

MAILERS+4[®]

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INSIGHT

Happy Holidays to Our Valued MAILERS+4 Customers!

Thank you for your continued business and loyalty this past year. We know you have choices for selecting data quality solution providers, and we appreciate your choosing Melissa Data. It's been a great year for us, as we accomplished some significant milestones, such as:



- » Acquired M1 Data earlier this year, allowing our customers to tap into telco 411 data from over 113 million records updated daily – to verify and correct customer telephone and address information.
- » Became a Canada Post-certified provider of Canadian National Change-of-Address (CNCOA) processing.
- » Launched new, innovative products and solutions (such as our SmartMover NCOA^{Link} Web Service and Total Data Quality Integration Toolkit).
- » Added new features and functionality to our MAILERS+4 software.
- » Redesigned our Website to better highlight our growing number of data quality solutions and services.

As your partner in data quality, Melissa Data will continue to help you face your data management, marketing, and mailing obstacles, easily and affordably.

You can count on us to provide you with access to all the resources you need to help you achieve your business goals – including exclusive tips and solutions from our technical support team, data sheets, product enhancements, whitepapers, and valuable insight into postal-related news – such as the controversial Move Update compliance issue, which will be in effect in January.

As we approach 2010, and our 25th anniversary – we look forward to the challenges and opportunities that lay ahead.

Best wishes for a joyous holiday season and rewarding new year

Ray Melissa, President
And all your friends at Melissa Data

MAILERS+4 SPOTLIGHT

Get the Right Apartment Number with AddressPlus

Twenty-six percent of all mail addressed to high rise addresses (business and residential) ZIP + 4® code to a high rise default code – which means that if your mail piece does not contain a correct suite number (or any suite number), your mail will default to a general building address. But having a solution in place that appends the correct suite number to an address will prevent delivery delays and lost or returned mail.



Just as Suite^{Link}® improves business addressing by adding known secondary (suite) numbers – our newly launched AddressPlus does the same with residential addresses.

A free feature to MAILERS+4 – AddressPlus – analyzes residential address records that are identified during ZIP+4™ encoding and appends those records with the right apartment number, if available. AddressPlus works concurrently with the USPS® Suite^{Link} product used to append or correct business address records with the appropriate secondary suite information. Address data for AddressPlus is compiled by Melissa Data from multiple business and residential sources and is unique to MAILERS+4 and Address Object.

Canadian National Change of Address Now Available through MAILERS+4



Now you can find out if and where your Canadian customers have moved to with Canadian National Change-of-Address (CNCOA) processing. With 16 percent to 18 percent of Canadians moving each year, you need this processing service to stay in touch with your customers. The service provides move information for Canadian individuals, families and businesses that have moved in the past three years and filed a change of address with Canada Post.

To access CNCOA service, simply go to the “Service” menu on your MAILERS+4 interface and click on “Change-of-Address.” You must have a list open for you to access the service.

Some features and benefits of CNCOA:

- » Reach more of your Canadian customers by obtaining their current addresses
- » Identify and correct undeliverable and incomplete addresses
- » Reduce returned mail and wasted postage

POSTAL UPDATE

Nervous Mailers Prepare for Move Update Compliance Deadline

Anxiety among mailers is running high as the Jan. 4, 2010 deadline on the Move Update compliance measure looms closer. On the top of mailers' concerns – a lack of specific standards for proving Move Update compliance and the possibility for “false positives” – according to a recent article in Business Mailers Review.



Most of the concerns stem from the new Performance Based Verification (PBV) system. The article states that a PBV sampling of mailings will be done at all MERLIN-equipped sites to determine whether a given mailing is Move Update compliant. The mailing sampling is based on the mailer's history, so if the mailer's performance has been good in the past, the less likely a PBV will be run for subsequent mailings.

Penalties are assessed on mailings that have an error rate of more than 30 percent. For instance, if a First-Class or Standard mailing is determined to have a 40 percent error rate (non Move Update compliant), then a penalty will be assessed on the amount over the tolerance level – which is 10 percent.

But according to Business Mailers Review, during a recent conference, mailers cited concern about the 7-cent penalty being assessed on a portion of the mailing, and the First-Class single piece rate being included on top of that. For instance, there seems to be no specific standard, or plan, in place if a mailer is found to have not used an approved Move Update tool for a mailing. What if that mailer just decided to withdraw their entire mailing or pay the full single-piece price for First-Class mail? Some mailers have also expressed concern over the potential for false positives and what procedures, if any, are in place to protect them from being penalized.

To keep up-to-date on the latest changes with the Postal Service, check out our Postal Pickups page at: www.melissadata.com/postal/postal-links.htm

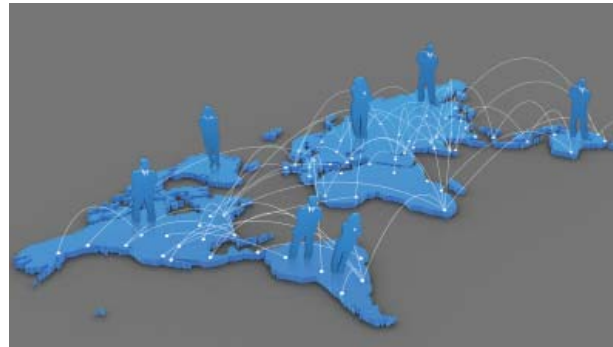
MELISSA DATA UPDATE

Do You Know Where Your Internet Visitors Are Located?

Melissa Data recently released IP Locator Object. The solution – which is available as an API and as a Web service – helps you identify an Internet user's geographical location, including country, region, city, lat/long, ZIP Code™, ISP and domain name. And it does all that without invading a visitor's privacy.

Some of the features and benefits of IP Locator:

- » Helps you understand your visitors better by geographical location
- » Prevents password sharing and abuse of service
- » Reduces credit card fraud
- » Performs auto-selection of country on forms
- » Filters access from countries you don't do business with
- » Geotargets for increased sales and click-through



With Melissa Data's IP Locator Object and WebSmart IP Locator service, you can perform IP address lookups in a variety of ways. For more info, please contact your sales rep at 1-800-MELISSA x3.

MAILERS+4 FAQ

Q: I have my city, state and ZIP Code™ all in one field, however when I presort my list it tells me "ZIP code is not defined?"

In order to run your list through the presort function of MAILERS+4, you must have a separate ZIP Code field formatted in your list. When using a .DBF file, go to the "Modify" function under the "Database" menu. Insert a ZIP code field with a length of 10 and then format the field as "ZIP" in format fields and run through Address Check.

Q: What are residual pieces?

For Standard A mailings:

Residual pieces are addresses that do not have a valid ZIP Code. MAILERS+4 will take any pieces that have a valid ZIP Code for a standard mailing and combine them to the postage statement in the "BASIC NON Automation Rate" box. Therefore, residual pieces will not be added to Basic Non-Automation Rate.

Useful Mailing Links

Industry Insights – Catch the latest news on the postal industry, USPS, and direct marketing hot topics.
<http://www.melissadata.com/postal/postal-links.htm>

USPS RIBBS Web Site – Get access to USPS products and services for business mailers. <http://ribbs.usps.gov>

Melissa Data Resources – Links to our white papers, case studies, and insightful articles to help you get the most out of your direct mail, marketing, data management initiatives.
<http://www.melissadata.com/resources>

Discussion Forums – Ask questions, talk product and get fast answers in our discussion forums.
<http://forum.melissadata.com>

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