

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	
General conditions	Minimum order value	750,00 €	250,00 €	-	-	-	
	Type of invoicing	Single order		-	-	-	
	Test address matching	Summary address matching protocol and an overview of the costs that would be incurred for the address update.	Up to three files ¹	✓	-	Free	Free
Address cleansing/ updating	BasicAddressCheck This module <i>must</i> be carried out.	Postal correction (street, postcode, town/city)	✓	✓	Correction	0,03 €	0,05 €
	FormalNameCheck ²	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 €
	PremiumDeliveryCheck ³	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 €
	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 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
	DoubleClean	Cleaning of duplicates	✓	✓	Per 1,000 addresses	3,00 €	3,00 €
Address enrichment	GeoMatch	Accurate building position co-ordinates (geographical co-ordinates, decimal, Gauss-Krüger, UTM) ⁴	✓	✓	Co-ordinates enriched	-	0,15 €
		Interpolated building position co-ordinates (geographical co-ordinates, decimal, Gauss-Krüger, UTM)	✓	✓		-	0,05 €
	PhoneMatch	Telephone numbers	✓	✓	Telephone number	-	0,05 €
	LocalMatch	Micro-geographic information from the microdialog database	✓	✓	On request	-	-

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

² 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.

³ PremiumDeliveryCheck *must* be ordered for all subsequent modules.

⁴ 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.