

DIRTY DATA

WHAT'S IT COSTING YOU?

Most business people aren't fully aware of the impact bad address information has on their organization.

DIRTY ADDRESS DATA HARMS MARKETERS

- Wasted production & postage expenses
- Inaccurate customer rate/tax calculations
- Lower ROI on promotional campaigns
- Duplicate/inappropriate offers
- Multi-channel promotional efforts to non-targets
- Unfavorable customer experiences
- Lost sales opportunities



35 MILLION PEOPLE RELOCATE IN THE USA EVERY YEAR

Your marketing list could be 12% obsolete!

RETAILERS LOSE

Due to Preventable Product Returns



UNDELIVERABLE MAIL

COST TO USPS:
\$1.5 BILLION

Estimated cost to mailers:
\$20 billion (not including negative effects on multi-channel campaigns)



COMMON CARRIERS

Bill Shippers \$13-\$80 for each incorrect address

APPS & WEBFORMS

Enable Customer-Created Address Errors



DIRTY DATA IS CAUSED BY:

Employee Data Entry Errors

Data Migration/Conversion

Mixed Entries by Multiple Users

Undetected Upstream Changes

Customer Data Entry Errors

COMMON PRACTICE:

FAILING TO UPDATE SOURCE FILES

Mailing lists are corrected, but source marketing databases are not.



DIRECT MARKETERS -

HOW MUCH IS UNDELIVERABLE MAIL COSTING YOU?

Company X is promoting a \$50 product
List size – One million names
Undeliverable as Addressed (UAA) rate* – 5.29%
Number of pieces undelivered – 50,000

LOSS DUE TO UAA – **\$92,000****

* Per USPS
** Assuming response rate of 3.7%



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