

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

	Modules	Services	ADDRESSFACTORY		Invoicing unit	Price/€	
			AUTOMATIC	DIRECT		Invoicing to the nearest data record ¹	Mail-shot One-time use, with delivery to a lettershop ⁷
General conditions	Provision charge		5,00 €	25,00 €	Per 1,000 data records requested	-	-
	One-time setup fee ²		175,00 €	175,00 €	Flat rate	-	-
	Minimum order value		100,00 €	100,00 €	Per month	-	-
	Test phase	Up to 2,000 inquiries for the modules BasicAddressCheck, FormalNameCheck and PremiumDeliveryCheck (including setup fee) ³	350,00 €	350,00 €	-	-	-
Address cleansing/ updating	BasicAddressCheck This module must be carried out.	Postal correction (street, postcode, town/city)	✓	✓	Per 1,000 data records requested	2,50 €	5,00 €
	FormalNameCheck ⁴	Automatic structuring and formatting ⁴ (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)	✓	✓			
	PremiumDeliveryCheck ⁵	Non-deliverability check: comparison at the person level (first name, last name, house number, street, postcode, town/city)	✓	✓	Per 1,000 data records requested	30,00 €	75,00 €
		Non-deliverability check: comparison at the household level (last name, house number, street, postcode, town/city)	✓	✓		22,50 €	45,00 €
		Non-deliverability check: comparison at the building level (house number, street, postcode, town/city)	✓	✓		11,50 €	23,00 €
	Information about deceased	Non-deliverability check: comparison at the person level (first name, last name, house number, street, postcode, town/city), incl. separate deceased recipient check by Deutsche Post Direkt	✓	✓	Per 1,000 data records requested	45,00 €	90,00 €
		Information about deceased	✓	✓	Per hit	-	0,95 €
	MoveProfessional	Relocation addresses from Deutsche Post Adress from redirection orders and supplementary sources	✓	✓	Per relocation address	0,35 €	1,60 €
		Relocation information from eXotargets Data Network	✓	✓		0,30 €	1,45 €
		Relocation information moversPlus, SAZ Services and from Acxiom	✓	✓		0,30 €	1,40 €
	FileMatch	Negative comparison with predefined lists (currently fake name list)	✓	✓	Per 1,000 data records requested	3,00 €	3,00 €
		Negative comparison 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 data records requested	3,00 €	3,00 €	
Address enrichment	GeoMatch	Accurate building position co-ordinates ⁶	✓	✓	Per 1,000 co-ordinates enriched	-	150,00 €
		Interpolated building position co-ordinates	✓	✓		-	50,00 €
	PhoneMatch	Telephone numbers	✓	✓	Per 1,000 telephone numbers enriched	-	50,00 €
	LocalMatch	Micro-geographic information from the microdialog database	✓	✓	See price list microdialog	-	-

¹ All modules are invoiced to the nearest data record.

² Not applicable if the test phase is used first.

³ More than 2,000 inquiries during the test phase and/or additional modules are charged at normal rates. A maximum of three configurations are included during the test phase.

⁴ 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.

⁵ PremiumDeliveryCheck must be ordered for all subsequent modules.

⁶ For internal use only

⁷ 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.

Deutsche Post Direkt GmbH | Junkersring 57 | 53844 Troisdorf, Germany

Board of Management: Petra Weber, Christian Ilg, Martina Sander; registered in Bonn, Germany; registered court: Bonn, Germany; German trade register HRB 13849

info@postdirekt.de | postdirekt.de