



ENHANCED NATIONAL FILE



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 Enhanced National File. At 99.99% 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. On average, we review 41 million addresses each week and find and correct 50,000 to 100,000 address errors in CDS processing.

National Counts

Total Addresses	151,679,193
Total Residential	137,665,874
Total Business	14,013,319
Total MFDU's	29,009,662
Total SFDU's	99,266,470

(call for current counts)

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.

With Valassis Enhanced National Data You Get:

> **Better Coverage**—Valassis has the most rural route city style addresses and reaches 27% more addresses than other national files for complete market reach.

> **Better ROI**—Reach geographic areas where only your best prospects reside, using the most cost-effective data on the market. Valassis cuts waste and increases return on advertising investment.

> **Better Postal Discounts**—With discounts at both the saturation and high-density levels, Valassis can save you money no matter how much or how little you mail.

> **Better Deliverability**—As the largest USPS customer, and mailer of our own file, Valassis goes to great lengths to ensure the Deliverability of each and every address. We monitor mailer feedback to further maintain accuracy.

> **Better Quality**—Updated weekly via the United States Postal Service, Valassis edits the addresses through our proprietary system. The process results in such a high level of accuracy that the USPS actually uses Valassis' feedback to improve the USPS file quality.

> **Better Processing Value**—Because our file is CASS™ certified, you avoid paying your lettershop for this processing.

Get Counts and Order Online at www.valassislists.com

Valassis Lists formerly operated as ADVO Lists.

phone: 1-800-695-0957 email: datalicensing@valassis.com





ENHANCED NATIONAL FILE CASE STUDIES



Industry: Catalog Retailer

Mailer Objective

To continue direct mail campaigns more cost effectively.

Valassis Lists Product

Valassis Enhanced National File

Selection

- > All available addresses in a geographic profile with an income select

Results

This cataloger needed to cut their mailing costs while continuing their marketing campaigns. They turned to Valassis saturation and targeted upscale neighborhoods using the Valassis median income demographics at a carrier route level. This enabled the cataloger to achieve the lowest possible postal rates for their catalog while still reaching an upscale audience. It has enabled them to mail more cost efficiently by significantly lowering both their list and postage costs.

Success in Many Industries Including:

- > Retail
- > Financial Services
- > Fundraising
- > Insurance
- > Publishing
- > Religious

Industry: Grocery

Mailer Objective

To reach customer prospects in their trade area on a bi-monthly basis with their grocery circular.

Valassis Lists Product

Valassis Enhanced National File

Selection

- > Geography around locations with seasonal address suppression

Results

This grocer mails their grocery circular on a regular basis to their geographic footprint and has continued on the Valassis saturation list for over 5 years. They know that the data quality is second to none. This grocer is assured that every dollar they spend on their circular mailing does not go to waste with undeliverable mail. Additionally, the Valassis seasonal flag prevents them from mailing to prospects that are not in their homes during an off season. The Valassis saturation list works so well for this customer it has long been their primary marketing campaign vehicle.

Valassis Lists case studies are provided for informational purposes only and shall not be construed to predict future outcomes of other direct mail campaign. Actual Costs for postage will vary due to the specific details of your own direct mail campaign.

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