



# MergePlus™

## Fast, Accurate...Delivered



Let's face it...data is dirty. Format variations, error prone data entry and lack of best practices all lead to challenges when it comes to analysis and campaign execution. Cross Country Computer understands that data is the cornerstone of analysis, strategy development and target marketing. In response, we have created MergePlus™, a suite of products designed to "scrub" your data to ensure optimal aggregation and deliverability.

### Clean Data Means Better Aggregation and Deliverability

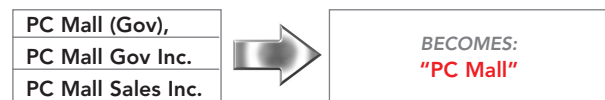
Cross Country Computer offers a wide range of hygiene solutions that allow you to successfully reach your target audience quickly, efficiently and with greatest return.

- ▶ Reduce postage costs and improve deliverability with CASS Certification, NCOALINK™, LACS, DPV, ACS, AEC, DSF2, Intelligent Barcode and related address standardization and suppression services such as DMA Pander and DMA Catalog Choice.
- ▶ Email is the most cost effective means of client communication. Cross Country Computer helps you maintain this valuable asset by reviewing each address, validating and correcting incomplete and transposed top-level domains. We identify addresses with obscene words, eliminate duplicates, maintain the most aesthetically pleasing display names and apply appropriate suppressions.
- ▶ Stay in touch with your customers as they change jobs or ISPs through ECOA. We leverage TowerData's database of over 15 million email address changes within the past 2 years to help you keep your file up to date. Robust reporting available for each step of the process.
- ▶ Fill in the missing pieces of your customer profile with external data appends such as email address, postal address, demographics and firmographics.
- ▶ Identify, correct and classify job titles and company names to identify decision makers and improve site identification leading to improved targeting, delivery and ROI with our Title and Company Beautification services.

#### Title Beautification Example:



#### Company Beautification Example:




- Enables analysis by position, level & discipline
- Improves acquisition rates by targeting responsive titles
- Facilitates ID of Order Placers & Decision Makers
- Facilitates segmentation of your customer database
- Improves site identification for analysis
- Improves duplicate elimination
- Improves personalization and professional look
- Removes offensive or potentially legally suspect titles

Cross Country Computer's ability to correctly repair addresses and improve deliverability is so widely respected that financial institutions rely on us to consolidate shareholder accounts and the US Government has leveraged our sophisticated patent pending data interrogation and repair algorithms to help reunite millions of owners with billions of dollars of unclaimed assets.


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### **Cross Country Computer Scores High on the Key Metrics Required for a Superior Merge Purge**


The rising cost of direct mail has made it more important than ever to make every dollar count. To that end, Cross Country Computer has been providing sophisticated merge purge services for over three decades. We offer multiple merge purge systems to help you customize matching logic, identify duplicate records, assign unique smart-key strategies, generate insightful marketing reports and produce deliverable and responsive output files. Our solutions are used to fulfill hundreds of merge purges annually including individual projects exceeding 50 million records!


 **Accuracy:** Our solid match key creation specific to consumer and business ensures that you target who you intend to with duplicate and suppression identification


- We find more duplicates at all levels: email address, contact, customer, household & site, leading to less waste, better response and improved margins
- Target the appropriate number of contacts per site with Cross Country Computer's superior business site identification
- Our proprietary blended logic ensures suppression optimization allowing you to remove unwanted records from your files such as Deceased and Prisons

 **Timeliness:** We understand the need for speed! For each week of recency gained in the mail, response rates have been noted to increase by 1%.

 **Automation:** System automation allows us to offer reduced in-the-mail cycle time and higher quality output. Our automated list of lists with integrated QC is a popular feature.

 **Robust Reporting:** Leverage our Proactive Marketing Recommendations after each campaign, to save you money, identify strengths and weaknesses of individual rented lists, make better decisions and increase your response rates.

 **Strategic Support:** Each client receives a dedicated Account Team to answer questions, share best practices, monitor jobs and ensure quality deliverables.

 **Simplified Pricing:** Bundled services means budgetary predictability

We help you to capture postage savings by proactively presorting mail files into a sequence that improves qualification rates and makes it easier and more cost effective for the USPS to handle and deliver. Our USPS approved solutions will sort and code your mail file to earn the maximum postage discounts. We have established relationships with all of the key printers and letter shops which enable us to offer all industry standard inkjet formatting options to accommodate the wide range of equipment utilized by commercial printers and ink jet machines.

By eliminating more duplicates, employing smart-key strategies, saving postage costs and reducing in-the-mail cycle time, we help you achieve higher returns through optimized targeting at a lower cost. The end result is a higher return on investment and faster database growth.

### **Why Cross Country Computer**

Cross Country Computer has been servicing all aspects of the direct marketing industry for over 35 years with affordable value based solutions that allow all companies to be more strategic. We offer a wide range of services from database development and hosting to list processing/hygiene, email, list rental fulfillment and analytics. For more information on Cross Country Computer's marketing solutions, please contact us at (631) 231-4200 or via email at [Inquiry@CrossCountryComputer.com](mailto:Inquiry@CrossCountryComputer.com)

