

PostcodeAnywhere

THE POWER OF CLEAN ADDRESS DATA

Jason Ford and Matthew Gregory

In 30 minutes you will learn...

...why accurate contact data is so important to your business,
and how to reap the benefits.



Established in 2001 and based in Worcester

Leading online addressing supplier

Over 8,000 customers

250 separate web services

Over a million transactions processed every day



**THE POWER OF CLEAN
ADDRESS DATA**



MARKETING EFFICIENCY

REDUCTION IN RETURNED MAIL

PROFESSIONAL COMPANY IMAGE

INCREASED CUSTOMER SATISFACTION

WRONG ADDRESSES COST YOU MONEY

WHY CLEANSE+ ?

CREATE TEMPLATES

CAN START, RESUME OR COLLECT A CLEANSE

COMPARE AND OVERWRITE RESULTS

ADAPTIVE CLEANSING ENGINE

INTEGRATES WITH CRM (SALESFORCE, NETSUITE)

The screenshot shows the Cleanse+ web application interface. At the top, there is a blue header with the Cleanse+ logo and the text "from PostcodeAnywhere". Below the header is a navigation bar with six steps: 1. Upload, 2. Preview, 3. Matching, 4. Format, 5. Output, and 6. Cleanse. The main content area is light blue and features a large upward-pointing arrow icon. To the right of the icon, the text reads "1. Connect to your data source" followed by "You can upload any Excel sheet (.xls) or a Comma Separated file (.csv)". Below this text are three columns of buttons: "Start a new cleanse" with a "Start New" button, "Resume previous job" with a "Resume Job" button, and "Previous results" with a "Previous Results" button. At the bottom of the page, there is a dark blue footer containing the Cleanse+ logo, contact information (Freephone 0800 047 0496 or Send us a message), and a small disclaimer about data license agreements.



market fund
mar·ket·ing

“Once again, the company is adopting the latest technology, and rattling the cages of established vendors in the process.”

Database Marketing on Postcode Anywhere's Cleanse +

**HOW CAN I
CLEANSE+ ?**



DEDICATED ONLINE APP

SPREADSHEET TOOL

BUREAU SERVICE

BATCH CLEANSE API

SALESFORCE, NETSUITE, ODBC

**COMING
SOON**



Updates service
Target specific records
Selective undo
Scheduled cleanses
Additional datasets

**1000
FREE**

ADDRESS CLEANSES

Visit postcodeanywhere.com
and enter 'CLEANSE1000'

PostcodeAnywhere
THANK YOU

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