



Data Diagnostic Results





Data Diagnostic Overview

Thank you for your interest in a Data Diagnostic. The Data Diagnostic is a report whose purpose is to provide your organization with (1) a snapshot of the accuracy of its postal, phone, and email data, and (2) the business case for refreshing this data. The report includes the following two sections:

1. Results Summary

This section details the percentage of your data that can be corrected across more than 25 categories and how those percentages compare to industry norms. It furthermore includes a no-obligation estimate on what it would cost to refresh that data across each category based on your total database quantity, and what it would cost to enhance your data with more than 45 demographics and household segmentation data.

2. Business Case

Based on a set of assumptions, this section outlines the potential cost savings and revenue improvement your organization can expect to achieve by refreshing your data.

Please review the enclosed Data Diagnostic based on the data your organization has submitted. A USADATA Data Specialist will also be contacting you to schedule a call to review the results with you and to answer any questions you may have.

Data Diagnostic File Quantity: 25,000

Total Database Quantity: 500,000

Data Content Issues	DD Results	Industry Norm	Comments	Price Estimate (Based on Total Database Qty)
CORE DATA / CUSTOMER ADDRESSES				
Duplicates	1%	2 - 3%	Identification of Individual and or Household level Duplicates	\$5,000.00
Undeliverable Address	6%	3 - 5%	Analysis of presence zipcode, zip +4 and Delivery Point Barcode and percentage we can add	
Vacant Address	0.3%	0.5 - 1%	Analysis of Addresses USPS has indicated are Vacant	
Dirty Word	5%	0.1%	Identification of inappropriate word in name or address line	
Seasonal Address	0.15%	0.1%	Identification of a Seasonal Address (Snow Bird)	
Deceased	0.50%	0.5 - 1%	Flag matching deceased file	
Underage	0.50%	0.5 - 1%	Flag matching Direct Marketing Association Do Not Solicit file	
Prison	0.10%	0.1%	Flag indicating address is Prison	
NCOA	3.00%	10.00%	Recommend National Change of Address to update database streets for more accurate delivery	\$1,250.00
EMAIL				
Emails Appended	35%	30%	Append E Mails based on Physical Names and Addresses	\$6,125.00
Bad IP	1.00%	2 - 4%	IP on record was a blacklisted IP	\$3,750.00
Bad Extension	1.00%	0.05 - 0.01%	Improper or foreign extension	
Duplicates	0.00%	0.5 - 2%	Records that appear more than once in a file	
Bad Format	1.00%	0.06 - 0.3%	Improper email format	
Bad Domain	0.02%	0 - 2%	Blacklisted Domain	
Bad Word	1.00%	0 - 0.1%	String contains bad words or improper syntax pattern	
Unsubscribes	0.01%	0 - 2%	This consumer has a propensity to unsubscribe	
High Complaints	1.00%	0 - 0.4%	Records proven to negatively impact IP reputation	
Low Complaints	0.00%	0 - 0.3%	Infrequent complainer who doesn't escalate complaints	
Traps	1.00%	0 - 1%	Known Spam Trap	
Invalid	1.00%	1.5 - 9%	Record was verified as invalid (meaning it does not exist at the ISP, and is not valid for delivery)	
Catch All	1.00%	1 - 2%	Records where the domain accepts all messages	
Unknown_v	1.00%	1 - 2%	Records could not be verified as valid or invalid	
Net Records	1.00%	80 - 95%	Net once all negative flags are removed	
PHONE				
Phones Confirmed	2.00%	20 - 30%	Phone Confirmation	\$5,000.00
Phones Append	0.01%	10 - 15%	Phones Appended (average 40%)	
Reverse Phone Append	2.00%	40 - 50%	Reverse Phone Look-up returning a Physical name and address based on input phone number (average 40%)	\$8,000.00
DATA ENHANCEMENT				
Basic Demographic Append		95%	Percentage of records which can be appended with 46 demographic elements	\$11,875.00
Household Cluster Append		95%	Percentage of records which can be appended with one of 70 clusters	\$28,500.00

	Postal	Email
Assumptions		
Cost Assumptions:		
Estimated Volume	500,000	2,500,000
Cost Per Piece	\$0.45	\$0.0030
Total Cost of Mailing/Emailing:	\$225,000	\$7,500
Revenue Assumptions:		
Average Response Rate	1.25%	0.10%
Average Revenue Per Response	\$50.00	\$50.00
Estimated Total Annual Responses	6,250	2,500
Total Revenue Per Mailing/Emailing:	\$312,500	\$125,000
Potential Cost Savings		Impact
Reduction of Ineffective Pieces	11.05%	10.03%
Inaccurate Records (Undeliverable or vacant address per USPS)	6.30%	
Out-Dated Address(Estimated) (Moved, no available forwarding address)	3.00%	
Duplicate Individuals (Individual-level duplicates)	1.00%	
Undesirable Records (Deceased, seasonal address, prisons, etc.)	0.75%	
Total Ineffective Mail Pieces	55,250	250,678
Total Savings Per Mailing/Emailing:	\$24,863	\$752
Potential Revenue Improvement		Impact
Incremental Percentage Delivered	17.76%	35.00%
Undeliverable Addresses Corrected	2.16%	
Moved, Updated Address Provided	15.60%	
Incremental Quantity Delivered	88,800	875,000
Revenue Improvement Per Mailing/Emailing:	\$55,500	\$43,750

Proven Results through Machine Learning



875 3rd Ave, 6th floor, New York, NY 10022
212.679.1411 | info@usadata.com