

## **Summary of Services**

### **Consultative Services**

- Major Mail will meet with clients on a regular basis to advise and recommend on direct mail issues. These issues included, but aren't limited to, ways to maximize response rates, segmentation strategies, mapping, profiling and modeling, predictive analysis, list acquisition, mail piece design and layout, and postal regulation compliance. Our consultant services are free!

### **Mailing Services**

- Data processing of mailing lists including NCOA, CASS, merge-purge, suppression, etc.
- Inkjet addressing using state of the art technology such as Scitex machinery.
- Unique priority coding for mailing analysis tracking will be used as needed.
- Delivery of mail to post office.
- Free mailing list research and recommendations on all commercially available mailing lists and/or e-mail lists including, resident-occupant, consumer, compiled, business-to-business, donor, subscriber, mail-order, and lifestyle segmentation, etc.

### **Mapping Services**

- Mapping of customers, prospective customers or best potential customers is provided to you at cost. The output is "presentation-ready" in either PDF or HTML formats. Crisp and clear paper maps can also be made available. Customized mapping services include trade and drive time analysis. Identify and evaluate direct marketing activities for maximum response.

### **E-Mail Broadcasting Services**

- Permission Email lets you speak with your audience in a personalized manner. Based on the customer profiles in your database, you can make specific offers to targeted groups including recency, frequency, and monetary value. Use it to deepen customer loyalty, shorten purchase cycles, up-sell or cross-sell products and services and more.

### **Customer Service**

- When you call a receptionist, not a chain of voice mail prompts, greets you.
- A dedicated, one point of contact customer service representative will work with you on a day- to- day basis.
- You will receive from us an easy to read and understand invoice for mailing services performed by Major Mail.
- You will receive confirmation from Major Mail of mail delivery to a pre-determined post office facility.
- Major Mail employees are Mail piece Quality Control certified by the United States Postal Service.

### **We Deliver - When It Counts Most /Our Performance Guarantee**

- Major Mail has a 99.3% delivery rate to the US post office of your choice. We measure our performance every day. 24% of our delivery is done prior to the specified mailing data, if approved by our clients.
- Major Mail's performance guarantee is second to none. It reads, "If you aren't completely satisfied with the mailing services performed by Major Mail your order is free". That's how committed we are to your satisfaction.