



DATA APPENDING

Telephone Appending

CSS appends the most current available residential or business phone numbers to your names and addresses.

Match your files 24-7 on CSS Directs Automated web site – PHONEMATCH.COM

Demographic Appending

CSS appends demographic information at the individual, household, and neighborhood level to your records. Over 100 household demographics and several lifestyle variables available.

Reverse Telephone Appending

CSS appends names and addresses that match your phone numbers.

Email Appending

CSS appends Email addresses to your customers names and address.

Reverse Email Appending

CSS appends names and addresses that match to your e-mail addresses.

Address Match

CSS appends names and phones to your addresses.

Telephone Verification

CSS verifies that the phone, name, and address on your database are correct.

Address Verification

CSS verifies that the name and address on your database is a valid address to mail.

Telephone Suppression

CSS maintains multiple telephone suppression files to help you avoid calling households requesting privacy. The use of the National DNC file requires a current SAN number.

Area Code Appending

CSS verifies and/or updates new area codes to your phone numbers.

Wireless Phone ID

CSS appends a wireless and ported wireless phone code on your databases.

LIST SELECTS

Compiled List

CSS provides lists at the individual, household, and geographical level. CSS has over 100 household demographics and several lifestyle variables available.

Specialty Lists

CSS has the specialty list you need. Here are a few of our lists: New Movers, New Homeowners, Real Estate Characteristics, Mortgage Information, Motor Vehicle information, Vehicle Buyers, Recent Catalog/Mail Order Buyers, Behavior Bank, Ethnic & Religious, New baby, Families with Children/Teenagers, and many more.

DATABASE HYGIENE

National Change of Address NCOALink®

CSS provides you with residential and business new moved addresses. The NCOA database contains 160 million change-of-address records that are filed with the U.S. Postal Service and updated every two weeks and goes back 48 months!

Services included: *Address Standardization (Zip+4, Zip Correction, Carrier Route, and Delivery Point Barcode)

* Locatable Address Conversion Service (LACSLink™) * Enhanced Line of Travel (ELOT)

* Coding Accuracy Support System (CASS™) * Delivery Point Validation (DPV)

Delivery Sequence File (DSF)

Addresses are identified as business versus residential delivery points and provided with Pseudo Delivery Sequence Numbers for walk sequence postal discounts. DSF validates the incoming address and provides a Deliverability Index to help you decide whether to mail to a specific address. This enables you to improve response rates and lower costs by identifying and not mailing to undeliverable, seasonal, or vacant addresses.

MODELING

Lifestyle Segmentation

Clustering system uses demographic data and 2000 U.S. Census revised estimates to classify households at the Zip+4 Level. CSS uses Claritas and Experian's US Mosaic clustering systems.

Buyer Behavior

Self-reported information on individuals interests, activities and lifestyles. CSS has information on more than 30 million households with over 300 individual categories.



Information Appending & Database Marketing

Let CSS Direct Help You Get Connected To Your Customers & Prospects

Serving the Direct Marketing Industry Since 1969

3707 N. 200th Street • Omaha, NE 68022 • Tel: 402-359-1515 • Fax: 402-359-1516 • www.cssdirect.com