings.

*Supported by a multi-billion dollar intelligent media delivery company, Valassis Lists has spent the last 50+ years perfecting our database. Our single source VNEF solution demonstrates our commitment to innovation and supplying marketers with the most comprehensive data source of its kind available today.*