THE DYNAMIC SOLUTION

DISTRIBUTION

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In today's digital marketplace, high quality, personalized and relevant postal mail remains one of your most powerful marketing tools. **DMS *ink*** applies more than a century of combined experience in the direct mail industry to guide you through the process and ensure greatest possible return on your investment. Enhanced postal optimization offers more accurate control and reporting of mailings. We have the expertise to provide you with the best logistics strategies and campaign optimization.

DIRECT MAIL LISTS

DMS *ink* offers residential and business mailing lists comprised of highly detailed targeting groups. Target prospects with buying patterns similar to those of your best customers. With data on more than 90 million individuals, more than $2.3 billion in purchase transactions, and unparalleled demographic and lifestyle selectivity, **DMS *ink*** offers a powerful tool to reach new prospects.

RESIDENTIAL

- Target prospects by demographics
- Target prospects by lifestyle
- Target prospects by cluster spectrums

BUSINESS

- Business lists: Find businesses by employee quantity, business type, geographic location, year started, sales volume, headquarters and more
- Phone numbers and emails also available for most lists

NCOA, CASS, PRESORT, IMB, TRACK 'N TRACE

- NCOA- National Change of Address: All data is processed through the most current NCOA records. Verified new addresses will be updated to optimize delivery. All lists run through NCOA every 90 days to maintain postal discounts.
- CASS- Coding Accuracy Support System
- Presorting: **DMS *ink*** presorts all mail to take advantage of the tremendous postage discounts offered by the USPS for presorting all classes of mail: First Class, Periodicals, Standard, and Package Service; and for all types of mail: letters, flats and parcels.

DMS*ink*

DISTRIBUTION

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