

National Enhanced File

Use the most accurate address data to achieve better results

Knowing who your current or prospective customers are and how to reach them can be fundamental to growing your business.

We help to fill this gap with a best-in-class address file. Built with our patented process, the National Enhanced File is the highest quality, single-source database on the market. The precise, clean, current data in the file allows you to achieve total geographic coverage.

95%

of executives feel data is critical to their business strategy.

33%

or more of executives believe customer and prospect data is inaccurate.¹

OUR DIFFERENCE

Fulfilling the requirements for most clients, the National Enhanced File includes nearly 100% coverage of U.S. mailing addresses.

- > Utilizes our patented identity resolution process²
- > Includes unique addresses, which provides more locations to aid in saturation
- > Reaches 155M residential households and 14M business addresses across channels
- > Reviews addresses on a daily basis along with weekly updates from USPS® data
- > Meets USPS standards to provide maximum postage savings
- > Leverages seasonal insights to avoid mailing to vacant addresses, reducing costs

Source: 1 | 2019 Influencer Marketing Global Survey, Rakuten Marketing
2 | U.S. patent number 10007739

BENEFITS

The National Enhanced File helps drive your marketing programs and business analytics with the most comprehensive database available.

- > Licensing opportunities of our National Enhanced File and add-on products based on targeting and personalization needs
- > Market to geographic areas, based on postal carrier route or ZIP Code, where your best prospects reside
- > Gain cost savings using saturation/walk sequence address files for postal discounts
- > Access consumer and business addresses from a single source
- > Leverage neighborhood demographic data for superior targeting
- > Append names where available to personalize campaigns
- > Ideal for marketing companies supporting their product distribution, as well as data companies supporting data needs for their end clients

OUR PROCESS

Initially designed to enhance direct mail programs, our patented technology now stands as the backbone of Vericast's identity resolution efforts. Through a combination of manual and automated programs, we are able to update our file on a daily and weekly basis, which is unmatched in the industry.

Vericast's team of data experts work with you to determine the data products that will best meet your campaign goals.

- 01 Detail the planned use case and product(s) of interest
- 02 A database license agreement will be issued
- 03 Access to our secure FTP site will be granted to retrieve licensed data

The National Enhanced File provides nearly 100% address coverage, making your marketing campaigns more efficient and successful. Contact our experts today at info@vericast.com to learn how our powerful consumer intelligence can help grow your business.

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