



List Suppression Services

Data Marketing Services Solution



Ensure your direct communications reach their targets

Would you send a credit card application to someone in a correctional facility? What about sending an email announcing a new restaurant opening to someone you knew was deceased? Of course not! The knowledge to make those decisions can be at your fingertips today.

By running your list through BCC Software's Suppression Services, you can eliminate waste, minimize risk, and increase ROI by suppressing out undesirable records before you start marketing to them.

Three different suppression options are available through BCC Software's Data Marketing Services:

- » **DMA Suppression** — DMA Suppression processing identifies individuals in your list(s) who have registered with the Direct Marketing Association (DMA) Mail Preference Service (MPS) to indicate that they do not wish to receive unsolicited mail.
- » **Deceased Suppression** — Deceased Suppression processing identifies deceased individuals in your list(s) using a database dating back 15 years and derived from Social Security Administration records.
- » **Suppression Suite** — Suppression Suite processing identifies records in your list(s) that match to common suppression/pander files including Direct Marketing Association (DMA) Mail Preference Service, Deceased, Prison Addresses, and Business Addresses.

List targeting is an essential strategy in marketing operations. By learning more about your audiences you can better target your messages, and reduce waste and production cost.

KEY FEATURES

- » **Eliminate Waste** – Make an environmental impact by eliminating messaging that will not be delivered
- » **Minimize Risk** – Eliminate opportunities for potential fraud
- » **Increase ROI** – Increase response rates by messaging to only the most responsive audiences

HOW CAN WE HELP?

BCC Software prides itself on our in-house, local customer support team, who are all USPS® Mailpiece Design certified. Need assistance? Never hesitate to give us a call.



For more information on improving your direct communications with Suppression Services, visit: bccsoftware.com



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