

Mailing Smarter by using

LIST HYGIENE ANALYSIS

Let PrimeNet's data experts cleanse your data to insure your mailing program is as efficient as possible.

With postal rates climbing again utilizing all of the possible hygiene tools available to mailers is essential – PrimeNet has a full toolbox to help you.

- **Address Standardization** – correct records in your mailing file where possible and eliminate those records that cannot be corrected and are “undeliverable”.
- **Duplicate Elimination** – trim your mailing file by making sure any duplicates are removed – mail to one per individual, one per household or one per address.
- **National Change of Address (NCOA)** – make sure your mailing is being sent to where your target currently resides using NCOA.

Call **PrimeNet** today to discuss hygiene options to insure the best ROI for your marketing program today!

Call

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