



The best customer relations with addresses checked by Deutsche Post Direkt

ADDRESSFACTORY is the quality guarantee for up-to-date
and accurate customer data.

The success of your customer dialogue stands or falls with the quality of the data used.

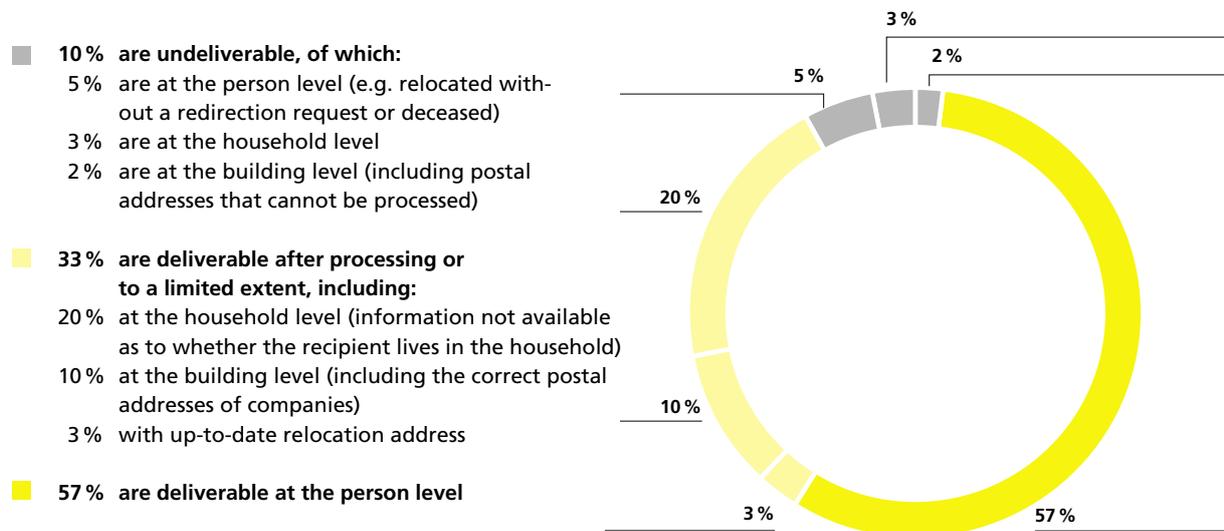
The address quality of customer and prospective customer databases is the critical success factor in direct advertising because only a well-maintained database ensures you address customers correctly.

Most companies know how important regular database maintenance is. Addresses change every year, with around 8 million relocations and 840,000 deaths. Many of the total of 370,000 marriages and 190,000 divorces per year involve name changes. Every year there are also thousands of changes to street names, postal codes and towns/cities.

As a result, each year an average of more than ten per cent of the addresses in the customer databases of German companies are undeliverable. Additional problems are caused by errors in the title, incorrectly written first names and surnames and duplicate mailings.

All this threatens your good customer relations and they are worth preserving. This is because acquiring a new customer is five to seven times more expensive than retaining an existing customer.

Of the addresses in a customer database, an average of*



* Empirical values from many years of consultancy by Deutsche Post Direkt. The values may deviate, depending on the data quality.

Better to have addresses checked by Deutsche Post Direkt

ADDRESSFACTORY from Deutsche Post Direkt is a by-word for lasting and profitable business relationships. This simplifies updating and enriching your private customer data with valuable additional information before dispatch. The result: You significantly increase the quality of your customer data and save avoidable costs for production, dispatch and returns.

ADDRESSFACTORY – Address maintenance completely according to your requirements.

ADDRESSFACTORY offers you four different product options for cleansing and enhancing your private customer addresses. Select the way that is most convenient for you.

ADDRESSFACTORY TAPE

Large databases, individual requirements.
Comprehensive service for companies with databases starting from 100,000 addresses and with special requirements: Addresses are updated and enhanced in accordance with your needs.

ADDRESSFACTORY AUTOMATIC

Automatic address maintenance.
ADDRESSFACTORY AUTOMATIC is particularly suited to companies wanting to cleanse their private customer addresses on a regular basis and to optimise their business processes at the same time. The settings for data transfer and address matching are defined and automated according to your requirements.

ADDRESSFACTORY WEB

Updating via the Internet.
Update your customer data simply and quickly via the Internet and enhance it with valuable additional information. To this end, register to use ADDRESSFACTORY WEB, prepare your address file and send it, securely encrypted, to Deutsche Post Direkt.

ADDRESSFACTORY DIRECT

Single matching in real-time.
Modern web service technology allows individual addresses to be checked in real time. Even during the order process on the Internet or telephone you can cleanse and enhance the data. This thus makes it the ideal solution for online shops and customer service centres.

An overview of the four ADDRESSFACTORY product options

Key Facts	ADDRESSFACTORY TAPE	ADDRESSFACTORY WEB	ADDRESSFACTORY AUTOMATIC	ADDRESSFACTORY DIRECT
Solution	offline	online	online	online
Type of matching	Batch matching	Batch matching	Batch matching	Single matching
Time required for matching	Depends on order	Usually within 24 hours	Usually within 24 hour	Immediately
Data transfer	FTP or SFTP	Via the internet, not real time	FTP or SFTP, automatic, not real time	Via the internet, automatic, real time

Test the quality of your customer data now, free of charge.



Check the quality of your customer addresses using ADDRESSFACTORY WEB. Free-of-charge test matchings help you to plan safely. The result is provided to you in the form of a graphically enhanced overview of the updating potential and the costs you would incur for cleansing and updating your addresses.

www.postdirekt.de/testabgleich



Study examines quality of customer data in ten sectors.

Financial service providers are in the lead in updating customer addresses, but the databases of publishers are in urgent need of maintenance. These are only a few results produced by the "Customer Data Quality" study of Deutsche Post Direkt. You can download a PDF of the study from the Internet.

www.addressfactory.de/studie

Excellent IT security.

In accordance with the industry standard ISO 27001, Deutsche Post Direkt has a certificate based on basic IT security that was issued by the Federal Office for Information Security (Bundesamt für Sicherheit, BSI). The business processes of the ADDRESSFACTORY product family and the online services including the integrated address data exchange platform were given the award.



The benefits of ADDRESSFACTORY – a summary:

- **Unique:** Deliverability check at the person, household and building level.
- **Successful:** With cleansed addresses you increase deliverability, response and conversion rates.
- **Cost efficient:** Used as required thanks to four product options and modular structure.
- **Quickly available:** Your addresses are usually matched within 24 hours.
- **Saves money:** Cleansing addresses before dispatch reduces the costs of production, dispatch and returns.
- **Helps you plan safely:** The free check reveals to you how big the potential for cleansing is and what costs would arise.



Go for a customer dialogue with a difference.

With addresses checked by Deutsche Post Direkt, you can reach your customers reliably and save money in doing so. ADDRESSFACTORY cleanses and updates your customer data before dispatch. In this way you save avoidable costs for the production, dispatch and return of undeliverable items.

From a secure source

The basis for address matching is the postal reference file from Deutsche Post Direkt. The database with around 190 million active and inactive private addresses is unique in Germany in terms of size, completeness and up-to-dateness. Deutsche Post's address check is used, inter alia, for address maintenance. To perform this task, mail carriers continuously check and confirm that addresses have been written correctly and are deliverable.

Address cleansing

- **Postal address correction:** Is used to correct the spelling and check the likelihood of the street name, postal code and town/city.
- **Name correction:** If desired, surnames and first names are corrected, and titles and salutation added.
- **Deliverability check:** Undeliverable addresses are marked at the person, household and building level. This is a unique service on the German address services market.
- **Relocation addresses:** You receive the latest relocation addresses. If those affected have consented to forwarding, redirection requests of Deutsche Post form the basis along with other supplementary sources.
- **Duplicate check:** By using an error-tolerant matching procedure you can avoid multiple mailings.
- **Negative matching:** By carrying out a matching with premade negative files or your own negative files, you respect those who have objected to advertising or you exclude certain addresses from your direct advertising.

Address enhancement

- **Micro-geographical data:** With valuable statistical information from the micro-geographical system, microdialog, you find out more about your customers, e.g. their purchasing power, brand loyalty and neighbourhood.
- **Geographical data:** Link your addresses to geo-coordinates, e.g. to optimise sales, location or route planning.
- **Telephone numbers:** You receive up-to-date telephone numbers for your customer contact.
- **Credit rating data:** Select statistical risk indices* for your advertising scorings in which you calculate the likelihood of non-payment.

*Based on the statistical risk index, you cannot refuse to provide a service. Use in risk management is not allowed.

Deutsche Post Direkt GmbH

- Founded in 1998
- Wholly-owned subsidiary of Deutsche Post AG
- More than 100 employees at its Troisdorf office near Bonn
- Complete range of products and services for professional address management: Address cleansing, enhancement, analysis and leasing
- Focus areas: Automotive, financial services, fundraising, trade and consumer goods, telecommunications, publishing
- Customers (examples): Porsche, ING-DiBa, SOS Children's Villages, Procter & Gamble, The Phone House, Konradin Mediengruppe

You can find out more about products and prices and address potential with the online services of Deutsche Post Direkt at: www.postdirekt.de/online-services

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