



best  
address  
lists  
here



intelligent media delivery

Based on  
the latest,  
greatest  
intelligence



Select exactly  
what you need

[Click links and logos](#)

Inside:

- [Valassis National Enhanced File \(VNEF\)](#)
- [Valassis Premium Selections \(Personalization\)](#)
- [Prospect Marketing](#)
- [VNEF Plus](#)
- [New Movers File](#)
- [New Construction File](#)
- [Vacancy Data](#)
- [Technology and Fulfillment](#)
- [Case Study](#)

People move. Routes change. Objectives vary.

## Know you're at the right place for accurate address lists that lift ROI

In today's competitive marketplace where big data is central to success, companies need addresses that completely capture their geographic footprint and are updated, standardized, and cleansed on a consistent basis. You've come to the experts.

Valassis excels at intelligent media delivery. We've spent the last 50+ years perfecting our database. With over 163 million unique addresses, you get the most comprehensive, accurate address database, allowing you to:

- achieve total geographic coverage
- close your data gaps
- gain efficiency; reducing wasted deliveries
- increase response
- save with postage discounts at the saturation and high-density levels
- and improve your ROI

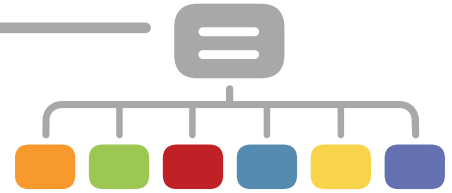
**Quality assured** – Valassis actually uses our own file to mail over 70 million pieces per week. You know it's up to date.

Let's discuss your specific data needs and options – highlighted on the following pages – and drive your greatest success.



## Valassis National Enhanced File (VNEF)

- Virtually 100% of deliverable addresses; about 154,000,000:
  - mailable, residential, business, seasonal, only way to get mail PO boxes, and colleges
- Unrivaled level of data, quality and service compared to other list providers
- Better coverage than a household compiled file
- Eliminates wasted mail and increases ROI
- More complete address designation for better deliverability
- Standard and specialty demographics available
- Fully qualified for saturation postage rates



## Valassis Premium Selections (Personalization)

- Most names for saturation coverage; unbeatable
- Over 150,000,000 first and last names; 83% of VNEF addresses
- Names for primary and secondary head of household available; provides equivalent coverage for male and female decision makers
- Address-level geo-coding available
- More than 1,000 neighborhood-level targeting variables available



## Prospect Marketing

- Solutions to support new customer acquisition
- Superb targeting: identifies desired Retail Trade Area (RTA)
- Name specific: selects all addresses with names in RTA
- Removes non-preferred and non-deliverable address types
- Omits current customers or adds new prospect addresses to achieve postal optimization



## VNEF Plus

- Complete address coverage
- Merges VNEF data with our Address Planning file (USPS® No-Stat addresses)
- Perfect solution for: Survey research sampling, Fraud detection and address validation, Private carrier delivery, Mapping applications, Urban research and planning, Required regulatory notifications, and more



## New Movers File

- Contains up to 30% unique new movers when compared to new mover sources
- About 165,000 residential addresses; updated weekly
- The only new movers list that incorporates postal intelligence
- Includes new construction records, telco and deeds



## New Construction File

- Greater speed-to-market, so you know before your competition
- Valassis identifies by “move in date,” long before new owners settle in
- About 25,000 residential addresses, updated weekly
- Most complete, accurate, high quality list of newly constructed homes



## Vacancy Data



- Urban planners and marketers rely on this comprehensive source of vacant addresses
- Updated weekly; designates businesses versus residential
- Identifies up to 8% more undeliverable addresses than other sources, and can yield substantial savings
- Includes secondary unit numbers for all apartments where data exists
- Complete rural route address coverage (RR accounts for 30% of entire postal database)

## Technology and Fulfillment



- 24/7 access to data, demographics, and mapping on our web-based technology
- Create radius requests, both miles and drive time, and maps utilizing advanced mapping technology
- Comprehensive count summary reports available including street, demographics, saturation, carrier route changes, and many more
- Customized technology solutions provided including private labeled fulfillment and application programming interface (API)

[Table of contents](#)

### Upscale Jewelry Brand Reaps the Benefit of Personalized Solo Saturation

#### About Client

- Chicago-based agency representing a national, upscale women's jewelry brand

#### Objective

- Identify a prospect group of potential new customers surrounding store locations who sell the brand and then reach the requested mail volume for each location
- Personalize mailings to reach consumers by name, specifically females
- Maximize return on investment (ROI)
- Essential for marketers targeting a specific geography over time

#### Solution

- Custom process to select only addresses with household names in client's targeted Zip Codes and carrier routes
- Leverage gender select to select only female names

“Valassis has helped us grow our business by taking the time to understand our specific needs and working with us to develop a custom solution to meet those needs. More than a vendor, the Valassis Data Solutions team has served as a partner in collaboratively streamlining our data process to allow us the freedom to continue growing our core business.”

#### AGENCY

Director of Marketing and Operations

## Results



**85% ROI**

**OVER 6 MAILINGS**

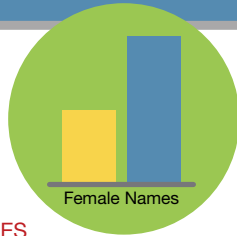
IN 2K13



**INCREASED STORE TRAFFIC LOOKING FOR BRAND**

**DELIVERED OVER 200% MORE**

**FEMALE NAMES COMPARED TO PRIOR MAILINGS**



**INCREASED MAILING SCHEDULE BASED ON POSITIVE RESULTS**