

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

Modules	Services	ADDRESSFACTORY		Invoicing unit	Price/€		
		AUTOMATIC	DIRECT		Invoicing to the nearest data record <sup>1</sup>	Mail-shot One-time use, with delivery to a lettershop <sup>7</sup>	Maintenance Address maintenance and continuous use
<b>General conditions</b>	<b>Provision charge</b>	5,00 €	25,00 €	Per 1,000 data records requested	-	-	
	<b>One-time setup fee<sup>2</sup></b>	175,00 €	175,00 €	Flat rate	-	-	
	<b>Minimum order value</b>	100,00 €	100,00 €	Per month	-	-	
	<b>Test phase</b>	Up to 2,000 enquiries for the modules BasicAddressCheck, FormalNameCheck and PremiumDeliveryCheck (including setup fee) <sup>3</sup>		-	-	-	
<b>Address cleansing/updating</b>	<b>BasicAddressCheck</b> This module must be carried out.	✓	✓	Per 1,000 data records requested	2,50 €	5,00 €	
	<b>FormalNameCheck<sup>4</sup></b>	Automatic structuring and formatting <sup>4</sup> (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)		✓	✓		
	<b>PremiumDeliveryCheck<sup>5</sup></b>	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 €
		Non-deliverability check: comparison at the household level (last name, house number, street, postcode, town/city)		✓	✓		22,50 €
		Non-deliverability check: comparison at the building level (house number, street, postcode, town/city)		✓	✓		11,50 €
	<b>MoveProfessional</b>	Relocation addresses from Deutsche Post Adress from redirection orders and supplementary sources		✓	✓		0,35 €
		Relocation information from ABIS, Acxiom, SAZ Services		✓	✓	Per relocation address	0,28 €
		Relocation information from eXotargets Data Network		✓	✓		0,30 €
	<b>FileMatch</b>	Negative comparison with predefined lists (currently fake name list)		✓	✓	Per 1,000 data records requested	3,00 €
		Negative comparison with the Robinson mailing preference service list of the Deutscher Dialogmarketing Verband (DDV - German dialogue marketing association)		✓	✓		Free
	<b>DoubleClean</b>	Cleaning of duplicates		✓		Per 1,000 data records requested	3,00 €
<b>Address enrichment</b>	<b>GeoMatch</b>	Accurate building position co-ordinates (geographical co-ordinates, decimal, Gauss-Krüger, UTM) <sup>6</sup>		✓	✓	Per 1,000 co-ordinates enriched	-
		Interpolated building position co-ordinates (geographical co-ordinates, decimal, Gauss-Krüger, UTM)		✓	✓		50,00 €
	<b>PhoneMatch</b>	Telephone numbers		✓	✓	Per 1,000 telephone numbers enriched	-
	<b>LocalMatch</b>	Micro-geographic information from the microdialog database		✓	✓	On request	-

<sup>1</sup> All modules are invoiced to the nearest data record.

<sup>2</sup> Not applicable if the test phase is used first.

<sup>3</sup> 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.

<sup>4</sup> 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.

<sup>5</sup> PremiumDeliveryCheck must be ordered for all subsequent modules.

<sup>6</sup> For internal use only

<sup>7</sup> 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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