



## Call us ...

We may be a little bit old fashioned for a high-tech company – We would like to talk to you.

When you are ready to discuss your needs, call us at 972.248.0451 X 230.

## Available Catalogs

### • Neighborhood Clusters™

Covers the Neighborhood Cluster™ product and its benefits to users for mailing, delivery and target marketing.

### • Address Lists

Covers the 150 million plus household address file owned by Willowbend and the options for renting and using the file.

### • Target Marketing

Covers the data files that are available for use in target marketing programs for mailing or for delivery or route service companies.

### • Data Services

Covers the in-house services that Willowbend provides including data hygiene, lists standardization, geocoding, router building and more.

### Applications

Covers the proprietary applications developed by Willowbend including Route Xpert<sup>2</sup>, Operations Xpert (A publication or product web delivery information portal), Distribution Marketing Xpert, and Mailing Xpert,



21<sup>st</sup> Century GeoMarketing Solutions

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# Address Lists Catalog



## Postal Standard Street Address Files

Geographic Targeting  
Demographic Targeting  
Radius Selection Targeting

## Solutions For GeoMarketing

GeoMarketing is the integration of geographic information into direct mail programs, target marketing campaigns, and distribution processes. Integrating geographic information into these areas of business increases the cost effectiveness of any marketing program or distribution process..

## Willowbend Corporation

Willowbend Corporation has been in the business of delivering sophisticated GeoMarketing solutions since 1988. Willowbend owns an address file of over 150 million households and business in the US, maintains a digital map of the US, has developed its own proprietary applications for distribution, mailing and marketing and is ready to help you find the answers.

## Why Spend More For Lists?



### Address Lists



Willowbend owns one of the few complete address files for the entire United States. The file is currently in excess of 150 million records and growing each week as we update it with additional addresses from our many sources.

Our address file is maintained to US Postal service Standards and is reprocessed every 60 days. All addresses have passed the USPS's Delivery Point Verification process – meaning the USPS verifies that the address is deliverable by their service.

Selections from the address file can be made by residential (Single Family or Multi-Family), Business, or PO Box delivery. Lists are licensed for "rental" on a one time basis, but can be licensed for longer use with periodic updates from us.

Geographically, selections are available at the State level, the County level, the Congressional District level, Postal Carrier Route level, the Postal Carrier Route type level, or the Zip9 level.

Demographically, selections are available on the Census Block Group basis, and in many cases at the Census Block level. Selections can be made on the basis of 20 demographic characteristics in addition to the geographic selections that are available.

Have an address or series of addresses from which you need to obtain an address list based on distance from those addresses? We can handle that for you. You can select the addresses from a point that are in a radius from that point. Those addresses can be based on entire USPS Carrier Routes, Zip9 segments, or even individual addresses. You can even add in certain demographic criteria to your selections.

The best news about Willowbend lists is that they are economical to rent. In many cases clients find that our list rental price is well below the competition and the list quality is better. We do qualify addresses under the USPS CDS rules for orders exceeding 10,000 addresses.



“Byrdes of on kynde and color flok and flye always together”

No, spell check did not fail us.

This is the original quotation from The Rescuing of Romish Fox, by William Taylor -- first published in 1545. Taylor didn't know the wide spread usage his prose would find over the centuries.

Today we say “Birds of a feather flock together.” This phrase has become one of the basic premises of target marketing in the 21<sup>st</sup> century. No one can waste money on marketing or distribution programs without knowing where the birds flock -- and what is the best way to reach them.

Retailers must know what potential customers are located close enough to their stores to be prospective customers. Target marketers must know what households or businesses share similar characteristics to be prospective buyers. Delivery companies must know which geographic areas are best combined into routes and delivery sequences. Media companies must be able to provide prospective advertisers with logical, tight groups of consumers that are their best audience.

Meeting these needs is what Neighborhood Clusters are all about.



What are the benefits of renting address lists from Willowbend?

Here are a few

### *We deliver an unduplicated address list*

Doesn't everyone do that? No. If you have ever rented an address list you know that by the time you clean up the addresses that are duplicates, sometimes the list count drops by as much as 35%. We have had that experience. Many list rental companies and list brokers use list that contain multiple named people at the same address resulting in useless duplication. We work on keeping the address list clean and let you decide to what name you want to mail it.

### *We maintain the highest standard of data hygiene in the lists we rent*

We reprocess our address file every 60 days as new information from the Postal Service is sent to us. We check the spelling of the street. We verify the USPS Carrier Route that the address is on. We verify if the address is actually deliverable by the USPS. Neighborhood Cluster and their attributes are built in conjunction with our 150 million + address file.

We know how many homes or businesses there are on a street segment, and we can locate them for you on a map.

### *We work to maintain our address file to be as complete as possible*

We constantly monitor the USPS delivery statistics to determine where we need to add addresses to our database. If we identify areas where we have fallen below 95% of the number of addresses the USPS indicates are in a Zip Code, we begin collecting more address information to build our list up to at least that level.

### *We maintain all our addresses at least at the USPS DPV level*

Delivery Point Verification indicates that the USPS says that the address is deliverable by mailing. All our addresses either meet or surpass this standard. We can further process any of our addresses to add walk sequences or even to the USPS standard called “CDS”.

### *We keep valuable targeting information appended to each address*

Every address in our database has appended to it the following information:

- USPS Carrier Route
- USPS Zip9
- Census Block Group
- Congressional District
- Neighborhood Cluster®
- Vacant or Occupied
- Residence or Business
- Seasonal
- Longitude and Latitude

### *We let you select addresses you need so many ways we can't keep track of all of them*

You can request address anyone of the following ways:

- By the US
- By State
- By County
- By Zip Code
- By Carrier Route
- By Carrier Route Type
- By Census Block Group
- By Congressional



## Solutions – Not Problems

District

- By Neighborhood Cluster®
- By a radius around an address

### *We even have addresses the USPS is not delivering*

There are many addresses that exist, but the USPS does not have delivery to them. In the USPS they are called “NoStats”. We have a complete list of them for all 50 states. If you are in the delivery business instead of the mailing business, these are a valuable resource for mapping and routing.

### *We even have all the Post Office Boxes in the US*

Not only do we have all the POB's, but we actually know the longitude and latitude of the Post Office location where they are at. That's useful when you want to target area of geography, because PO Box users are typically located within a few miles of their box location. Of course, we can separate residential boxes from business boxes. If your product or service is directed to small businesses you need the business POB's.

### *A Few Use Cases*

#### **Routing Building**

- Publication Delivery
- Catalog and Directory Delivery
- Route Sales
- Service Companies

#### **Target Marketing**

- Retail Advertising by Radius
- Retail Advertising by Cluster
- Geo-Demographic Targeting

#### **Infrastructure Management**

- Cable Presence
- Targeted Local Media

#### **Customer Prospecting**

- Publication Subscribers
- Cable Subscribers
- Wireless Penetration

**Our Secrets?**  
Data ownership, leading edge technology, and over 50 years experience

When you own an unduplicated address list of over 150 million residences and businesses in the US you can do many things someone who has to rent a list cannot do. We maintain our list to USPS standards every 60 days and link commercially available data as well as our proprietary Neighborhood Clusters to the addresses.

We write and maintain the software and create the technology that is used to manage our data. We created our own geocoder to address problems we saw in the commercially available ones.

We developed our own application to generate driving and walking sequences in Neighborhood Clusters and routes. We have proprietary applications installed in enterprises delivering billions of consumer products annually.

Our principals have over 50 years of GeoMarketing and application development experience between them. Our experience shows in our client list that is covered with Fortune 500 companies.



## A Willowbend Address File Success Story

**A large weekly publication wanted to move to more targeted routes from its current saturation delivery scheme**

this major change in distribution in a fraction of the time they had expected it would take.

Willowbend provided the company with Neighborhood Cluster maps and addresses for the areas in which they wanted to make the change. The company targeted the best demographics based on Neighborhood Clusters and structured their new routes using the driving sequences provided for each Cluster. The company was able to effectively make

