

# We Just **BROKE** Occupant Data...

With our new Response Boosters™ we have blurred the lines between saturation and targeted mailings, allowing the best of both worlds.

## YOUR STORY

- You use Occupant data because your best prospects are nearby.
- You use Occupant data because you want saturation postage rates.

## YOUR PROBLEM

- Results are not as high as they could be.
- You're stuck mailing to households that are terrible prospects.

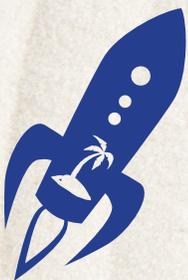
## NO MORE EDDM MAILINGS

With Response Boosters™, there's no reason to ever mail EDDM again.

EDDM	vs.	RESPONSE BOOSTERS™
Saturation Postage Rate \$0.219		Saturation Postage Rate \$0.186*
Bundled with other EDDM pieces		Stand alone mail piece
No targeting		Removes least targeted households
Blankets Area		Limits mail drops (such as convalescent homes)
Not Fully Cleansed		Removes vacancies and Do Not Mails

\*Before SCF/DDU discounts or delivery fees.

## YOUR SOLUTION – RESPONSE BOOSTERS™



An Occupant list that qualifies for saturation postage with one crucial difference:  
*The lowest performing households are removed.*

### Choose to:

- ✗ Remove households in the lowest 4% of income.
- ✗ Remove households where all residents are 80 years or older.

\* Household demographics are identified using our Excelsior Consumer data.

**Great For: Restaurants, Gyms, Retail Outlets, Auto Dealerships, Personal Grooming and more!**