



Our B-Clean hygiene bundles are a select combination of hygiene processes which ensure deliverability to the people you mean to reach.

## Our Commitment to You

BB Direct leverages best-in-class data hygiene solutions to correct mail file addresses, improve mail deliverability, and update your records. You'll save money by keeping your data clean, capturing more clients and retaining existing customers.

### **B-Clean Service Bundle \$3.50/M** (Address Standardization, DPV, Lacs Link, NCOA, and DSF<sup>2</sup>.)

The B-Clean process is a bundle of services used to not only maximize the accuracy of who's receiving your mail piece but to also remove potentially undeliverable mail that might otherwise end up in the trash. Our goal is to identify and validate your address data so that your campaigns are more efficient, thus increasing your response and ROI. Less printed waste is also healthy for the environment.

### **B-Clean PLUS Service Bundle \$6.00/M** (Address Standardization, DPV, Lacs Link, NCOA, DSF<sup>2</sup>, Apartment Number Append, and PCOA.)

The B-Clean PLUS process goes beyond the B-Clean Service Bundle. B-Clean Plus increases the match rate (as much as 10% more match) during the NCOA process by appending additional apartment numbers. We also pass the file against the PCOA database to catch each more records where people have moved but not reported their move to the United States Postal Service.

#### Ala-Cart Processes

##### NCOA<sup>LINK</sup>™

~ Standard 48 month National Change of Address identifies people who have reported a relocation and provided their forwarding address.  
\$2.00/M

##### PCOA

~ 48 month Secondary Source Change of Address identifies people who have not reported to the USPS that they have re-located, but who have reported a change in their mailing address to magazine subscriptions and other commercial affiliations.  
\$2.50/M

##### DSF<sup>2</sup>™

~ Second generation Delivery Sequence File which will score each address on their deliverability enabling you to suppress potentially undeliverable records.  
\$2.00/M

#### **BB Direct, Inc.**

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