



PREMIUMADDRESS

On-the-spot correction,
electronic notification.

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Nothing is as constant as change

In Germany some ten million addresses change every year. But not everybody whose address changes lets you know that they have relocated or that their name has changed. This can incur high costs for businesses if mail items cannot be delivered. Regularly update your address information and boost efficiency with PREMIUMADDRESS.

Regardless of whether it's letters, mailings or Pressepost mail, we want your items to reach their destination. Find out how your address management can benefit from our innovative PREMIUMADDRESS service.

Benefit from the advantages offered by PREMIUMADDRESS today:

- Preserve your valuable customer contacts.
- Ensure you have up-to-date addresses, even if your customers have not informed you of changes.
- Reduce the number of items sent to the wrong address and the number of returns.
- Ensure trouble-free customer communication through the use of efficient address management.

Let us handle it



Better service and greater efficiency with PREMIUMADDRESS

Your address data is a valuable resource. This is why our mail carriers check PREMIUMADDRESS mail items directly on site. A record is made of any incorrect or wrong addresses. We then reliably update and validate your address information by cross-checking it against our databases. You can then access all current address information in your secure client area at www.premiumaddress.de. This information can be downloaded and is also available via SFTP or in the form of a printed address list.

The result: Your address data is up to date and ready to go for your next mailout. Effectively reduce the number of incorrectly addressed items and the additional costs they incur.

Benefit from the advantages offered by PREMIUMADDRESS and optimize your address data for future mailouts.

Professional and reliable – the PREMIUMADDRESS process



1. Preparation for dispatch

Your items are marked with a “P” for PREMIUMADDRESS and a data matrix code that contains all relevant information. In the event that an item is not deliverable, this information specifies what action is to be taken.



2. Deliverability check

For mail carriers, the “P” and the data matrix code on an envelope signal that the mail item was mailed using PREMIUMADDRESS. The mail carrier then verifies deliverability directly on site.



3. Data recording

Your data matrix code and the address field are scanned. This step records all the information they contain and links this data to the reason the item cannot be delivered.



4. Data comparison

Your digitized address data is cross-checked against the redirection, deceased persons and (optionally) undeliverable mail items databases. You can have the addresses of undeliverable items researched and verified on an automated basis with the (optional) address verification service that is integrated into PREMIUMADDRESS.



5. Data transfer

Your address data is updated within one to two days following attempted delivery. In addition to downloading your data, you can receive it by SFTP or as a printed list.

Benefit from the advantages offered by PREMIUMADDRESS and optimize your address data for future mailouts.

Total flexibility with our made-to-measure services

PREMIUMADDRESS is a modular product. Choose from seven product options and optional supplemental services to put together the perfect solution for your business needs.

When information is important

From non-deliverability to new addresses following relocation – fast and reliable electronic maintenance of your address data:

- PREMIUMADDRESS Basis
- PREMIUMADDRESS Report

What to do with undeliverable items: It's up to you

Return or redirect? Which address information do you need? We have a solution for each and every item that you mail:

- PREMIUMADDRESS Plus
- PREMIUMADDRESS Fokus
- PREMIUMADDRESS Hybrid

Manage returns, conserve company resources

For mail that is to be returned to you if it cannot be delivered or the recipient has relocated:

- PREMIUMADDRESS Retoure
- PREMIUMADDRESS Retoure Extra

Optional supplementary services

The following supplementary services are available for PREMIUMADDRESS Basis, Report, Plus and Fokus:

- Non-delivery information with database confirmation
The addresses of items that could not be delivered are cross-checked against the postal reference file and other databases in order to confirm non-deliverability.
- Address verification service
Verification of addresses of undeliverable items that cannot be updated on the basis of information from ongoing redirection services. Searches are conducted in numerous relocation and address databases, and include a deliverability check.



The right solution for every situation

Use PREMIUMADDRESS according to your needs to manage your mailings and address data. Your requirements determine which product options are right for your mailouts:

PREMIUMADDRESS

Type of item	What do you want to send? MAIL, DIALOGPOST with or without wrapping, Pressepost – you can use a variety of product options, based on the type of item you want to send.
Action to be taken in the event of non-deliverability or relocation	You determine what is to be done with your item if it cannot be delivered or the recipient has moved: return, redirect or destroy.
Electronic address information	You also decide which address information address information you want to receive, such as the recipient's new address, information on the deceased individual or the new address from the address verification service.
Data provision	You specify how we should provide address information to you – in digital form or as a printed address list.

The following pages offer a few case examples for the use of the various product options.



Up-to-date data for targeted dispatch

Benefit from systematic address maintenance

Example 1 – Financial service provider

A financial service provider mails 40,000 letters every quarter. He wants to keep the number of incorrectly addressed items to a minimum. In order to keep his address database up-to-date, he chooses to send his mailings with **PREMIUMADDRESS Basis**. Its special advantage: All address information is free of charge, with the exception of relocation information.

PREMIUMADDRESS Basis

Type of item	Standard letter
Action to be taken in the event of non-deliverability or relocation	Redirect in the case of relocation if the recipient has requested mail redirection service; destroy if the item cannot be delivered.
Electronic address information	Address correction, relocation addresses, non-deliverability information
Data provision	Retrieval via SFTP

Sample calculation on page 14.



Clever combinations – updated addresses

Stay in contact with your customers.

Example 2 – Mail order company

A mail order company sends out 20,000 main catalogues and 5,000 coupon cards per season via **DIALOGPOST**. If the valuable catalogues are undeliverable, they should be returned to him to be sent a second time. He also wishes to have the address data of his established and prospective customers updated regularly. The catalogues are mailed with **PREMIUMADDRESS Hybrid**, the coupon cards with **PREMIUMADDRESS Report**.

PREMIUMADDRESS Hybrid

Type of item	DIALOGPOST with wrapping
Action to be taken in the event of non-deliverability or relocation	Redirect in the case of relocation if the recipient has requested mail redirection service; return if the item cannot be delivered.
Electronic address information	Address correction, relocation addresses, non-deliverability information, new addresses from the address verification service
Data provision	Download from the PREMIUMADDRESS online service

Sample calculation on page 15.

PREMIUMADDRESS Report

Type of item	Coupon card
Action to be taken in the event of non-deliverability or relocation	Redirection for cases of relocation with redirection request. Destruction if not deliverable.
Electronic address information	relocation address/information, non-delivery information. Information on the deceased
Data provision	Download from the PREMIUMADDRESS online service.

Rely on us

To deliver valuable contents

Example 3 – Commercial enterprise

A commercial enterprise mails out 80,000 high-quality product samples every year. If the samples cannot be delivered, they are to be returned so that they can be used again. With **PREMIUMADDRESS Retoure**, the valuable contents of its mailouts are returned to the company.

PREMIUMADDRESS Retoure

Type of item	DIALOGPOST with wrapping
Action to be taken in the event of non-deliverability or relocation	Redirect in the case of relocation if the recipient has requested mail redirection service; return if the item cannot be delivered
Electronic address information	None
Data provision	None

Sample calculation on page 16.

PREMIUMADDRESS offers tailored solutions, is flexible and can be combined according to your needs. For further advice, please call our Business Customer Service on +49 180 6 555555*.

We look forward to hearing from you.

* 0.20 EUR per minute or part thereof from a German landline; a maximum of 0.60 EUR per minute or part thereof from German mobile networks.

All seven options at a glance

Overview of product variants

Features	Product variants	Basis ³
Type of item	MAIL	✓
	DIALOGPOST with wrapping	✓
	DIALOGPOST without wrapping	✓
	Pressepost	✓
Action to be taken	Return if the item cannot be delivered	
	Return if the recipient has moved and requested mail redirection	
	Redirect if the recipient has moved and requested mail redirection	✓
	Destroy if the item cannot be delivered****	✓
Address information	Address correction if the address is incorrect	✓
	Relocation address or information (if recipient has moved and has requested mail redirection)	✓
	Undeliverable because recipient could not be found/ acceptance was refused/item was not collected	✓
	Undeliverable because the recipient is deceased	✓
Supplementary Service	Optional: Undeliverable with database confirmation	✓
	Optional: new address provided by our address verification service****	✓
Data provision	Download Optional: SFTP Optional: Daily or weekly printout of address list for every batch of 40 items of address information or part thereof	

Report	Plus	Fokus	Hybrid	Retoure	Retoure Extra	Price* for BRIEF und DIALOGPOST
✓	✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓	✓	
✓						
✓						
	✓	✓	✓	✓	✓	0.25 € (DIALOGPOST with wrapping)
		✓			✓	0.25 € (DIALOGPOST with wrapping)
✓	✓		✓	✓		
✓						
	✓	✓	✓			0.30 € (free of charge**)
2	✓	✓	✓			1.25 €
✓	✓	✓				0.30 € (free of charge**)
1	✓	✓				0.85 € (free of charge**)
✓	✓	✓				0.55 €
✓	✓	✓				5.50 €
						free of charge (one-time) 440.00 € 1.25 €

Prices for POSTVERTIEBSSTÜCK [preferred periodicals] and PRESSESENDUNG (Pressepost) [standard periodicals] can be found in the Press Distribution price list (www.pressdistribution.de).

³ not in combination with BÜCHERSENDUNG or WARENSENDUNG or letters which contain supplements not made of paper.

*** Additionally in the case of relocations if the recipient has requested mail redirection, for DIALOGPOST without wrapping and Pressepost. Prices subject to change. As of: October 2017

**** supplementary agreement required

¹ Delivered as address status 10.

² For Dialogpost without wrapping and Pressepost delivered as address status 25.

* SFTP including statutory VAT. All other services are subject to statutory VAT.

** For Dialogpost without wrapping and Pressepost delivered as address status 25.

Count on saving effort, time and costs

With PREMIUMADRESS you benefit from address data updates in the long term. Systematically reduce the number of incorrectly addressed items and returns while steadily reducing your address maintenance costs.

Example 1 – Financial service provider

Service	Price*	Amount*
6 address corrections	Free	0.00 €
180 relocation addresses	1.25 €	225.00 €
356 undeliverable items	Free	0.00 €
18 undeliverable items (deceased)	Free	0.00 €
		Total 225.00 €

40,000 standard letters per quarter sent with PREMIUMADRESS Basis (1.4 % assumed error rate)

* Plus statutory VAT.

Advantages:

- Address information is free of charge
- Reduced printing and postage costs
- Reliable delivery of mandatory notifications



Beispiel 2 – Versandhändler

Service	Price*	Amount*
4 adress corrections	0.30 €	1.20 €
195 relocation adress/information	1.25 €	243.75 €
205 undeliverable	0.30 €	61.50 €
71 undeliverable because deceased	0.85 €	60.35 €
306 returns (undeliverable)	0.25 €	76.50 €
		Total 257.70 €

20.000 main catalogs sent with PREMIUMADRESS Hybrid and 5.000 coupon cards with PREMIUMADRESS Report (1.9 % assumed error rate).

* Plus statutory VAT.

Supplementary Service

Service	Price*	Amount*
48 address corrections	5.50 €	264.00 €
		Total 264.00 €

* Plus statutory VAT.

Advantages:

- Valuable customer contacts are retained
- Printing and postage costs are reduced
- Valuable catalogs can be re-mailed to other customers

100 % digital – 100 % flexible

Example 3 – Commercial enterprise

Service	Price*	Amount*
2,400 returns	0.25 €	600.00 €
		Total 600.00 €

80,000 product samples sent with PREMIUMADDRESS Retoure (assumed failure rate 3 %)

* Plus statutory VAT.

Advantages:

- Valuable content can be reused
- Your valuable customer contacts are preserved

Turn your mail into an information resource.

Once you register as a customer you can use PREMIUMADDRESS for your outgoing mail straight away.

Flexible digital encryption – with the data matrix code

Along with the printed “P”, the data matrix code is an integral feature of all PREMIUMADDRESS items. It contains important digitally encrypted information regarding your item and is supported by commonly available software solutions.

Depending on the requirements and type of franking, the data matrix code provides information regarding the product option plus:

- What is to be done with undeliverable items (destroy, redirect or return them).
- The address to which items such as catalogs are to be returned.
- The name of the person in your company to whom data sets containing corrected recipient addresses are to be sent.
- The customer number and customer status that are on file (customerspecific information regarding the recipient).



PREMIUMADDRESS in use

Software solutions

Using our dedicated dispatch preparation software, you can encode your items easily and according to your needs.

– DIALOGPOST MANAGER

DIALOGPOST MANAGER helps you prepare and dispatch mailings for your dialog marketing campaign. In the case of PREMIUMADDRESS it also supports the preparation of MAIL items.

– MANAGER PRESSE DISTRIBUTION

MANAGER PRESSE DISTRIBUTION prepares the dispatch of preferred periodicals, standard periodicals and wrapper-packed newspapers for you.

– MAILOPTIMIZER

MAILOPTIMIZER is the software solution for IT franking.

In addition to Deutsche Post software solutions, a number of other software products are available that support the generation of data matrix codes.

Now even easier to use – PREMIUMADDRESS Label

For customers who want to generate their data matrix code on a computer without the help of special software, we have developed the new PREMIUMADDRESS Label with integrated data matrix code. The label is especially suitable for small dispatch volumes, where you can do without the full flexibility of PREMIUMADDRESS and place few or no demands on the way customer-specific information regarding the recipient is shown. Generate, download and use PREMIUMADDRESS Labels straight away at premiumadresslabel.de.

Mail order specialist Heine

Versand stays up to date

Here the option of having catalogs returned – especially high-quality main catalogs – is important. For the some 30 million mail items it sends every year – most of them as INFOPOST Groß – Heine Versand relies on the address management services of PREMIUMADDRESS.

With PREMIUMADDRESS Basis and Retoure, the mail order company receives reliable electronic address information and can reuse catalogs that could not be delivered.



Magazines make a good impression with PressUp

Subscription provider PressUp knows that maximum customer satisfaction depends on reliable and punctual delivery – which is why it chose PREMIUMADDRESS to ensure it is quickly and conveniently informed of the latest changes of address among its customers. PREMIUMADDRESS guarantees efficient, target group-oriented delivery that benefits PressUp, magazine publishers, advertisers and readers alike.

PREMIUMADDRESS Basis helps subscription provider PressUp play expertly to its strengths.



Free address information for arvato infoscore

arvato infoscore sends out more than 25 million collection letters every year, making systematic address maintenance a must for the financial service provider. By integrating PREMIUMADDRESS into its in-house system, arvato info-score was able to improve its address quality and speed up its collection process. An additional advantage: It receives address information for MAIL items free of charge.

With PREMIUMADDRESS Basis, arvato infoscore can access the latest address information every day.



Depend on PREMIUMADDRESS for your address maintenance needs:

- **Unique source of information**
Deliverability check performed by our mail carriers on site
- **Systematic digital address maintenance process**
Individual solutions based on seven different products and optional supplementary services
- **Flexible use**
Combination of deliverability check, digitalization and databank check
- **Efficient address management**
Save time and money through professional service and excellent address quality

Your partner for premium requirements

Would you like a personal consultation? We'll be glad to help you. Your personal customer advisor can provide you with information and advice on any questions concerning PREMIUMADDRESS. To arrange a meeting, simply call our Business Customer Service.

Business Customer Service

Tel.: +49 180 6 55555*

*(0.20 EUR per minute or part thereof from a German landline; a maximum of 0.60 EUR per minute or part thereof from German mobile networks.)

[premiumadress.de](https://www.premiumadress.de)

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