



**Iwanicki Direct**  
*identify your customer*

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## **The more you know, the less you waste**

Customer information is the foundation of your marketing and customer relationship efforts. You can dramatically improve your marketing and relationship initiatives when you fully understand your customer data. Using USPS CASS Certified address standardization and correction process, in combination with expertise in the direct marketing field, iD can help you understand and clean your customer data to improve your marketing programs performance.

*No matter your specific data hygiene needs, iD has an offering designed specifically for you.*

### **AddressAbility**

This is a USPS CASS Certified address standardization and correction product. AddressAbility verifies, corrects and applies 5-digit ZIP Codes; applies the correct ZIP + 4 delivery point and carrier route codes; parses and standardizes addresses to USPS specifications; and standardizes city names and state abbreviations to USPS specification.

### **DSF2**

This comprehensive system, which contains all valid addresses recognized by the USPS, identifies undeliverable addresses; provides valuable information about the makeup of addresses on file; enables the identification of business vs. residential addresses to lower parcel shipping costs.

### **NCOA Link**

NCOA Link provides mailers with current change of address information reducing undeliverable mail and increasing response rates. This comprehensive system identifies and corrects addressing errors before mail enters the mail stream. It's estimated that a 3rd of the population moves annually.

### **LACS**

The Locatable Address Conversion System is the official USPS database of rural and corresponding house/street information.

### **Merge/Purge**

Identify duplicate records within or between files/databases.

*Minimum order of \$750.00*



*To learn more about how iD can help your business, please contact an iD consultant at 303.282.1063 or go to [iwanickidirect.com](http://iwanickidirect.com)*