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— Nick Sprau,
VP of Marketing
Metafile Information Systems, Inc.



Metafile and Melissa Data Partnership Bolsters Fundraising Software with NCOA^{Link}® Move-Update Processing

Company

Metafile Information Systems

Challenge

Metafile’s fundraising management software, ResultsPlus™, helps nonprofit organizations design and implement major donor cultivation strategies. “Our customers must be able to reach their constituents,” said Nick Sprau, VP of Marketing, Metafile. “Having accurate addresses is a requirement. Additionally, maintaining accurate and clean data lowers their costs when it comes to individual mailings.”

Companions of St. Anthony, a religious organization in Ellicott City, MD is representative of Metafile’s nonprofit clientele. The lifeblood of Companions outreach is their contact database, and though they recognize the need to update their data, they, like many of Metafile’s customers, are uncomfortable with mass changes to the database.

Companions needed a solution to update their constituent mailing lists using NCOA^{Link} – one of the four USPS® approved Move-Update methods necessary to qualify mailings for postal discounts. The process works to match addresses in a mailing list against over 160 million permanent change-of-address records in the USPS NCOA^{Link} database. This is done before a mailing is sent to reduce wasted postage and printing costs associated with undeliverable mail. NCOA^{Link} processing is part of Metafile’s ResultsPlus CDV (Constituent Data Validation) software service that identifies and corrects invalid constituent data.

About Metafile

Established in 1979, Metafile Information Systems, Inc. is a pioneer in the invention and development of the most advanced content and fundraising management software applications available. To date, more than 3,500 organizations have translated Metafile’s content management solutions into enterprise-wide value and competitive advantage. Metafile Information Systems, Inc. is headquartered in Rochester, MN and markets its solutions through its own sales office as well as an impressive worldwide partner network of respected resellers and leading system integrators and application developers.



Companions decided on ResultsPlus because “the Postal Service announced you couldn’t get automated presort rates if mail wasn’t NCOA’d”, said Joe Hamilton, Director of Development. To qualify for postal discounts, Companions began submitting their mailing lists for NCOA^{Link} processing every 90 days. “We mail approximately 100,000 pieces a month across the U.S.,” Hamilton added. “If you don’t want to waste money, you NCOA it.”

Solution

Metafile decided building and maintaining its own infrastructure to manage NCOA^{Link} changes was cost-prohibitive, so they decided to contract with Melissa Data. “We chose Melissa Data for two reasons: one was cost; the second was the ease in which we are able to communicate and work with the team at Melissa Data,” Sprau said.

When Metafile receives a file from their clients, they submit it to Melissa Data for NCOA^{Link} processing, and when it’s completed, Metafile separates addresses into two categories: “updated;” and “invalidated.”

Next, Metafile contacts the client and imports both files, updating the valid addresses, and marking the invalid addresses as undeliverable. The client can then exclude these “bad addresses” from future mailings, which translates into savings on production costs and postage.

Sprau emphasized how satisfied their clients have been with the NCOA^{Link} processing via ResultsPlus. “Our clients know that not only will they soon have updated data, but we will also import it back into their database for them. It’s a complete service.”

Results

“Our customers already trust us with the management of their data, so it’s natural for them to turn to us for services regarding the cleansing of their data,” Sprau said. “Customers frequently tell us that their mailing houses update the addresses when they create the mailings, but that data is never returned and therefore it’s not updated in the database.”

Sprau pointed out Metafile’s value-add is “we have the know-how and comfort-level to not only pull the data that needs updating from the source data, but to also preserve the old data, overwrite, and append the changed data that comes back from Melissa Data. It’s the perfect partnership.”

“Finding good partners is the key to success in anything and Melissa Data couldn’t ask for a better partner than Metafile,” said Greg Brown, VP of Marketing, Melissa Data. “By integrating our NCOA^{Link} processing into the ResultsPlus platform, Metafile empowers smarter, faster, and better mailing so its customers can continue to nurture valuable constituent relationships.”

*To learn more about Metafile’s ResultsPlus software with CDV, visit:

www.resultsplussoftware.com

*To learn more about Melissa Data, a USPS® NCOA^{Link} Full Service provider with weekly access to a database of 160 million change-of-address records, visit www.melissadata.com

Melissa Data is a USPS® NCOA^{Link} Full Service provider with access to a database of 160 million change-of-address records dating back 48 months. This data is updated weekly by the USPS. Melissa Data offers two package options for NCOA^{Link} customers: a 48-month option; and a 24-month option. The 24-month option is offered at the same cost as other providers’ 18-month option.



About Melissa Data

Melissa Data is a leading provider of data quality, marketing and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI, and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

Melissa DATA
22382 Avenida Empresa
Rancho Santa Margarita
California 92688

1-800-MELISSA
P 949-858-3000
F 949-589-5211

www.MelissaData.com