

List Managers and Owners challenged by increasing competition and cost need to find ways to improve rental income while lowering expenses. Cross Country Computer's turnkey **List Management Optimization Suite™** provides the tools you need to improve list rental profitability.



### CrossSelect™

Know Your Customers...Completely

#### The Easy Management of Multiple Lists with CrossSelect™ Methodology:

Maintain all of your list owner properties in our secure online list rental fulfillment portal, CrossSelect™, with 24/7/365 on-line access.

- ⇒ Maintain all of your brands in our secure online list rental fulfillment portal, CrossSelect™, with 24/7/365 on-line access.
- ⇒ Reduce administration fees with unlimited & free file counts.
- ⇒ Instant gratification with our web access fulfillment campaign manager and on-line reporting.
- ⇒ **Flexible service models available:**  
You can do it or we can!



### MergePlus™

Fast, Accurate...Delivered

#### Make Every Name More Valuable!

- ⇒ **Increase roll-out with improved deliverability through data hygiene:** CASS Certification, NCOALINK™, LACS, Deceased, Apartment Append, Prison and address standardization.
- ⇒ Remove unwanted duplicates with MergePlus™, matching logic. Less waste equals better response and improved margins.
- ⇒ CCC will match your file to our proprietary Genderization Database at no extra charge.
- ⇒ Identify, standardize and categorize job titles for enhanced selections and higher list rental fees with CCC's own Title Beautification.

- ⇒ Drive retail traffic with our built in ZIP radius tool that identifies the best candidates for brick and mortar stores.
- ⇒ Apply ZIP model selections to increase targeting in top ZIPs and suppress historically underperforming geography.
- ⇒ Overlay your brands with demographics, firmographics and lifestyle data to reach new audiences and generate additional royalty fees.

#### Increase Your Universe

- ⇒ Increase your rental database with email reverse append which adds land addresses to your "email only" records.
- ⇒ Predictive modeling allows renters to mail more with greater granularity in previously unproductive segments.

#### Multi-Channel Contact Strategy

- ⇒ Go beyond traditional rental for direct mail by allowing access to your customer's email addresses.
- ⇒ Grow your email program by quickly increasing coverage through email append.
- ⇒ Find out how many email addresses we can find with a free match rate report today!



## 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:**

### Contact Us

☎ (631) 231-4200

✉ [inquiry@crosscountrycomputer.com](mailto:inquiry@crosscountrycomputer.com)

🌐 [www.crosscountrycomputer.com](http://www.crosscountrycomputer.com)

