



List Services CORPORATION

Super-Cleanse® Processing

Super-Cleanse offers as much as 2 times NCOA hit rates and offers ROI's as high as 2000%



***Super-Cleanse*® Processing:**

Planning a campaign to house customers or house-owned leads? If so, LSC's *Super-Cleanse*® processing should be used for USPS quality assurance. LSC will increase the results of your next campaign by showing you how to send the right offer to the right person at the right address.

***Super-Cleanse*® Processes:**

CASS Certification, Apartment Append, NCOA^{LINK}, LCOA, LACS, DSF² DPV and Deceased Suppression Processing

Apartment Append Processing:

Apartment Append Processing attempts to append apartment number information thus increasing matching results to all subsequent services.

NCOA^{LINK} (National Change of Address) 48-Month Processing:

NCOA^{LINK} 48-Month provides new addresses for people and businesses that have moved. The service contains moves for 48 months and also provides a CASS certified output.

LCOA (LSC Change of Address) Processing:

LSC COA is a proprietary database consisting of address information compiled from several sources including magazine subscriptions, catalog houses, insurance and credit companies. Because more than 20% of all movers do NOT file a change of address with the USPS, TotalSource Change of Address enables clients to identify many of these movers as well as those who were identified as "near matches" through the NCOA^{LINK} service.

LACS (Locatable Address Correction Solution) Processing:

LACS enables mailers to update mailing lists when addresses have been converted by local authorities from rural style to city style addresses.

DSF² (Delivery Sequence File) Processing:

DSF² improves the delivery of your mailings by validating and standardizing the incoming address. Addresses are identified as business versus residential delivery points and provided with Pseudo Delivery Sequence Numbers for walk sequence postal discounts.

DPV (Delivery Point Verification) Processing

DPV determines if the address can be confirmed as a valid delivery point or as a commercial receiving agency. This service enables mailers to verify that the actual address exists down to an apartment or suite number.

Deceased Processing

Deceased processing enables mailers to eliminate deceased individuals from their mailings prior to a promotion, and prevents annoying members of the deceased's household with unwanted mail. The deceased file contains 40 million records relating to deceased individuals.

