

# Optimize Your Direct Mail with Advanced Data Hygiene

Keeping your mailing list clean and current is critical for maximizing campaign impact and cost efficiency.

Did you know that 17% of Americans change their address annually, yet up to 40% do not update their information? Inaccurate mailing data leads to wasted postage, ineffective campaign performance, and lower ROI.

## Why Data Hygiene Matters

- **Maximize ROI**  
Direct mail delivers an average return of \$42 for every dollar spent.
- **Enhance Targeting & Response Rates**  
Clean mailing lists improve response rates, which range from 2.7% to 4.4%—higher than most digital channels.
- **Reduce Wasted Postage & Printing Costs**  
Poor data quality can cause undeliverable mail, driving up expenses.
- **Boost Campaign Success**  
40% of a direct mail campaign's success depends on the quality of the mailing list.

Source: USPS Business Mail 101

## Case Study —

### Maximizing ROI with Premium Data Hygiene

A global hospitality brand mailing over 2 million first-class marketing pieces monthly sought a cost-saving solution. By upgrading to our Premium Data Hygiene Package, they achieved:

- **2.17% additional address corrections using PCOA**
- **5.35% total address improvements, adding 85,000 valid records**
- **\$25,000 postage & mailing cost savings in just one month**
- **Projected annual savings of \$500,000**



## Data Hygiene Services

Streamworks offers flexible data hygiene solutions tailored to your needs. Whether you're looking to standardize addresses, enhance deliverability, or recover lost records, our comprehensive packages ensure your direct mail reaches the right audience. Select the package that aligns with your goals or customize a solution for maximum impact.

### Standard Package

Cleans and standardizes your mailing list using the following industry-leading databases:

- **CASS™ Certification**  
Standardizes addresses to USPS® standards, correcting formatting errors and adding ZIP+4 codes for maximum accuracy.
- **ACSLink™**  
Updates addresses that have been converted or modified due to USPS updates.
- **SuiteLink®**  
Appends missing secondary address details (e.g., suite numbers) to business addresses.
- **Delivery Point Validation™**  
Ensures addresses are deliverable and can receive mail.
- **NCOALink®**  
Matches addresses against the National Change of Address (NCOA) database to update moves from the past 18–48 months.

### Premium Package

Includes all Standard Package services plus:

- **ARS (Address Resolution Service)**  
Restores addresses previously flagged as undeliverable, with an average recovery rate of 30%, including apartment append services.
- **PCOA (Proprietary Change of Address)**  
Enhances address accuracy using private, non-USPS sources, capturing up to 15 years of historical moves.

### Additional List Optimization Services

Minimize costs and improve deliverability with our suppression services:

- **Deceased Suppression (15 years)**
- **DMA Do Not Mail Suppression**
- **Prison & Business Address Filtering**
- **Duplicate Record Elimination**

## The Bottom Line

Investing in a data hygiene strategy ensures accurate mailings, directly improves campaign performance, reduces waste, and drives better engagement. The cost of maintaining a clean mailing list is minimal compared to the increased response rates and higher ROI it delivers.



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