

## Deutsche Post Direkt - price list, ADDRESSFACTORY TAPE, ADDRESSFACTORY WEB

Modules	Services	ADDRESSFACTORY		Invoicing unit	Price/€		
		TAPE	WEB		Mail-shot One-time use, with delivery to a lettershop	Maintenance Address maintenance and continuous use	
<b>General conditions</b>	<b>Minimum order value</b>	600,00 €	100,00 €	-	-	-	
	<b>Type of invoicing</b>	Single order		-	-	-	
	<b>Test address matching</b>	Summary address matching protocol and an overview of the costs that would be incurred for the address update.	Up to three files <sup>1</sup>	✓	-	Free	Free
<b>Address cleansing/ updating</b>	<b>BasicAddressCheck</b> This module <i>must</i> be carried out.	Postal correction (street, postcode, town/city)	✓	✓	Correction	0,03 €	0,05 €
	<b>FormalNameCheck<sup>2</sup></b>	Automatic structuring and formatting (including labelling company address, title)	✓	✓	Per 1,000 addresses	1,80 €	1,80 €
		Correction at the person level (first name, last name and/or house number)	✓	✓	Correction	0,08 €	0,10 €
		Correction at the household level (last name, house number)	✓	✓		0,03 €	0,06 €
	<b>PremiumDeliveryCheck<sup>3</sup></b>	Non-deliverability check: address matching at the person level (first name, last name, house number, street, postcode, town/city)	✓	✓	Providing information	0,25 €	0,50 €
		Information regarding the deceased from Schufa	✓	✓		-	0,85 €
		Non-deliverability check: address matching at the household level (last name, house number, street, postcode, town/city)	✓	✓		0,20 €	0,39 €
		Non-deliverability check: address matching at the building level (house number, street, postcode, town/city)	✓	✓		0,13 €	0,26 €
	<b>MoveProfessional</b>	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 €
	<b>FileMatch</b>	Negative address matching with predefined lists (currently fake name list)	✓	✓	Per 1,000 addresses	3,00 €	3,00 €
		Negative address matching with the Robinson mailing preference service list of the Deutscher Dialogmarketing Verband (DDV - German dialogue marketing association)	✓	✓		Free	Free
	<b>DoubleClean</b>	Cleaning of duplicates	✓	✓	Per 1,000 addresses	3,00 €	3,00 €
<b>Address enrichment</b>	<b>GeoMatch</b>	Accurate building position co-ordinates (geographical co-ordinates, decimal, Gauss-Krüger, UTM) <sup>4</sup>	✓	✓	Co-ordinates enriched	-	0,15 €
		Interpolated building position co-ordinates (geographical co-ordinates, decimal, Gauss-Krüger, UTM)	✓	✓		-	0,05 €
	<b>PhoneMatch</b>	Telephone numbers	✓	✓	Telephone number	-	0,05 €
	<b>LocalMatch</b>	Micro-geographic information from the microdialog database	✓	✓	On request	-	-

<sup>1</sup> A test comparison of up to three files of at least 50,000 addresses is free of charge. Each additional file upon request.

<sup>2</sup> Since further implementing the address matching requires data to be structured and formatted automatically, all services beyond postal correction with Basic AddressCheck *must* be ordered.

<sup>3</sup> PremiumDeliveryCheck *must* be ordered for all subsequent modules.

<sup>4</sup> For internal use only

Additional services such as manual formatting, enveloping etc. are invoiced at €125/hour.

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