

# TARGETING YOUR AUDIENCE WITH PRECISION DATA PROCESSING

**DMAW** Production Week

April 21, 2021

**DMAW**  
Direct Marketing Association of Washington

# Our Presenters



**Joanne Meredith**

Vice President  
Annual Giving & Membership  
National Geographic



**David Padilla, EMCM**

President  
CorePro Data Direct



**Alex Newell**

Senior Sourcing Manager  
Production Solutions

- Success Stories
- Selective Segmentation
- Performance Comparisons
- Data Processing Timeline
- Importance of Clean Instructions
- Do's and Don'ts! of Data





# Survey Question 1

---

ON A SCALE OF 1 – 10,  
HOW INTIMIDATED DOES  
THE THOUGHT OF DATA  
PROCESSING MAKE YOU  
FEEL?





# Success Story #1: Maryland Central Appeal

August 2020

UNIVERSITY OF MARYLAND  
Samuel Rugg IV Alumni Center  
3803 Alumni Drive  
College Park, Maryland 20740-5441

Give online: [go.umd.edu/myaff1](http://go.umd.edu/myaff1)  
My 2020/2021 Renewal Contribution:  
☐ \$75 ☐ \$100 ☐ \$125 ☐ Other \$ \_\_\_\_\_  
Please make your check payable to UMCPE.  
☐ American Express ☐ Discover ☐ MasterCard ☐ Visa  
Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
3-digit CVC \_\_\_\_\_ Name on card \_\_\_\_\_ Signature \_\_\_\_\_  
Designate my gift to:  
☐ Maryland Promise Program ☐ Sarachamp Endowed  
(Gifts will be matched 1:1) ☐ Scholarship  
☐ Student Crisis Fund ☐ Other \_\_\_\_\_

0000015026 P1A41  
0001015026P14A10021912902

**UNIVERSITY OF MARYLAND ANNUAL FUND DRIVE**

UNIVERSITY OF MARYLAND  
Dear Mrs. Ellis,

Thank you for your continued commitment to the University of Maryland.

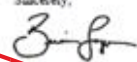
Your gifts are making a positive impact on our ability to provide emergency resources and scholarships to deserving students...thank you! In fact, your past contributions of as much as \$50 are now helping some of our very best students and educational programs.

Indeed, as your support to the University of Maryland continues to grow, you are helping ensure for all of us that our collective future is as bright as our past.

When alumni and friends like you contribute to scholarships like the Maryland Promise Program or emergency funds such as the Student Crisis Fund, you are supporting the power of giving and all of its benefits to our Maryland community.

I am asking you and fellow alumni as  
and their families have been impacted financially, your support will help provide resources for our students.

So if you could renew your annual contribution, every gift counts, and if you can give to count you among our loyal Terp supporters.

Sincerely,  
  
Brian Logue  
Executive Director of Annual Giving

P.S. With your renewal gift, Mrs. Ellis, we can ensure that Maryland students have the resources they need to be successful. A special scholarship gift to the Maryland Promise Program will be matched dollar-for-dollar. Please make your commitment for fiscal year 2020/2021 tax-deductible gift today. Thank you!

Thank you!

UNIVERSITY OF MARYLAND  
Office of Gift Acceptance  
4600 Calvert Road  
College Park, MD 20740-5421

August 2019

UNIVERSITY OF MARYLAND  
Office of Annual Giving  
Samuel Rugg IV Alumni Center  
College Park, MD 20740-5441  
301.405.7749 • 877.3erpGive  
[giving@umd.edu](mailto:giving@umd.edu) • [annualfund@umd.edu](http://annualfund@umd.edu)

August 2019

Dear Mr. and Mrs. Gopalasubramanian,

Every Terp has a fearless idea.

Our students and faculty are passionately pursuing theirs. Fearless ideas help to solve problems, deepen understanding and create positive change on campus and beyond. Alumni and friends like you help make their fearless discoveries, advances and achievements possible.

We are so grateful for your past support and hope that we can count on you again.

Your gift allows the University of Maryland to maintain and support our students and faculty.

Your gift - of any amount - makes a difference.

With your ongoing support, we will continue to make a difference. Thank you again for your generous support.

Go Terps!

Sincerely,  
  
Brian Logue  
Executive Director  
Annual Giving

P.S. Thank you for your past support. For 2019-2020, the Clark Challenge is a top funding priority. Your gift will be matched dollar for dollar by the A. J. Clark Foundation.

**SUPPORT FEARLESS IDEAS**

I want to make an impact at UMD by making a gift of:  
☐ \$100 ☐ \$10 ☐ \$25 ☐ Other \$ \_\_\_\_\_

Please designate my gift to:  
☐ Keep My Maryland Fund ☐ Maryland Promise  
☐ My gift will be matched 1:1 ☐ My gift will be matched 2:1 ☐ My gift will be matched 3:1  
☐ MasterCard ☐ Visa ☐ AMEX ☐ Discover

Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Name on card \_\_\_\_\_ 3-digit CVC \_\_\_\_\_  
Signature \_\_\_\_\_

Thank you!

0008708969212C00010743742

## Success Story #1: Maryland Central Appeal

---

- Targeted Segments:
  - Mail only donors
  - Q1 online donors
  - Black & Gold donors
- Adjusted ask levels
- Proven appeal

### UMD Central Appeal Performance Comparison

	<u>Aug 2020</u>	<u>Aug 2019</u>	<u>Difference +/-</u>
<b>Quantity:</b>	11,712	8,522	3,190
<b>Response Rate:</b>	10.72%	4.20%	6.52%
<b>Revenue:</b>	\$142,705	\$33,496	\$109,209
<b>Donors:</b>	1,256	358	898
<b>Average Gift:</b>	\$113	\$93.56	\$19.44
<b>Gift Ranges:</b>	\$2-\$12,000	\$5-\$5,000	

August 2020  
**326% Increase in revenue**  
**251% Increase in donors**

# Success Story #2: Libraries Renewal Appeal

October 2020

December 2019

2778  
encl. 2/25

**LIBRARIES**  
McKeldin Library  
7640 Library Lane  
College Park, MD 20742-7011  
301.405.7749 • 877.7empGiv  
giving.umd.edu • amallard@umd.edu

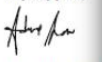
Library services are vital. We need your help.

To meet growing open access needs, 200 students strong, we provide the access, we Libraries' commitment.

This will subsidize the an endowed fund to help this fund to support as well.

A central campus resource, the academic success Library Student Employee.

Thank you, in advance.

Very truly yours,  
  
Adriene Lim, PhD, MLIS  
Dean of Libraries  
Professor of the Practice  
College of Information Studies

P.S. The Libraries is ever, we need your help. Please make your gift.

Can we help you?  
Do you have questions about academic matching gifts or just want to talk opportunities at Maryland? Our Please provide the best way to reach us.

Call me at \_\_\_\_\_  
Email me at \_\_\_\_\_

For more information contact:  
Office of Central Giving  
1000 Ridge IV Alumni Center  
7801 Alumni Drive  
College Park, MD 20742-7011

Exp. Date 3-digit CVC

Signature \_\_\_\_\_  
Name: go.umd.edu/libraries

Mr. John Q. Sample  
1234 Any Street N.E.  
Any City, MD 12345

You are a vital Libraries partner.

Thank you!

**LIBRARIES**  
McKeldin Library  
7640 Library Lane  
College Park, MD 20742-7011  
301.405.7749 • 877.7empGiv  
giving.umd.edu • amallard@umd.edu

Dear Mr. Mothersole,

Of all that has changed during my first year as Dean of Libraries at the University of Maryland, I am heartened by what remains constant. More than ever, the Libraries are a vital educational partner and center of support in the teaching, learning, and research endeavors of UMD students and faculty.

Use of library services and resources has only grown more important for our community during the COVID-19 pandemic, a time when access to digital resources is critical to carrying out the academic mission of the university. In fact, while books and tangible materials are still a major part of the Libraries, *technology and digital resources* account for nearly 85 percent of the Libraries' budget.

In the first two months of the pandemic alone, the Libraries had more than 80,000 unique visitors to the website. In addition, we fielded 637 reference requests and conducted 285 in-depth virtual research consultations. What's more, our curb-side pickup service, allows students to borrow laptops, tablets, WiFi hotspots, and other technology equipment.

When you support access to digital resources—including making the *Libraries Special Collections* digital and discoverable online—you create equitable access to knowledge and remove barriers to learning and research. Currently, one of the collections, University Archives, which preserves the history of the University, is documenting student activism on campus as well as COVID-19 and its impact on the student experience.

The Libraries is seeing an increase in demand for students requesting more in-depth help to navigate an increasingly complex digital world. Through virtual visits to our online learning environments, both faculty and students gain remote access to databases, journals, books, instruction, research consultations, and other information resources that are essential for teaching, learning, and research. **However, while the demand for**

☒ **YES! UMD LIBRARIES CAN COUNT ON MY SUPPORT.** ☐ **ENCLOSED IS MY ANNUAL GIFT.**

☐ \$25 ☐ \$50 ☐ \$100 ☐ Other \$ \_\_\_\_\_

☐ Check ☐ Discover ☐ MasterCard ☐ Visa

☐ AMEX ☐ Discover ☐ MasterCard ☐ Visa

Please designate my gift to:  
☐ Library Student Workforce Fund  
☐ Friends of the Libraries / Where Need is the Greatest  
☐ UMD Libraries Special Collections Gift Fund  
☐ Other \_\_\_\_\_

This gift is joint with \_\_\_\_\_

☐ My/our spouse's employer will match my contribution.  
☐ I have enclosed my matching gift form.  
☐ I submitted my form online.  
☐ Name of employer \_\_\_\_\_  
For more details, go to [matchinggifts.umd.edu](https://matchinggifts.umd.edu)

PL1A1 0000181886

Gifts received by the University of Maryland are accepted and managed by the University of Maryland College Park Foundation, Inc. (UMCPFI), a 501(c)(3) organization authorized by the Board of Regents. Contributions to the University of Maryland are tax-deductible to the extent of the donor's income. Please see your advisor for details. University of Maryland Foundation, Inc. 1 - June 30

0000181886PL1A10022032713

2778  
encl. 2

**LIBRARIES**  
McKeldin Library  
7640 Library Lane  
College Park, MD 20742-7011  
301.405.7749 • 877.7empGiv  
giving.umd.edu • amallard@umd.edu

Dear Ms. Williams,


January 2020

As the new Dean of Libraries, I write today to introduce myself and share my excitement at joining the outstanding University of Maryland Libraries. Evidence abounds that UMD students and faculty are thriving in their lives and studies, and that they view the Libraries as a valuable educational partner and center of support in their academic endeavors.

To meet our users' growing academic and information needs, we in the Libraries rely heavily on our 300-person strong student employee workforce. Our undergraduate student workers and graduate assistant provide services that are vital to our library mission and critical for supporting the foundational teaching and service programs of the Libraries. As a sign of our appreciation for this work, my colleagues and I want to ensure that our student employees earn good wages, learn foundational leadership skills, and gain real-world job experiences in a supportive environment.

To demonstrate my commitment to our student employees, I am creating the *Library Student Employee Workforce Fund*. This fund will subsidize the Libraries' budget for student workers and training programs, and will grow ultimately into an endowed fund to help us continue employing students for many years to come. I am making a personal financial contribution to this new fund to ensure that our student workers know they are valued and appreciated.

I hope you will join me in this effort by making a gift of \$100, \$75, or \$50 to the *Library Student Employee Workforce Fund*. I know our students will appreciate your support of their quest for academic success. Together, we can enhance students' employment-based learning experiences and ensure that the Libraries' important mission is sustained, now and in the future.

Very truly yours,  
  
Adriene Lim, PhD, MLIS  
Dean of Libraries  
Professor of the Practice  
College of Information Studies

P.S. Giving is easy! Make your gift by visiting [go.umd.edu/makeagift](https://go.umd.edu/makeagift) or use the enclosed envelope. Thank you!

**SUPPORT FEARLESS IDEAS** | **MAKE YOUR GIFT TODAY!**

I want to make an impact at UMD by making a gift of:  
☐ \$100 ☐ \$75 ☐ \$50 ☐ Surprise Us! \$ \_\_\_\_\_

Please designate my gift to:  
☐ Library Student Workforce Fund  
☐ Friends of the Libraries / Where Need is the Greatest  
☐ UMD Libraries Special Collections Gift Fund  
☐ Other \_\_\_\_\_

I would like to donate with:  
A secure gift online at [giving.umd.edu](https://giving.umd.edu)  
☐ My CHECK, payable to UMCPFI is enclosed  
☐ My CREDIT CARD  
☐ MasterCard ☐ Visa ☐ AMEX ☐ Discover

Exp. Date \_\_\_\_\_  
3-digit CVC \_\_\_\_\_

Thank you!

**LIBRARIES**  
McKeldin Library  
7640 Library Lane  
College Park, MD 20742-7011  
301.405.7749 • 877.7empGiv  
giving.umd.edu • amallard@umd.edu

Office of Gift Acceptance  
North Library Road  
College Park, MD 20742-3421



## Success Story #2: Maryland Libraries Renewal

---

- Targeted Segments:
  - First ask via Libraries
- Adjusted ask levels
- Personalization
- Copy & Length
- Envelope teaser

Libraries Performance Comparison			
	<u>Oct 2020</u>	<u>Dec 2019</u>	<u>Difference +/-</u>
Quantity:	2,848	3,845	-997
Response Rate:	8.2%	1.20%	7%
Revenue:	\$24,505	\$3,885	\$20,620
Donors:	233	48	
Average Gift:	\$100	\$80	\$20
Gift Ranges:	\$5-\$2,500	\$5-\$500	

### October 2020

**531% Increase in revenue**

**385% Increase in donors**

Sept 2018: Qty: 8,454 Resp%: 1.53% Rev: \$9,704 Donors: 129 Avg\$: \$75.23



# Quick win: Review your ask levels

---

FY20 Ask Levels					
All Segments	Ask 1	Ask 2	Ask 3	Ask 4	Ask 5
\$0-\$50	\$100	\$50	\$25	\$10	Surprise Us!__
\$51-\$100	\$100	\$75	\$50	\$25	Surprise Us!__
\$101-\$250	\$250	\$100	\$75	\$50	Surprise Us!__
\$251-\$500	\$500	\$250	\$100	\$75	Surprise Us!__
\$500-\$1,000	\$1,000	\$500	\$250	\$100	Surprise Us!__
\$1,001-\$4,999	\$2,500	\$1,500	\$1,000	\$500	Surprise Us!__
\$5,000+	\$5,000	\$7,500	\$10,000	Surprise Us!__	Added this level in April 2020

# Quick Win: Review your plan

## 2020 OVERALL GIVING DISTRIBUTION BY MONTH BY SUBSECTOR

SUBSECTOR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Animal Welfare	6.6%	7.1%	9.0%	6.2%	6.9%	6.8%	7.6%	6.9%	5.6%	7.7%	8.6%	21.0%
Arts and Culture	8.6%	6.1%	6.7%	7.7%	7.4%	8.7%	7.0%	6.0%	7.1%	7.7%	7.7%	19.4%
Environment	6.0%	5.4%	5.0%	7.8%	6.2%	10.6%	7.5%	8.4%	6.8%	10.4%	7.3%	18.8%
Faith-Based	6.8%	6.3%	7.6%	7.0%	7.5%	8.5%	7.5%	6.2%	7.4%	8.2%	7.8%	19.1%
Healthcare	7.7%	6.1%	7.9%	8.5%	7.5%	7.3%	6.4%	6.0%	6.7%	6.4%	7.6%	21.7%
Higher Education	6.8%	6.4%	6.8%	5.0%	5.9%	12.9%	7.7%	6.5%	6.3%	7.8%	8.5%	19.6%
Human Services	6.1%	5.4%	7.6%	10.4%	7.7%	8.0%	6.8%	6.2%	6.5%	6.9%	8.3%	20.2%
International Affairs	6.7%	6.6%	7.9%	11.8%	6.9%	8.5%	7.4%	5.6%	5.6%	6.9%	6.5%	19.5%
K-12 Education	8.6%	6.2%	5.6%	5.0%	6.4%	13.5%	5.6%	6.0%	6.2%	7.3%	7.4%	22.3%
Medical Research	9.0%	7.1%	8.7%	6.0%	4.5%	7.4%	6.1%	4.4%	6.7%	6.9%	7.0%	26.0%
Public and Society Benefit	7.1%	6.3%	7.3%	5.7%	5.8%	10.9%	9.1%	7.4%	7.1%	9.3%	8.0%	16.0%
<b>ALL SUBSECTORS</b>	<b>7.1%</b>	<b>6.1%</b>	<b>7.1%</b>	<b>7.3%</b>	<b>6.7%</b>	<b>10.2%</b>	<b>7.1%</b>	<b>6.2%</b>	<b>6.4%</b>	<b>7.4%</b>	<b>7.9%</b>	<b>20.3%</b>

Green: Likely Pandemic driven; Red: Peak Months


Source: Blackbaud Charitable Giving Report Feb 2021

# Speaking Directly to Donors:

## *Personalization Strategies: Opportunities in your data*

- Name
- City/Location
- Past or recent giving
- Years supporting
- Loyalty Society
- Internal Contact





University of Maryland, Baltimore County  
1000 Hilltop Circle, Baltimore, MD 21250

Last Gift Date	Last Gift Amount
12/31/1996	\$25

☐ Enclosed is my gift of: \$  
Make check payable to UMBC Foundation  
Designate my gift to:  
☐ President's Fund  
☐ My gift is joint with  
☐ My employer/spouse's employer will match my gift.  
Employer's name:  
☐ My matching gift form is enclosed. ☐ I will submit my form online.  
Give online before June 30, 2019  
[giving.umbc.edu/renewal](http://giving.umbc.edu/renewal)

Mr. John Q. Samples  
123 Any Street Lane  
Anytown, MD 12345-6789  
ABC12  
8888888888

Annual gifts to UMBC provide continued support for scholarships, research, and experiences that offer the best internship and service opportunities for our students. When you give to UMBC you help to transform lives and make big breakthroughs.

Every gift and every amount will make a difference. Thank you for your generosity and for your support this fiscal year.

Give online before June 30, 2019  
[giving.umbc.edu/renewal](http://giving.umbc.edu/renewal)  
GRIT & GREATNESS  
The Campaign for UMBC

Note: The UMBC Foundation is a DBA registered under The University of Maryland Foundation, Inc. EIN: 52-1125663  
All contributions raised are administered by the UMBC Foundation for the benefit of UMBC.  
PLEASE RETURN WITH YOUR DONATION TO: UMBC Foundation, 1000 Hilltop Circle, Baltimore, MD 21250  
3206  
main 4634



# 800

## ALUMNI DONORS

### BY JUNE 30

00

00

00

00

DAYS

HOURS

MINUTES

SECONDS

Last Gift Date: ##Gift Date## Last Gift Amount: \$ ##Gift Amount##

##First Name##,

Please give a gift of support to UMBC before midnight when our fiscal year ends.

Every gift and every amount will make a difference. Will you help?

Your gift can truly transform lives and make big breakthroughs. Annual gifts to UMBC provide continued support for scholarships, research, and experiences that offer the best internship and service opportunities for our students.

I hope we can count you as one of the last 800 alumni donors needed before midnight.

Thank you, in advance, for your support and generosity.

Sincerely,



Greg Simmons '04  
Vice President for Institutional Advancement

>>>Count me in for a gift of \$25<<<  
>>>Count me in for a gift of \$50<<<  
>>>Count me in for a gift of \$100<<<  
>>>Other Amount<<<

All funds raised are administered by the UMBC Foundation for the benefit of UMBC.



# Survey Question 2

---

WHAT CAN YOU DO WITH YOUR  
DATA TODAY TO CHANGE YOUR  
RESULTS?

- 1) IMPROVE SEGMENTATION
- 2) MORE PERSONALIZATION
- 3) DATA HYGIENE
- 4) COLLABORATE WITH DATA  
PARTNERS







YOU DO NOT NEED TO HIRE A PARTNER



# PROS & CONS

## Data Services Partnership

### Experienced

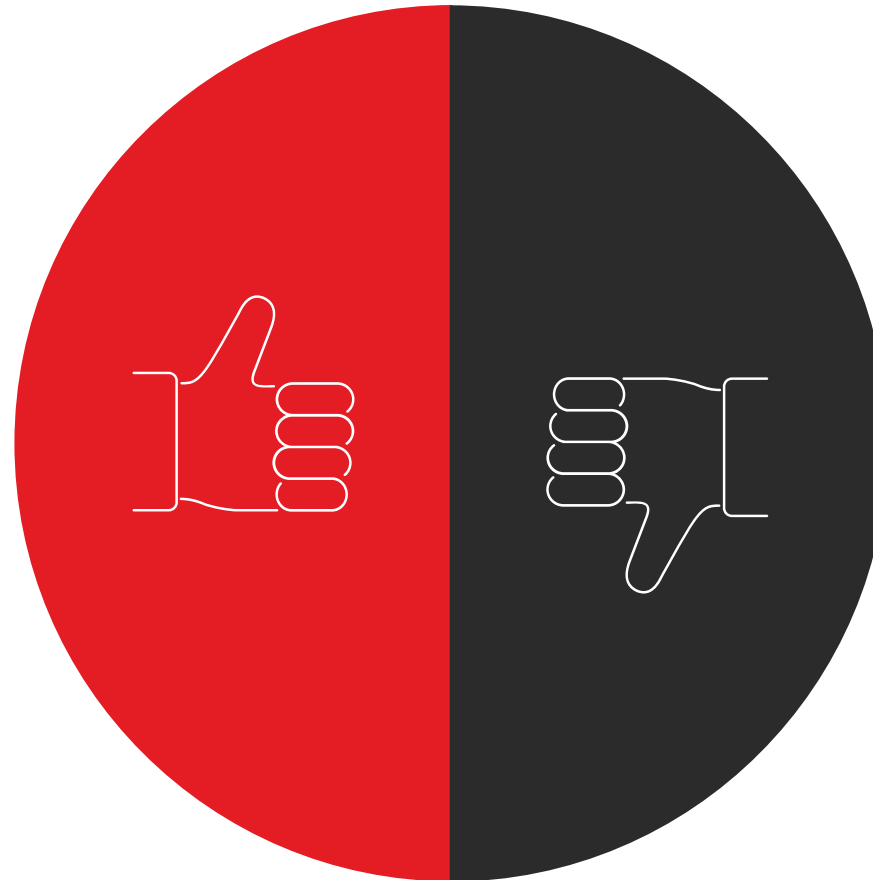
Not their first rodeo. A lot of very knowledgeable specialists work for data services agencies.

### Saves Time

Services performed hundreds or even thousands of times every week. Automation is at the core of most agencies' standard procedures

### Saves Money

Leverages data mining and postal discount processes that affect your project's bottom line.



### You still need Instructions

An outline of the data processing requirements throughout the life of the project is still required.

### You still need to offer guidance

When running a first-time project, guidance is very important to ensure total accuracy and pave the way for future projects.

### It costs more than in-house

Unless you have a dedicated in-house data team, outsourcing will cost more in the short-term, but will yield exponentially greater savings in the long run.



# Importance of Clean & Concise Data Processing Instructions



## First in your list

Data processing is not the LAST thing you think of, it's the FIRST.



## Fool-proof

Prevents unwanted processes and eliminates or, at the very least, diminishes unnecessary delays.



## Set-it & Forget-it

Laying out all steps in a clear manner optimizes efficiency for all parties involved. You can concentrate on reviewing results instead of re-visiting instructions.



# DATA

## Standard Processing Timeline

01.

02.

03.

04.

05.

### Data Import

File Structure/Layout  
File format  
List of Lists Report

### Data Hygiene

CASS  
NCOA / PCOA  
DMA / Suppressions  
Merge/Purge  
Enhancements / Appends

### Data Segmentation

Audience Selection  
Control vs. Test  
Multi-buyers

### Postal Treatment

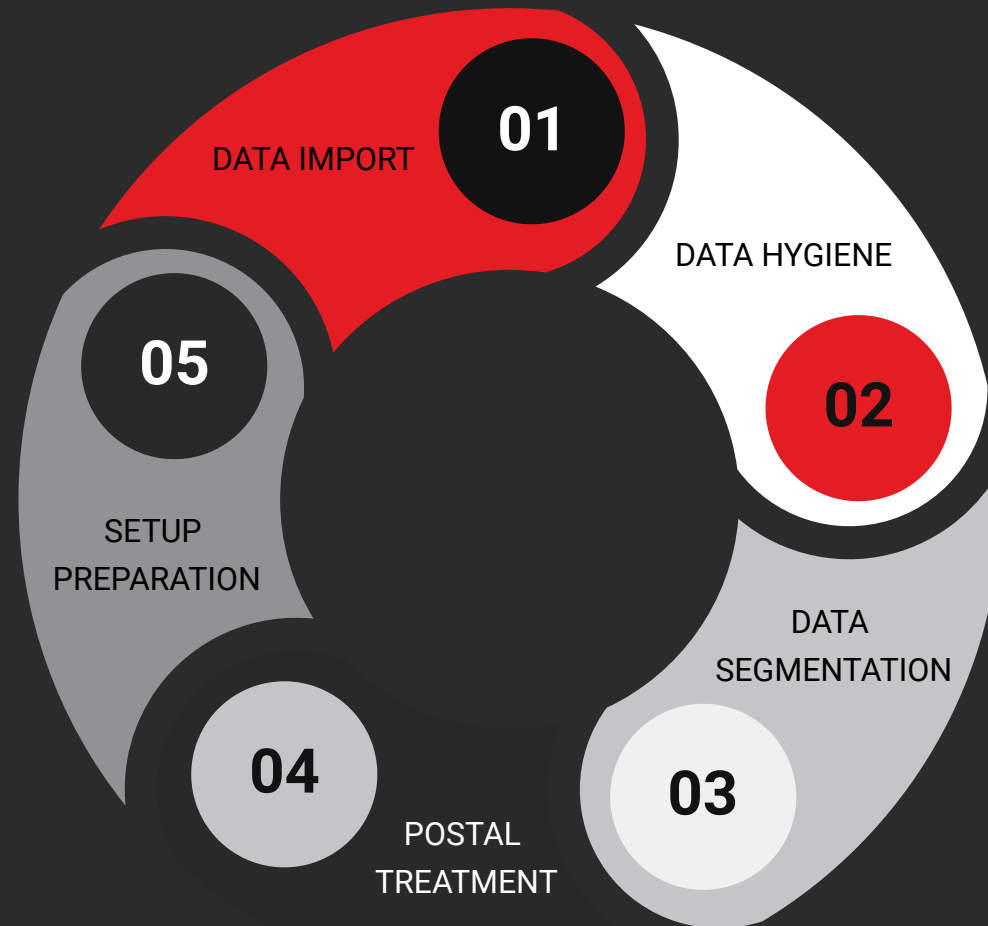
Full rate First Class  
Automation Discount  
Drop-shipping  
Commingling / Co-Pallets

### Setup Preparation

Variable Fields  
Dollar builds  
Scanlines  
Salutation Defaults

# What information does your partner need?

- \* Do you need a password to open the data file(s)?
- \* Do you need a file layout?
  - \* Do you have a list of expected files to be received?
- \* Do you have **FINAL** art files?
- \* Did you add notes/placeholders where variable data will need to be used on each personalization component?
- \* Have you separated multiple component versions adequately?
- \* Do you need to presort?
- \* Do you have the mail owner's MID (Mailer ID) or CRID?
- \* Is the mail owner a Non-Profit? Do they have a NP Permit open?
- \* Do you have tracking information? Is this an Informed Delivery (ID) project?



- \* What CASS return codes can you suppress?
- \* What NCOA return codes can you suppress?
- \* Is there a M/P list priority to follow? Will you also need matching record priority?
- \* Will you need to suppress any records based on specific criteria?
- \* How many packages should there be at the end of the process?
- \* Is there a possibility of overlap between panel/package segments? How do you prioritize the selections in this case?
- \* Do you need random or specific "nth" selections?

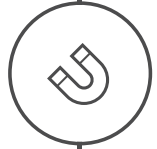




## So...how long does it take?



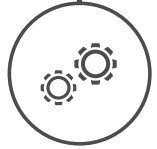
**Standard** | 24 to 48 hours



**Intermediate** | 48 to 72 hours



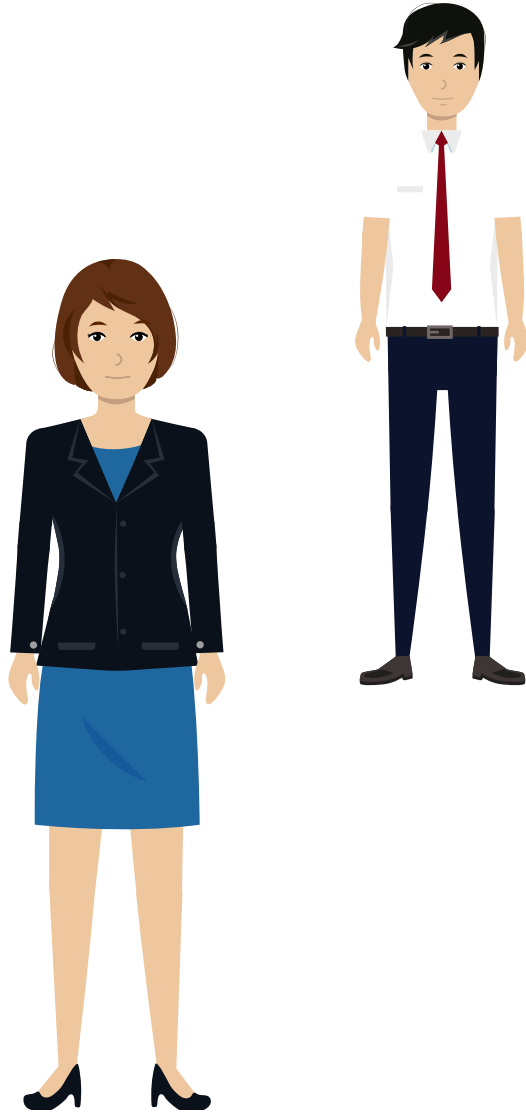
**Advanced** | 3 to 7 business days



**Complex** | Up to 2 weeks



# DO



01

## Gather all needed files to complete the project

Having all files and documents ready for data processing - including art files - makes the process go faster and smoother for all parties involved.



02

## Follow the standard data processing timeline as a guide

While progress points vary based on the scope of the project and the processor's unique priorities, the sample guideline can be used as a guide for standard expectations.



03

## Stick to a standard format to review reports

By standardizing the format and layout of data reports for most if not all accounts or projects, your processor might be able to automate many steps that will help not only in timeliness but also, accuracy.



04

## Review all reports and send all changes at the same time

While edits might be sent and received at different times from the end client, the best approach is to consolidate edits into the minimum amount of communications either via email or a different source.



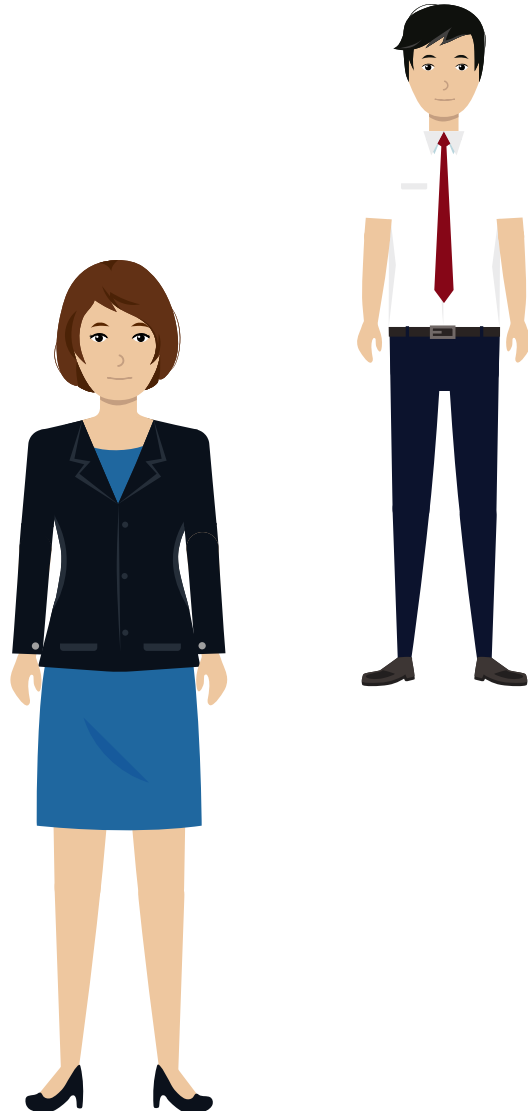
05

## Keep track of changes.

By keeping track of all changes, you will be able to audit the project and communicate feedback to your processor in order to make the process leaner and more efficient in the future.



# DON'T



01

## Do not send incomplete data instructions

Sending incomplete instructions could yield incorrect assumptions or extend the processing time of your project unnecessarily, not to mention an increased risk of processing inaccuracies.



02

## Do not provide "tentative" documents

This includes art and copy files. Just like incomplete data instructions, sending multiple versions of a document increases the risk of processing inaccuracies.



03

## Do not include "boomerang" requests

Do not add the same processing request in different parts of the data instructions document, especially if it contains conflicting or opposite information.



04

## Do not request files for manual edits

It is exponentially better to send specific requests to your data processor so they can make data changes electronically rather than requesting a subset of data for the client to edit manually.



05

## Do not provide processing "orders"

Do not specify how you want the project completed, instead emphasize what the end result should look like. Your data processor will identify the best and most logical manner to accomplish the end goal.





# Survey Question 3

---

AFTER TODAY'S SESSION,  
ON A SCALE OF 1 TO 10, DO  
YOU FEEL YOU ARE MORE  
PREPARED TO TACKE DATA  
PROCESSING?



# Key Takeaways

“  
Know the data and  
trends for your industry.”

Joanne Meredith



“  
Keep your data  
instructions clean and  
detailed.”

David Padilla



“  
Leverage partnerships to  
become an extension of  
your team.”

Alex Newell





**DMAW** Production Week

Wednesday, April 21, 2021

DO  
MORE.

# THANK YOU!

JOANNE MEREDITH

*[jmeredith@ngs.org](mailto:jmeredith@ngs.org)*

DAVID PADILLA

*[david@coreprodata.com](mailto:david@coreprodata.com)*

ALEX NEWELL

*[anewell@psmail.com](mailto:anewell@psmail.com)*

**DMAW**  
Direct Marketing Association of Washington