



## List Management

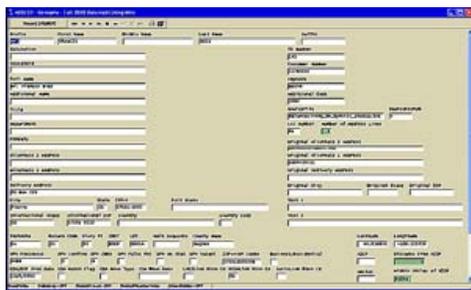
Are you mailing to bad addresses... more than once? Do you want to save money on postage? Are you just in need of having your list cleaned up for better salutations and variable data? Universal Wilde can help.

At Universal Wilde, we can customize list-handling to improve the message being delivered and refine who it is being delivered to. Our standard processing includes presorting mailing lists for postage savings. We also follow US Postal Service requirements to validate addresses against their CASS/NCOA databases. But we can customize lists by adding formal salutations, defining give-ask arrays, merging lists, purge-suppressing names and limiting a list by distance from a point. When we are done, we report back to you with the details on what was changed so you have an accurate count.

List management is both technology and art. Genderization, casing enhancements and punctuation create formal letter salutations such as Vice President instead of VP or Dear Mr. Smith instead of John Smith.

Lists can be merged and match elimination used to purge duplicates or suppress recipients who would be aggravated by a repeat mailing. Give/Ask arrays can be customized to suggest donation amounts based on the last

donation. Mailings can be limited to a radius distance to keep the offer local and relevant.



Database Tools

Custom craftsmanship touches set Universal Wilde list management services apart from the competition. When the message is improved, value is added. When customers are suppressed from offers that would aggravate them, stress is reduced and postage is saved. By providing feedback with detailed reporting on which addresses have been changed, you can update your own records, improving your database for the next mailing.

Universal Wilde Craftsmen average fifteen years of list management experience. Their expertise can improve a mailing and the content in its message. These are just some of the customization abilities available. Ask what Universal Wilde can do to help with any of your list management needs.