

DM 101

WEEK

March 8 - 12
1 - 2 pm and/or
2 - 3 pm every day

DATA HYGIENE & PROCESSING

MARCH 9, 2021

Hello and Welcome Everyone!



Your Instructor:

Marvin Dawson

Vice President, Operations

MMI Direct

**40+ Years of Data Processing
Experience**

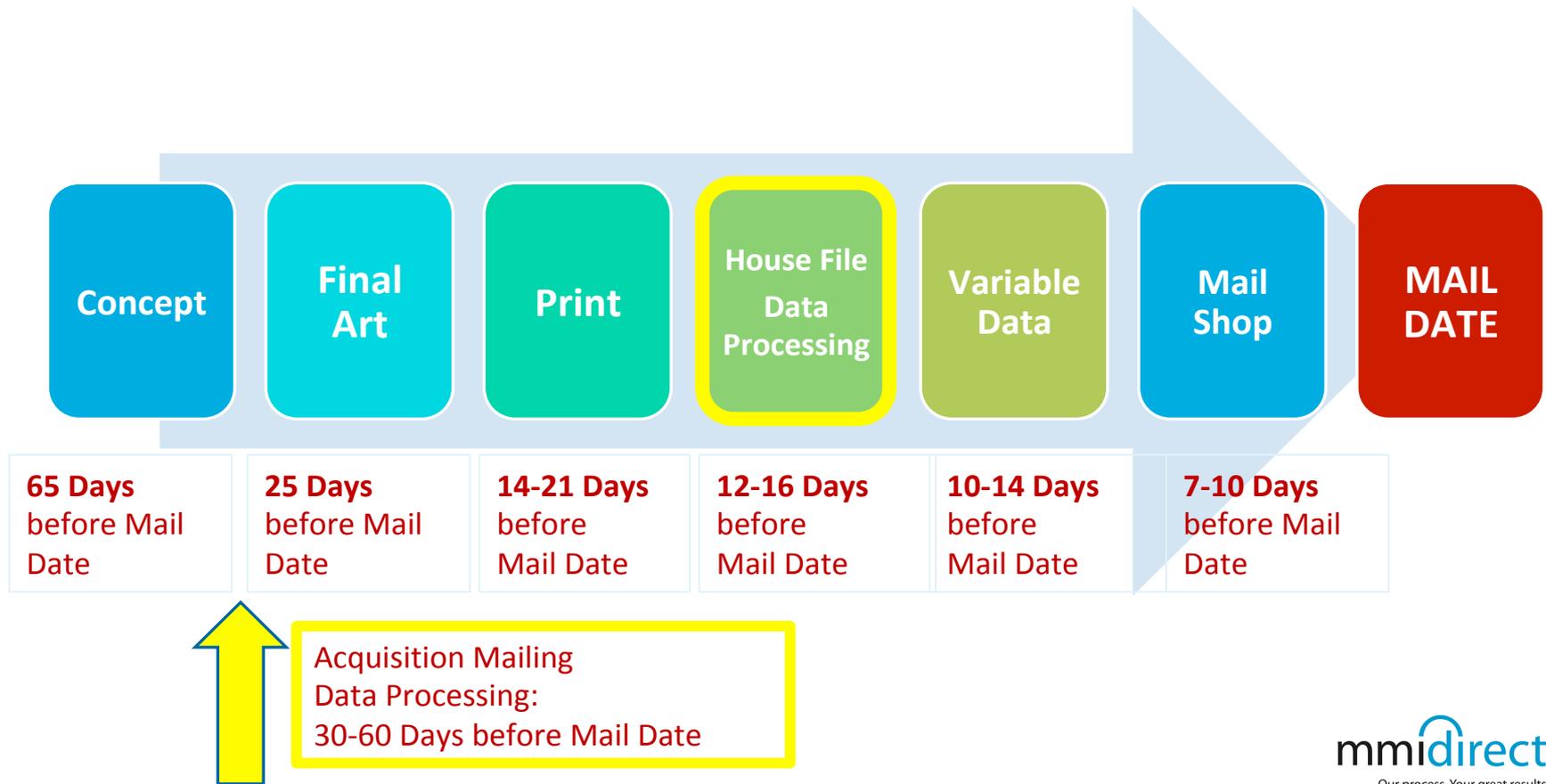
Data Hygiene & Processing Session Outline

1. The Benefits of a Customized Data Hygiene & Processing Program
2. Top Causes of Bad Data
3. The 8 Levels of Data Hygiene and Why They are So Important to Your Direct Mail Campaigns
4. Data Hygiene Reporting & Red Flags
5. Acquisition Data Merge/Purge Processes
6. Merge/Purge Reporting
7. Q &A

Why are Data Hygiene & Processing So Important?

- ✓ Improves mail deliverability
- ✓ Reduces production costs and postage rates
- ✓ Optimizes your data merge/purge strategy and process
- ✓ Improves your campaign and program performance
- ✓ Improves donor stewardship

A Typical Project Timeline



Top Causes of Bad Data

Manual Data Entry into Your Databases:

Make sure input fields include standardization rules allowing only valid data types

Before:

Unit 500
900 South 7th Street
Philadelphia, PA 19121

After:

900 S 7TH ST APT 500
PHILADELPHIA PA 19122-4103

Rented Lists:

Responders to your acquisition mailings get added to your donor database. Data hygiene steps within your merge/purge processing ensure new donors join your file at the cleanest addresses possible.

Plus...

Data Collection Across Platforms

Website
Sign-ups

Survey Forms

Webinar
Registrations

**Apply
standardization
rules here too!**

Donation
Forms

Resource/PDF
Download
Forms

Canvassing
Sign-ups

Event &
Auction
Registrations

Volunteer
Registrations

8 Levels of Data Hygiene



Tailor your data hygiene processes to your unique data set, strategy and program goals...

MMI DIRECT DATA HYGIENE CHECKLIST

1. **CASS Coding Accuracy Support System Certification** improves address accuracy.
2. **NCOA National Change of Address** keeps your direct mail list up-to-date with the 14% of Americans who move each year.
3. **PCOA Proprietary Change of Address** finds people who move who don't file a change of address notice with the USPS.
4. **Deceased Records Processing** Determine what makes sense for your organization and specific mailings.
5. **Prison Suppression** Unlikely to become donors or customers, these addresses are typically omitted from mailings.
6. **DMA Do Not Mail Preference (Pander) File** People who have directed the DMA to remove their names from direct mail lists should be omitted from acquisition mailings.
7. **Profanity Suppression** Screens out addresses containing inappropriate words or phrases.
8. **Donor File Dedupe** Identifies duplicate and potential duplicate records which can be consolidated or treated in the manner best determined by your organization.

Data Hygiene **Red Flags**

1. Review detailed reports to uncover anything that doesn't make sense
2. Highlight suspected errors to investigate further

Weird things do happen!

We have stories!



MMI Direct List Hygiene Report

File Code	Description	Segment	Input	Zip + 4	Zip +4%	Zip Corr	Zip Corr%	Moves With New Address	Moves Without New Address	Moves %	PCOA Moves With New Address	PCOA Moves %	Apt Number Appended / Corrected
L0414711	Lapsed	25-36 MONTHS, \$1-\$99.99	8,909	8,893	99.82	21	0.24	53	57	1.23	170	1.91%	41
L0414712	Lapsed	37-60 MONTHS, \$1-\$99.99	4,721	4,711	99.79	9	0.19	27	27	1.14	91	1.93%	18
L0414713	Lapsed	61-72 MONTHS, \$1-\$99.99	2,392	2,389	99.87	4	0.17	12	10	0.82	26	1.09%	12
L0414714	Lapsed	73-84 MONTHS, \$1-\$99.99	5,896	5,891	99.92	10	0.17	39	37	1.29	117	1.98%	27
L0414715	Lapsed	85-96 MONTHS, \$1-\$99.99	4,214	4,176	99.10	16	0.38	32	19	1.21	82	1.95%	39
L0414903	Lapsed	97-108 MONTHS, \$1-\$99.99	4,665	4,657	99.83	37	0.79	27	17	0.94	185	3.97%	23
L0414904	Lapsed	25-36 MONTHS, \$100-\$999.99	16,748	16,713	99.79	154	0.92	107	72	1.07	848	5.06%	77
L0414905	Lapsed	37-60 MONTHS, \$100-\$999.99	10,415	10,405	99.90	62	0.60	70	50	1.15	497	4.77%	48
L0414906	Lapsed	61-72 MONTHS, \$100-\$999.99	9,683	9,674	99.91	65	0.67	51	25	0.78	449	4.64%	42
L0414907	Lapsed	73-84 MONTHS, \$100-\$999.99	21,146	21,123	99.89	149	0.70	98	108	0.97	1,120	5.30%	112
L0414908	Lapsed	85-96 MONTHS, \$100-\$999.99	12,422	12,411	99.91	93	0.75	61	52	0.91	620	4.99%	56
L0414909	Lapsed	97-108 MONTHS, \$100-\$999.99	7,479	7,470	99.88	54	0.72	30	33	0.84	331	4.43%	36
L0414910	Lapsed	25-36 MONTHS, \$1000+	17,758	17,741	99.90	97	0.55	93	65	0.89	822	4.63%	118
L0414911	Lapsed	37-60 MONTHS, \$1000+	43,106	43,066	99.91	284	0.66	200	199	0.93	1,909	4.43%	218
L0414912	Lapsed	61-72 MONTHS, \$1000+	36,246	36,222	99.93	236	0.65	159	140	0.82	1,638	4.52%	168
N0414155	Non Donor	25-36 Months	9,152	9,100	99.43	70	0.76	72					
N0414455	Non Donor	37-60 Months	24,653	24,384	98.91	160	0.65	166					
N0414555	Non Donor	61+ Months	26,365	26,315	99.81	95	0.36	158					
N0414463	House Test List 1	All	39,901	39,409	98.77	25	0.06	7,303					
N0414464	House Test List 2		99,021	98,927	99.91	15	0.02	6,879					
72784	List 1	L12	109,208	109,178	99.97	3	0.00	1,154					
72825	List 1	L13-24 \$10+	15,006	15,001	99.97	0	0.00	211					
72785	List 2	L7 - 12 \$5+	99,826	99,121	99.29	15	0.02	3,933					
72786	List 3	L24 \$10+	63,544	63,522	99.97	11	0.02	233					
72787	List 4	L12 \$10+	80,272	80,252	99.98	13	0.02	177					
72788	List 5	L18 \$10.00-99.99	3,629	3,622	99.81	0	0.00	15					
72819	List 6	L12 \$10+	15,011	15,008	99.98	5	0.03	26					
72789	List 7	L18	6,500	6,493	99.89	5	0.08	36					
72790	List 8	\$5+ Donors	35,010	34,819	99.45	10	0.03	176					
72823	List 9	Active Donors	15,000	14,949	99.66	5	0.03	257					
72791	List 10	L24 \$10+		3,484	100.00	0	0.00	25					
73102	List 10	L24 \$0-4.99			99.96	0	0.00	274					
72792	List 11	L12 \$5			99.94	3	0.01	79					
72793	List 12	L15				1	0.00	141					
72794	List 13					3	0.02	92					
72795	List 13					3	0.01	109					
72816	List 14					2	0.01	310					
72821	List 15						0.06	28					
72796	List 16						0.03	158					
72797	List 17						0.00	345	329	1.12	705	1.17%	502
72798	List 1						0.00	64	40	0.89	68	0.45%	31
72799	List 1						0.00	178	418	1.24	631	1.31%	362
72800	List 2						0.01	1,903	1,178	4.01	1,324	1.72%	354
72801	List 2						0.00	210	281	1.96	425	1.70%	99
72803	List 2						0.00	209	151	1.12	207	0.84%	34
72802	List 21						0.00	160	117	0.86	188	0.58%	29
72804	List 22						0.01	35	23	0.31	408	2.21%	186
72818	List 23						0.00	443	176	3.97	322	2.08%	145

TIP: Issues might be hidden in total job percentages so look at hygiene stats for individual lists

Individual List Hygiene Report:
 Lapsed Donors
 Active Donors
 Non-Donor House Files
 Outside Prospect Lists

MMI Direct List Hygiene Report

File Code	Description	Segment	Input	Zip +4	Zip +4%	Zip Corr	Zip Corr%	Moves With New Address	Moves Without New Address	Moves %	PCOA Moves With New Address	PCOA Moves %	Apt Number Appended / Corrected
L0414711	Lapsed	25-36 MONTHS, \$1-\$99.99	8,909	8,893	99.82	21	0.24	53	57	1.23	170	1.91%	41
L0414712	Lapsed	37-60 MONTHS, \$1-\$99.99	4,721	4,711	99.79	9	0.19	27	27	1.14	91	1.83%	18
L0414713	Lapsed	61-72 MONTHS, \$1-\$99.99	2,392	2,389	99.87	4	0.17	12	10	0.92	26	1.09%	12
L0414714	Lapsed	73-84 MONTHS, \$1-\$99.99	5,896	5,891	99.92	10	0.17	39	37	1.29	117	1.98%	27
L0414715	Lapsed	85-96 MONTHS, \$1-\$99.99	4,214					19	19	1.21	82	1.95%	39
L0414903	Lapsed	97-108 MONTHS, \$1-\$99.99	16					32	17	0.94	185	3.97%	23
L0414904	Lapsed	25-36 MONTHS, \$100-\$999.99	1					27	72	1.07	848	5.06%	77
L0414905	Lapsed	37-60 MONTHS, \$100-\$999.99	1								497	4.77%	48
L0414906	Lapsed	61-72 MONTHS, \$100-\$999.99	1									1.64%	42

Analyze:

Zip +4/Corrections

Moves %

PCOA Moves %

Apt Number Appends/Corrections

Are Any Counts or Percentages Suspicious?

MMI Direct List Processing Report

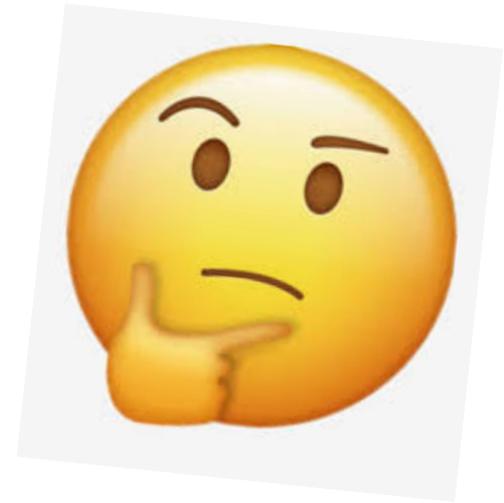
File Code	Description	Segment	Provided Input	Conversion Rejects	Deceased Rejects	NCOA Undeliverables	DMA Pander Rejects	Prison Rejects	Profanity Rejects	CASS Rejects	Military Rejects	No Name Rejects	Vacant Lot Rejects	Nursing Home Rejects	Trailer Park Rejects	Low Yield Rejects	Total Rejects Prior To Merge	Merge Purge Input	Percent Kept	
L0414711	Lapsed	25-36 MONTHS, \$1-\$99.99	8,909	0	173	57	115	0	2	10	1	22	27	20	4	27	458	8,451	94.86%	
L0414712	Lapsed	37-60 MONTHS, \$1-\$99.99	2,326	0	106	27	78	0	6	5	0	2	12	15	0	18	259	4,452	94.82%	
L0414713	Lapsed	61-72 MONTHS, \$1-\$99.99	5,896	0	98	17	79	0	31	25	13	569	160	43	6	13	236	3,978	94.40%	
L0414714	Lapsed	73-84 MONTHS, \$1-\$99.99	4,214	0	418	68	290	0	8	7	6	65	93	45	1	26	1,391	14,809	86.97%	
L0414715	Lapsed	85-96 MONTHS, \$1-\$99.99	4,665	0	877	49	214	0	5	4	6	35	76	66	6	76	1,385	8,298	88.42%	
L0414903	Lapsed	97-108 MONTHS, \$1-\$99.99	16,748	0	877	23	192	1	5	16	6	238	197	66	3	33	1,585	10,837	87.24%	
L0414904	Lapsed	25-36 MONTHS, \$100-\$999.99	10,415	0	954	102	372	0	16	4	4	79	113	53	3	30	1,132	6,347	85.70%	
L0414905	Lapsed	37-60 MONTHS, \$100-\$999.99	9,683	0	1,156	52	217	3	5	7	2	9	62	43	3	56	1,973	15,785	88.89%	
L0414906	Lapsed	61-72 MONTHS, \$100-\$999.99	21,146	0	1,011	31	136	3	16	9	6	74	141	71	3	144	5,184	37,922	87.97%	
L0414907	Lapsed	73-84 MONTHS, \$100-\$999.99	12,422	0	801	65	293	2	16	10	17	172	347	185	13	129	5,095	31,151	85.94%	
L0414908	Lapsed	85-96 MONTHS, \$100-\$999.99	7,479	0	1,235	190	696	4	57	22	10	92	343	158	6	28	1,989	22,664	91.93%	
L0414909	Lapsed	97-108 MONTHS, \$100-\$999.99	17,758	0	3,344	137	581	3	28	16	10	14	39	34	8	123	2,602	23,763	90.13%	
L0414910	Lapsed	25-36 MONTHS, \$1000+	43,106	0	3,579	26	111	0	5	41	8	209	93	14	14	81	2,602	37,669	94.40%	
L0414911	Lapsed	37-60 MONTHS, \$1000+	36,246	0	147	50	231	6	37	196	5	9	201	112	6	238	2,233	37,669	92.09%	
L0414912	Lapsed	61-72 MONTHS, \$1000+	9,152	0	1,017	57	342	7	22	30	5	0	315	11	17	247	7,831	91,191	96.50%	
N0414155	Non Donor	25-36 Months	24,653	0	1,722	395	500	0	64	7	3	0	263	246	28	398	3,827	105,381	92.09%	
N0414155	Non Donor	37-60 Months	26,365	0	324	774	833	0	64	7	3	0	263	246	7	74	857	14,149	98.68%	
N0414455	Non Donor	61+ Months	39,902	1	5,333	992	56	3	63	9	2	0	49	46	39	451	11,324	88,677	96.88%	
N0414455	House Test List 1	All	99,022	0	1,777	134	8	0	0	0	0	0	0	0	0	0	413	2,679	77,770	96.88%
N0414463	House Test List 2	All	109,208	0	525	964	1,418	0	0	0	0	0	0	0	0	0	1041	3,5261	97.13%	
N0414464	List 1	L12	15,006	0	1,946	196	231	0	0	0	0	0	0	0	0	0	0	0	0	
72784	List 1	L13-24 \$10+	100,001	0	176	1,080	654	0	0	0	0	0	0	0	0	0	0	0	0	
72825	List 2	L7 - 12 \$5+	63,547	3	692	114	0	0	0	0	0	0	0	0	0	0	0	0	0	
72785	List 3	L24 \$10+	80,273	1	38	281	0	0	0	0	0	0	0	0	0	0	0	0	0	
72786	List 4	L12 \$10+	3,630	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
72787	List 5	L18 \$10.00-99.99	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
72788			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

Review Reject Categories
 Helps you make informed business decisions before dropping from your mailing.

What Names & Addresses Should You Omit from Your Mailing?

It depends on your situation and strategy.

- Deceased
- NCOA Undeliverable Name/Addresses (“Nixies”)
- Prisons
- No Zip+4
- Company records without individual name
- Temporary Moves
- Unique ZIPs
- Disaster areas
- Profanity/Buzzwords
- Vacant Lots



Unduplication Strategies



Tailor your merge/purge processes to the types of files in your acquisition data set and your unique program requirements.

Unduplication Levels

Who will receive a mail piece using the following levels?

Level	John Smith 123 Main St	Mary Smith 123 Main St	Bob Jones 123 Main St
Individual	X	X	X
Household	X		X
Residential	X		

List Priorities

Which record should be retained when duplicates are identified?

Criteria to consider when assigning list priorities:

List Ownership

**List Cost/Exchange
Agreements**

**List Type:
Test, Retest,
Continuation...**

Match Criteria to Eliminate Duplicates

Tight:

Allows for very few variations

Medium:

Allows for moderate variations

Loose:

Allows for many variations

Match process interrogates each element of the name, organization, address line, city, state and zip.

**Adjust or tweak the match criteria depending upon List Type.
Test, test, test!**

Let's look at some examples!

Name/Address Match Process Examples

Marvin Dawson
988 Cattails Drive
Ooltewah, TN 37363

Marvin Dawson
989 Cattails Drive
Ooltewah, TN 37363

Janet Dawson
98 Cattails Drive
Ooltewah, TN 37363

Janet Carter-Dawson
988 Cattails Drive
Ooltewah, TN 37363

L M Dawsonville
9 Cat Drive
Ooltewah, TN 37363

MMI Direct Merge Purge Summary Report

File Code	Description	Segment	Merge Purge Input	Multi Drops	Single Drops	Suppression File Drops	Single-Buyer Output	Multi-Buyer Output	Merge Purge Output	Percent Kept
SUPPDS	Suppression File	Suppression File	486,681	0	0	0	0	0	0	0.00%
SUPPOLD	Hygiene Changes Original Record	Suppression File	69,545	0	0	0	0	0	0	0.00%
L0414711	Lapsed	25-36 MONTHS, \$1-\$99.99	8,451	7	1	133	4,358	3,952	8,310	98.33%
L0414712	Lapsed	37-60 MONTHS, \$1-\$99.99	4,452	5	0	101	2,028	2,318	4,346	97.62%
L0414713	Lapsed	61-72 MONTHS, \$1-\$99.99	2,268	2	1	49	1,027	1,189	2,216	97.71%
L0414714	Lapsed	73-84 MONTHS, \$1-\$99.99	5,587	6	2	104	2,653	2,822	5,475	98.00%
L0414715	Lapsed	85-96 MONTHS, \$1-\$99.99	3,978	5	2	96	2,103	1,772	3,875	97.41%
L0414903	Lapsed	97-108 MONTHS, \$1-\$99.99	4,057	27	3	133	3,083	811	3,894	95.98%
L0414904	Lapsed	25-36 MONTHS, \$100-\$999.99	14,809	51	33	402	12,514	1,809	14,323	96.72%
L0414905	Lapsed	37-60 MONTHS, \$100-\$999.99	9,024	79	5	303	6,804	1,833	8,637	95.71%
L0414906	Lapsed	61-72 MONTHS, \$100-\$999.99	8,298	65	1	265	5,920	2,047	7,967	96.01%
L0414907	Lapsed	73-84 MONTHS, \$100-\$999.99	18,887	78	21	442	15,123	3,223	18,346	97.14%
L0414908	Lapsed	85-96 MONTHS, \$100-\$999.99	10,837	61	2	284	7,966	2,524	10,490	96.80%
L0414909	Lapsed	97-108 MONTHS, \$100-\$999.99	6,347	38	1	230	4,467	1,611	6,078	95.76%
L0414910	Lapsed	25-36 MONTHS, \$1000+	15,785	66	10	290	11,397	4,022	15,419	97.68%
L0414911	Lapsed	37-60 MONTHS, \$1000+	37,922	156	33	834	28,083	8,816	36,899	97.30%
L0414912	Lapsed	61-72 MONTHS, \$1000+	31,151	130	22	771	22,496	7,732	30,228	97.04%
N0414155	Non Donor	25-36 Months	8,706	137	54	165	5,389	2,961	8,350	95.91%
N0414455	Non Donor	37-60 Months	22,664	178	62	710	18,008	3,706	21,714	95.81%
N0414555	Non Donor	61+ Months	23,763	183	50	786	16,578	6,166	22,744	95.71%
N0414463	House Test List 1	All	37,669	1,549	2,182	545	32,308	1,085	33,393	88.65%
N0414464	House Test List 2		91,191	532	168	590	83,964	5,937	89,901	98.59%
72784	List 1	L12	105,381	16,088	56	5,708	74,094	9,435	83,529	79.26%
72825	List 1	L13-24 \$10+	14,149	1,679	3	444	10,972	1,051	12,023	84.97%
			88,677	17,416	226	9,322	53,828	7,885	61,713	69.59%
			60,868	24,229	6	16,617	11,350	8,666	20,016	32.88%
			77,770	17,706	118	8,732	42,279	8,935	51,214	65.85%
			3,526	1,499	0	1,250	379	398	777	22.04%
			14,678	3,075	1	1,270	8,706	1,626	10,332	70.39%
			6,211							
			31,234	1						
			14,623	2						

Any lists that fall outside the accepted verification parameters should be reviewed.

Then a determination is made regarding the integrity of the merge purge process and any prior processing.

Watch out for:

- Significant variance between ordered and received quantities
- Unusually high number of omits
- Unusually high (or low) hits against another list or suppression file

MMI Direct Multibuyer Summary Report

File Code	Description	Segment	MLT-BUYRS	2-TIME	3-TIME	4-TIME	5-TIME	6-TIME	7-TIME	8-TIME	9-TIME +
L0414711	Lapsed	25-36 MONTHS, \$1-\$99.99	3,952	1,787	968	515	266	189	119	54	54
L0414712	Lapsed	37-60 MONTHS, \$1-\$99.99	2,318	880	556	355	229	125	74	47	52
L0414713	Lapsed	61-72 MONTHS, \$1-\$99.99	1,189	484	285	173	93	66	41	24	23
L0414714	Lapsed	73-84 MONTHS, \$1-\$99.99	2,822	1,187	734	402	230	136	68	40	25
L0414715	Lapsed	85-96 MONTHS, \$1-\$99.99	1,772	858	450	240	111	69	22	8	14
L0414903	Lapsed	97-108 MONTHS, \$1-\$99.99	811	443	198	82	42	24	8	10	4
L0414904	Lapsed	25-36 MONTHS, \$100-\$999.99	1,809	1,236	321	130	76	27	7	9	3
L0414905	Lapsed	37-60 MONTHS, \$100-\$999.99	1,833	1,053	389	186	104	47	20	17	17
L0414906	Lapsed	61-72 MONTHS, \$100-\$999.99	2,047	1,096	449	221	127	62	53	19	20
L0414907	Lapsed	73-84 MONTHS, \$100-\$999.99	3,223	1,995	658	299	129	63	41	19	19
L0414908	Lapsed	85-96 MONTHS, \$100-\$999.99	2,524	1,440	528	289	113	85	31	20	18
L0414909	Lapsed	97-108 MONTHS, \$100-\$999.99	1,611	843	355	175	112	60	31	15	20
L0414910	Lapsed	25-36 MONTHS, \$1000+	4,022	2,249	850	435	231	121	67	33	36
L0414911	Lapsed	37-60 MONTHS, \$1000+	8,816	4,876	1,991	897	495	268	143	86	60
L0414912	Lapsed	61-72 MONTHS, \$1000+	7,732	4,136	1,696	870	474	249	161	76	70
N0414155	Non Donor	25-36 Months	2,961	1,310	716	433	243	133	67	35	24
N0414455	Non Donor	37-60 Months	3,706	2,217	766						
N0414555	Non Donor	61+ Months	6,166	3,542	1,372						
N0414463	House Test List 1	All	1,085	884	149						
N0414464	House Test List 2		5,937	4,448	939						
72784	List 1	L12	9,435	7,160	1,526						
72825	List 1	L13-24 \$10+	1,051	837	147						
72785	List 2	L7 - 12 \$5+	7,885	5,979	1,249						
72786	List 3	L24 \$10+	8,666	4,699	2,079						
72787	List 4	L12 \$10+	8,935	6,406	1,597						
72788	List 5	L18 \$10.00-99.99	398	196	96						
72819	List 6	L12 \$10+	1,626	1,235	261						
72789	List 7	L18	844	568	170						
72790	List 8	\$5+ Donors	4,097	2,437	963						
72823	List 9	Active Donors	1,239	868	235						
72791	List 10	L24 \$10+	598	322	154						
73102	List 10	L24 \$0-4.99	3,084	1,850	699						
72792	List 11	L12 \$5+	3,388	1,798	807						
72793	List 12	L3	2,135	1,596	341						
72794	List 13	L13-24 \$10+	2,331	1,176	598						
72795	List 13	L12 \$5+	3,803	1,800	926						

Multi-Buyer names appear on more than one acquisition list.

These individuals have contributed to multiple organizations and typically perform better than individuals who appear on only one acquisition list.

What is the best way to cultivate multi-buyers?

Try this Multi-Buyer Strategy

Multi-buyer names can be mailed in subsequent mailings.

Try mailing the second record in household dupe groups:

If you've identified these dupes in your merge, instead of mailing John in both the main and multi drops, try mailing Mary in the multi drop.



John Smith – retained

Mary Smith – dropped

Post Merge Processing

- ✓ Key Coding and Package Splits
- ✓ Seeds
- ✓ Formatting – Upper/Lower casing, punctuation
- ✓ Title code assignment
- ✓ Salutation build
- ✓ Finder number/scanlines
- ✓ Presorting for postal discounts

Pro Tips from Marvin



Run NCOA more frequently due to surge of pandemic moves

Example:

In Q4 2020, a nonprofit ran NCOA process three weeks after initial run and saw 60% increase in moves between to two runs.

Pro Tips from Marvin



Beware of drastic differences in net output percentages between the current merge and previous merges (i.e. retention rates.)

This might signify a problem and should always be investigated.

Your list broker will use net output percentages to help you order the correct number of names in future mailings.

Pro Tips from Marvin

Apply hygiene results to your database/CRM:

- NCOA Moves
- PCOA Moves – not recommended for active records
- NCOA Nixies
- ZIP corrections
- Deceased



Thank you!



Please contact me with your data hygiene and processing questions:

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