



# ENHANCED OCCUPANT

## What is Enhanced Occupant?

It's a more **intelligent** way to select your next occupant list. Instead of just blanketing carrier routes, you can additionally **remove specific households** based on their age and income.

## Why Use it?

Enhanced Occupant is the most **significant data innovation** in years! Imagine mailing at saturation postage while **replacing the worst 20%** of the data with households more likely to respond. Your ROI would soar!

## How it Works:

**Choose** the household age and income levels you wish to remove from your mailing. The software does the rest.

## Features of Enhanced Occupant:

- Removal of households by **income**
- Removal of households by **age**
- **Gender Output Priority** on OccuName
- **Free Household Outputs** (Income, Age, Gender, Marital Status, Presence of Children)
- And **more features to come**.

Enhanced Occupant is the new way to buy saturation data!

## FAQs:

### How can you remove households and still qualify for saturation rates?

Since you only need 75% of records to mail at saturation rates, we are able to remove the worst households and maintain your postage. Our technology gives a buffer of several records in order to maintain saturation regardless of the mailing software you use.

### What makes Enhanced Occupant different from a Consumer List?

Enhanced Occupant does not allow for "selection" of data, only removal of the worst performing prospects. This would never be a replacement for a targeted list, but it is a way to make your saturation mailings perform better than ever.

### What is the cost of Enhanced Occupant?

It adds only \$5/M to your Occupant or OccuName pricing.