



# What is dataMatters?

dataMatters is a service that improves the marketing efficiency of your direct mail campaigns by ensuring your mailing data is accurate.

There are two services to choose from.

## Data cleansing and enhancement

We can help you avoid wasted mailing costs by cleaning and enhancing your business and consumer data.

We'll ensure your data is complete and up-to-date with the correct contact at the correct address with the correct telephone number so that it reaches your intended recipient. We'll also remove those individuals known to have goneaway or who are deceased thereby minimising consumer annoyance.

## Green segmentation

We can help you segment your audience according to how eco-conscious they are.

This innovative tool gives you a valuable insight into the behaviours and attitudes of those who are most likely to act green, enabling you to create a more relevant and targeted campaign that will help increase ROI.

## What are the benefits of dataMatters?

- ✓ Cost-savings – saves money on redundant print and postage
- ✓ Maximises ROI – better targeting means you're talking to people more likely to buy
- ✓ Reduces your environmental impact – minimises wastage resulting in lower carbon emissions
- ✓ Minimises consumer annoyance – reduces poorly addressed mail

## Who to contact

For further information about dataMatters contact your TNT Post Account Manager.

Alternatively, call Client Services on **01628 816 768**

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