

**BCC**  
SOFTWARE



mail  
movers  
we value your mail

## COMPLIANCE+

### Go beyond compliance, reach more prospects, and increase ROI

You already understand the impact that direct mail has on the campaigns your organization executes. Combining the list maintenance methods from the USPS® with industry data sources can get more pieces to their intended recipient, pushing those response rates even higher.

**COMPLIANCE+**™ harnesses the power of both sources to maximize campaign performance.

#### How **COMPLIANCE+** Works

**COMPLIANCE+** allows you to update your lists of records with clean data to ensure messages are getting into the right hands by leveraging data from both USPS and industry sources.

#### WHY IS HAVING BOTH SOURCES IMPORTANT?

Traditional list maintenance through USPS sources looks back up to 48 months and can only capture moves that are reported to the Post Office™. It is estimated that only 60% of the moves in the United States are reported to the USPS. By utilizing industry data sources as well, we can look back 60 months and capture moves that may not have been reported at all.

In addition, USPS processing only looks at address information to determine if an address is valid. We are now able to compare submitted names and addresses to a wide variety of other industry data sources to repair incorrect or incomplete records, confirm more addresses, and add missing apartment numbers.

By leveraging both USPS and industry sources on every job, we ensure that your message is received by more of your intended audience—in many cases 3-5% more! The impact is an increase to your campaign's performance and better overall ROI.

Everyone has data. We get you better response rates by leveraging more data sources and having the most complete, correct, and current data for your campaigns with **COMPLIANCE+**.

#### HOW CAN **COMPLIANCE+** MAKE A DIFFERENCE FOR YOUR ORGANIZATION?

- » Improve overall campaign performance and increase ROI
- » Unlock the potential for better postage rates
- » Recover lost contacts, and retain current contacts longer



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