

# FineTune Data™ Data Quality Solution

*The next step for unparalleled data quality*

*FineTune Data™* solution not only increases mail delivery when working in concert with Pitney Bowes products like *Finalist®* address quality software and *ForwardTrak™ Plus* move update software, it also provides a critical accuracy boost for other vendors' mail efficiency and data quality software. And it's an in-house solution. That means you gain the flexibility of using *FineTune Data™* the moment you need it, and keep valuable customer data where it belongs – under your own roof.

*FineTune Data™* is a data tool that corrects names, addresses and forwarding addresses to take your mail deliverability to new heights after cleaned through the *Finalist®* and *ForwardTrak™ Plus* products.

## Take mail deliverability to the highest level

Your company most likely is using address hygiene applications.

But now more than ever, you need an advanced name and address accuracy system that matches, identifies and verifies each customer name and address past the postal-related address cleansing products. That's *FineTune Data™*.

## The latest address data on US households

*FineTune Data™* can update vital customer statistics using a combination of a high-integrity name-to-address parsing and matching algorithm and customer data<sup>1</sup> from the largest US consumer database maintained by Experian®.

This data includes:

- Correct name and address, personal titles and address information
- The newest addresses (when available) for movers
- Verified and appended atypical names. This includes nicknames, hyphenated last names and suffixes such as DDS, MD, and Jr.
- Validated and corrected conventional street addresses, post office boxes, rural routes and transposed street addresses
- Demographic profiling data

## Boost cash flow and profitability – right now

The more your business' cash flow and customer satisfaction depend on timely and accurate mail delivery, the faster *FineTune Data™* will pay off for you.

Every year, millions of people in the US move. 40 percent of these movers never notify the United States Postal Service® (USPS®). Imagine the impact

this can have on your customer satisfaction and cash flow when your customers do not receive their communications.

*FineTune Data™* focuses on identifying addresses of movers not reported to the USPS.

How? It starts with a high-integrity Name-to-Address Parsing and Matching Algorithm. This is combined with Name and Address Correction and a Move Forward Algorithm that uses, when available, up to 10 years of move forward history. This advanced matching technology and address verification provides more reliable, first-time delivery of customer communications and billing statements.

## *FineTune Data™* also provides valuable consumer demographics

*FineTune Data™* system's profiling elements provide you with appended demographic data. This includes marital status, date of birth, income range, presence of children (including their age ranges), telephone number, gender, census tract, census block and much more.

Got any ideas on putting this extra data to work? Create your own rules and parameters to interrogate and use this data. Depending on your business environment and objectives, the updated demographic profiling you get from *FineTune Data™* could prove highly valuable.

*FineTune Data™* is one of the most effective tools to attain the highest level of data quality. The key to finely tuned data is to combine the *FineTune Data™* database with your business environment and rules, while leveraging your knowledge of your own data. If you wish to have assistance tuning your data, contact the Pitney Bowes Professional Services experts.



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*FineTune Data™* gives you the demographics. Add your imagination and there's no telling how much this data can boost your business.

### It's already working for top companies

*FineTune Data™* is more than tested – it's proven. It's on the job today, successfully improving customer data accuracy for Fortune 500® companies in banking, investment services, insurance and retail.

It's from Pitney Bowes, with more than 80 years as a leader in providing document output solutions to the world's largest mailers. At Pitney Bowes, we draw on that deep experience to help customers like you respond to the ever-growing demands of data quality. Let us put that experience to work for you.

***FineTune Data™* :**  
**The ultimate name-to-address  
matching solution for lower mail costs.**  
**Call us today at 877-536-2736.**

Pitney Bowes is an expert in **Engineering the Flow of Communication™** with end-to-end integrated mail solutions. Our leading-edge hardware, software and services can help you grow revenue, cut costs and strengthen customer loyalty, to drive your long-term profitability.

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<sup>1</sup>US household data is maintained on households with individuals over 18 years of age, when data is available.



Engineering the flow of communication™

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