

## SUPPRESSION SERVICES

### ***Better list targeting, for better mailing results.***

To ensure maximum mailing power with minimum mailpiece waste, don't stop at updating your addresses with COA data. Royco's vendor's Suppression Service take list enhancement an invaluable step further.

These services — now available for all our customers to use on their lists — help you reach any mailing's optimal audience, by flagging addresses that match undesirable criteria. Knowing which addresses to hold back lets you improve response rates, while cutting back on production overages and increasing overall profitability.

#### FEATURES

- More targeted address data yields **more effective mailings** — higher response rates and fewer wasted mailpieces
- Choose from a variety of suppression services: **"Do Not Mail," Deceased,** and more
- **One-click access** from through our vendor
- **Quick processing turnarounds** reduce downtime and boost productivity

#### INCREASE YOUR OPTIONS

Get more than you expect and everything you need with value-added options.



## SUPPRESSION SERVICES

### ***Fewer wasted mailpieces. More effective mailings.***

Targeted mailings can boost efficiency — and profits. Selecting Suppression Services helps streamline your mailings for peak effectiveness.

Choose the service or services that best suit your needs (see below). Whatever you choose, your mailing lists will be more precise — and your bottom line will be even brighter.

#### *Royco's vendor's Suppression Services include:*

**Mail Preference Service:** Identifies people on the Direct Marketing Association “Do Not Mail” list.

**Deceased Master File Suppression:** Flags addresses whose primary residents have died (per U.S. Social Security Administration and other sources).

**Prison Suppression:** Uses a national directory of addresses identified as prisons.

**Business/Shopping Center Addresses:** Compiled from regional White Pages listings.

**College Addresses:** Uses a database of ZIP Codes assigned to colleges or universities.

**Pander Files:** Uses requests from outside groups to have name/addresses removed from lists.

**Military ZIP Codes:** Flags addresses featuring ZIP Codes corresponding to military installations.

**Nursing Homes:** Matches addresses against those that have been identified as nursing homes.

**Relative Input of Another's Death:** Uses a database of notifications from relatives of deceased persons.

**Retirement Homes:** Isolates addresses that have been identified as retirement homes.

**Trailer Parks:** Flags mobile home/trailer parks.

