

# Deliverability Jumps 50 Percent Following Database Optimization

## Situation

A large publishing client believed its acquisition database, totaling nearly 2.5 million records, contained a significant number of records that were invalid. As a result, the client was incurring significant postage costs for undeliverable mail. The client was also mailing at standard rates — not presorting prior to entering the mailstream — resulting in higher than necessary postage costs.

The client's current data vendor was unable to address these issues, so Taylor was asked to review the database and make recommendations on ways it could clean up the data, save on postage and increase deliverability.

## Solution

Taylor analyzed the client's database and identified several key categories that might reveal invalid records including address Nixie, deceased, prison, Do Not Mail and keying errors. As a result of the analysis, one-third of the total database — over 825,000 records — was dropped. Taylor then ran the scrubbed data through its exhaustive presort processes to gain the maximum postal discounts. Taylor also provided the client with tools that allowed them to properly set up future control and test mailings using the optimized database.

## Benefits

Taylor's analysis and data scrubbing resulted in a more accurate, better targeted database, which yielded immediate and significant benefits for the client, including:

- A 50 percent increase in deliverability
- Nearly \$300,000 in postage saved by dropping invalid records
- More than \$125,000 in postage saved by presorting valid records

