

Deutsche Post Direkt - price list, ADDRESSFACTORY AUTOMATIC, ADDRESSFACTORY DIRECT

Modules	Services	ADDRESSFACTORY		Invoicing unit	Price/€		
		AUTOMATIC	DIRECT		Mail-shot One-time use, with delivery to a lettershop ⁷	Maintenance Address maintenance and continuous use	
General conditions	Provision charge		5,00 €	25,00 €	Per 1,000 data records requested	-	-
	One-time setup fee²		175,00 €	175,00 €	Flat rate	-	-
	Minimum order value		100,00 €	100,00 €	Per month	-	-
	Test phase	Up to 2,000 enquiries for the modules BasicAddressCheck, FormalNameCheck and PremiumDeliveryCheck (including setup fee) ³		350,00 €	350,00 €	-	-
Address cleansing/updating	BasicAddressCheck This module must be carried out.	Postal correction (street, postcode, town/city)	✓	✓	Per 1,000 data records requested	2,50 €	5,00 €
	FormalNameCheck⁴	Automatic structuring and formatting ⁴ (including labelling company address, title)	✓	✓	Per 1,000 data records requested	5,00 €	10,00 €
		Correction of first names, last names and/or house numbers (configurable)	✓	✓			
	PremiumDeliveryCheck⁵	Non-deliverability check: comparison at the person level (first name, last name, house number, street, postcode, town/city) including information regarding the deceased	✓	✓	Per 1,000 data records requested	45,00 €	90,00 €
		Non-deliverability check: comparison at the household level (last name, house number, street, postcode, town/city)	✓	✓		22,50 €	45,00 €
		Non-deliverability check: comparison at the building level (house number, street, postcode, town/city)	✓	✓		11,50 €	23,00 €
	MoveProfessional	Relocation addresses from Deutsche Post Adress from redirection orders and supplementary sources	✓	✓	Per relocation address	0,33 €	1,40 €
		Relocation information from ABIS, Acxiom, SAZ Services, eXotargets Data Network	✓	✓		0,28 €	1,29 €
	FileMatch	Negative comparison with predefined lists (currently fake name list)	✓	✓	Per 1,000 data records requested	3,00 €	3,00
		Negative comparison with the Robinson mailing preference service list of the Deutscher Dialogmarketing Verband (DDV - German dialogue marketing association)	✓	✓		Free	Free
DoubleClean	Cleaning of duplicates	✓		Per 1,000 data records requested	3,00 €	3,00 €	
Address enrichment	GeoMatch	Accurate building position co-ordinates (geographical co-ordinates, decimal, Gauss-Krüger, UTM) ⁶	✓	✓	Per 1,000 co-ordinates enriched	-	150,00 €
		Interpolated building position co-ordinates (geographical co-ordinates, decimal, Gauss-Krüger, UTM)	✓	✓		-	50,00 €
	PhoneMatch	Telephone numbers	✓	✓	Per 1,000 telephone numbers enriched	-	50,00 €
	LocalMatch	Micro-geographic information from the microdialog database	✓	✓	On request	-	-

¹ All modules are invoiced to the nearest data record.

² Not applicable if the test phase is used first.

³ More than 2,000 enquiries during the test phase and/or additional modules are charged at normal rates. A maximum of three configurations are included during the test phase.

⁴ Since further implementing the address comparison requires data to be structured and formatted automatically, all services beyond postal correction with Basic AddressCheck must be ordered.

⁵ PremiumDeliveryCheck must be ordered for all subsequent modules.

⁶ For internal use only

⁷ Only possible for ADDRESSFACTORY AUTOMATIC.

All prices are quoted net of VAT. Deutsche Post Direkt's general terms and conditions (GT&Cs) for ADDRESSFACTORY apply. Further analysis services on request.

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