

DECEASED SUPPRESSION PROCESSING CASE STUDY

INTRODUCTION:

Marketers should minimize insensitive situations caused by sending mail to deceased individuals. Redi-Data's Deceased Suppression Processing will reduce the number of deceased individuals you mail to, helping lower mailing costs while increasing return on investment.

MAILER BENEFITS:

The following case studies illustrate the value to matching logic deceased suppression. It should be noted that match rates vary by the nature of the file, frequency of updates and address maintenance procedures, but marketers often use a benchmark of 1%.

CASE STUDY 1: LEISURE TRAVEL COMPANY

A large leisure travel company has dramatically reduced its complaint mail, lowered promotion costs and improved response through the use of Deceased Suppression Processing. They were able to remove over 19,000 records per million (almost 2%). This represented a net postage and material savings of \$7,100 on just the first mailing - a 284% ROI.

ITEM:	RATE:	AMOUNT:
Matched Records (1MM Record File)	1.92%	19,200 Records
Mailing Cost Avoided (Postage & Materials)	\$500/M	\$9,600
Less Client Processing Fee	\$2.50/M	\$2,500
Net Amount Client Saves on 1st Mailing	N/A	\$7,100
Client ROI on 1st Mailing	N/A	284%
Net Amount Client Saves on 2nd Mailing	N/A	\$9,600
Total Net Amount Saved on 1st and 2nd Mailings	N/A	\$16,700
Client ROI on 1st and 2nd Mailings	N/A	668%

CASE STUDY 2: FINANCIAL COMPANY

A major national financial company was extremely satisfied with the results they achieved with Deceased Suppression Processing. They discovered that for every 1 million records processed, 22,700 names were deceased individuals (almost 2.3%). This represented a net postage and materials savings of \$8,850 on just one mailing - a 354% ROI.

ITEM:	RATE:	AMOUNT:
Matched Records (1MM Record File)	2.27%	22,700 Records
Mailing Cost Avoided (Postage & Materials)	\$500/M	\$11,350
Less Client Processing Fee	\$2.50/M	\$2,500
Net Amount Client Saves on 1st Mailing	N/A	\$8,850
Client ROI on 1st Mailing	N/A	354%
Net Amount Client Saves on 2nd Mailing	N/A	\$11,350
Total Net Amount Saved on 1st and 2nd Mailings	N/A	\$20,200
Client ROI on 1st and 2nd Mailings	N/A	808%

Deceased Suppression Processing is an important step in the address cleansing process. This service should be incorporated into the address hygiene process along with NCOA^{Link}, Merge/Purge and many other data quality processes.