FOCUS YOUR DIRECT MAIL VISION

SmartAddresser 2020 Modules - Add on Marketing Power

Delivery Point Validation (DPV) Module
Verify an address exists as a deliverable destination. The DPV Module for SmartAddresser 2020 enhances your current ZIP+4 coded mailing lists by bringing data validation to finer precision. DPV accurately determines that mail will arrive at the desired, specific destination.

Residential Delivery Indicator (RDI) Module
Identify business addresses versus residential addresses in your database. Most shipping companies charge a higher price for delivery to a residence. The RDI Module helps make informed shipping decisions by differentiating business delivery from residential delivery.

Move Update™ (MUV) Module
SmartAddresser 2020's Move Update option provides new address information from the United States Postal Service's™ address updating systems when the addressee has filed a permanent Change of Address (COA). American families and businesses move an average of every five years. Chances are your marketing list is 20% out of date!

Navigator™ Longitude/Latitude & Census Tract Appending Module
Add ZIP+4 level geocoding and census codes to your mailing lists. Develop targeted marketing plans by assigning longitude and latitude coordinates, Census tract, block numbers and County FIPS codes. One year subscription includes quarterly updates.

Pro Presort Modules
Modules for the advanced mailer include: Palletization Options, Bound Printed Matter, Parcel Post, Media Mail, and Library Mail. Visit www.smartsoftusa.com for a current list of Pro Presort Modules.

Mail.dat Module
Utilize the industry-standard file structure format to produce electronic files of the Postal Service's Qualification Reports that can easily be transmitted via e-mail. Stop the paper chase associated troublesome paper reports with the Mail.dat Module for SmartAddresser 2020.

Visit www.smartsoftusa.com for a FREE demonstration of SmartAddresser 2020. Or call toll free 888-227-7221 for your FREE SmartAddresser 2020 demonstration CD. You'll be surprised the postage you can save.

Visit www.smartsoftusa.com to learn about our other data quality software tools:

- **Accumail Gold:** *Powerful Postal Address Correction & Validation for Server, LAN, and Web*
- **Match IT:** *Sophisticated Duplicate Detection and Data Enhancement*
- **SmartAddresser 2020 LT:** *Fully featured mailing list management for smaller mailers*
- **Master Delivery Series:** *Canada Post™ Approved Direct Mail Management for Canadian Mailing Lists*

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SmartAddresser 2020
Visionary Mailing Management Software

★★★★★ **2020**

SMARTADDRESSER
Visionary Mailing Management Software

Focus Your Direct Mail Vision!

You've captured hot prospect information from everywhere: Now what?

Produce your own direct campaign mail and save money doing it. SmartAddresser 2020 is simple; you don't have to be a postal expert to produce perfect mailings every time. Reduce your reliance on outside services to meet your deadlines. Keep postal discounts for yourself.

Use Existing Data, No Matter the Format
SmartAddresser 2020 reads more than two dozen of the most popular data formats including dBase, ASCII, Excel,™ and Label Image. Our exclusive "Auto-Map" feature automatically identifies common field names, making manual field mapping obsolete.

Address Correction: You Have Control
Correcting addresses is not only the first step to postal discounts: you also enjoy the benefits of more mail delivered, faster. Add marketing information including ZIP +4, longitude and latitude, time zone, county name, telephone area codes, congressional codes and more. Find out where your customers moved with our Move Update (MUV) option.

Our exclusive AKA Correction Dictionary Feature actually makes SmartAddresser "Smarter." Address content problems common to your lists can be recorded so that next time SmartAddresser works on your list, more address information will be corrected and more mail delivered!

Does Your Database Have Twins?
Reduce postage, printing charges and customer irritation. Search and remove duplicate addresses using the basic method of comparing household, addresses, or people. Or take it a step further. Define your own duplicate detection method based on any field or group of fields.

"I'm Looking For..."
Create specific searches with ease. Search filters can be as simple or complex as needed. Segment your list by choosing the specific prospects that will respond to your offer.

Prepare a Mailing Unattended with Job Scripting
Our job-scripting feature works unattended, preparing your mailing when you've gone home. Sequence and save the work you perform repetitively. Import lists, correct addresses, identify duplicates, presort mail, print reports and addresses, all with a single click of the mouse. Now everyone in your office can prepare the monthly mailing with little or no postal knowledge.

Coffee and Donuts: Build a List in a Radius
Its been rumored that SmartAddresser 2020 does everything except make coffee. That may be true, but we do make donuts. SmartAddresser 2020 will allow you to create a radius file of ZIP codes within a specified number of miles from a given origin. You can also perform a "donut" search by entering a high and low radius range. Mail only those prospects that fit your geographic profile. Add longitude and latitude to the ZIP+4 level with our Navigator™ Module.

Presorting, Postal Forms, and Container Tags
Presorting mail with SmartAddresser 2020 will provide you with rock-bottom postage rates. Our Presort Wizard walks you effortlessly through the process helping you determine the "best way" to mail. SmartAddresser 2020 supports 1st, Periodical, and Standard mail classes. Save time and avoid repetitive keystrokes by saving all of your presort settings. Click once to presort your list again. All required postal forms and container tags are produced automatically. Our Pro Presort Module provides sorts for advanced mailings.

We Know Printers
SmartAddresser 2020 prints easily to popular printers including RENA,™ Secap,™ Pitney-Bowes,™ Astro,™ Buskro,™ and more. Select your printer and SmartAddresser 2020 provides the information to print the postage-saving barcode. Pause between presort bundles indefinitely of for a period of time determined by you.

Express Yourself: Label Templates and Graphics
SmartAddresser 2020 has dozens of pre-designed label templates formatted for specific printers or standard Avery™ labels. Make your mailing more responsive by adding logos and photos to your envelope.

Easy Data Backup Built In
Backup your lists in the ZIP™ format with the click of an icon. Restore data just as easy. No exporting or importing needed.
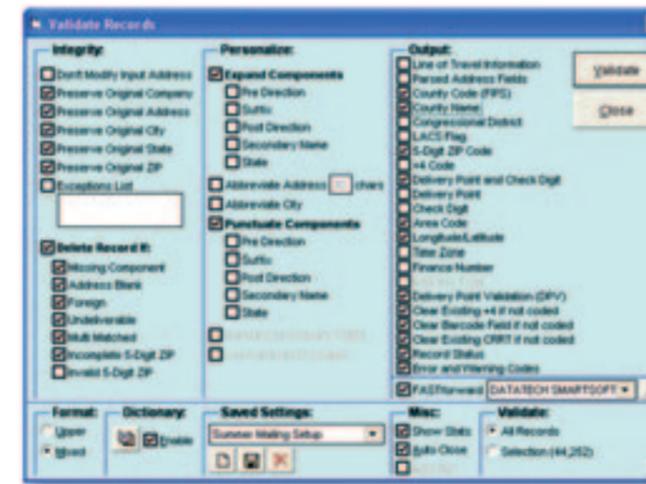

ADDRESS CORRECTION & ENHANCEMENT - You have control of address correction and formatting. Add data elements like county name or time zone to enhance the marketing power of your lists. Personalize and case your addresses to increase direct mail response. Or, choose to preserve data the way you presented it. Find out who moved where with the Move Update (MUV) Module.
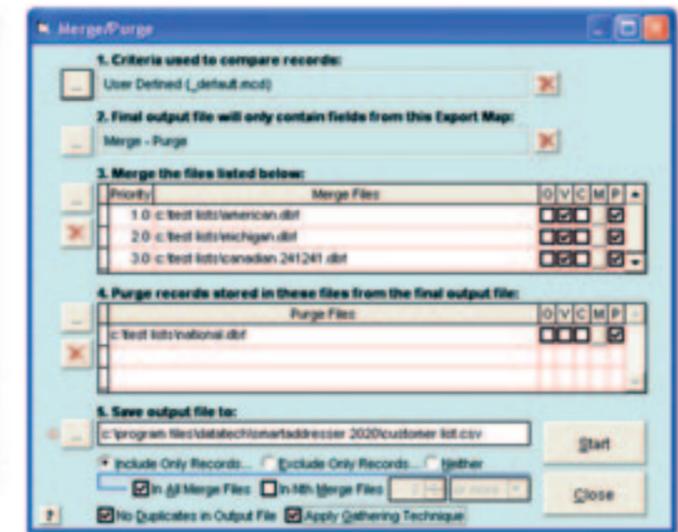
MERGE LISTS - PURGE UNWANTED ADDRESSES - Merge/Purge compares two or more databases and creates another by comparing one common field, multiple fields, or a match code from each database. Merge/Purge is a powerful tool for data mining and suppressing "do not mail" or "deceased" addresses, for example.
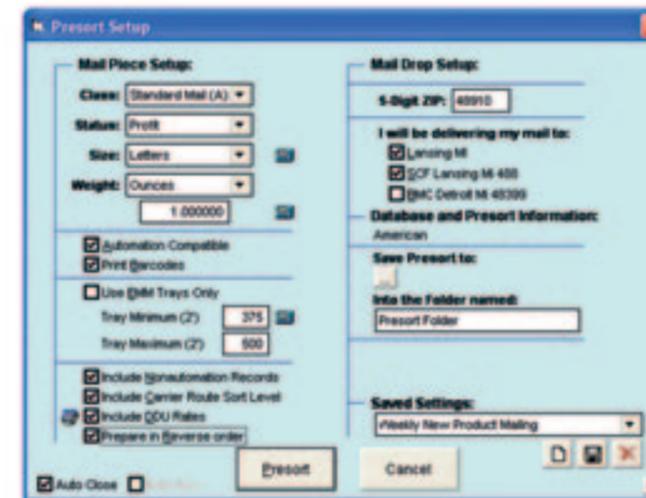
POSTAL PRESORTING - Presort your mailing for rock-bottom postage rates. SmartAddresser 2020's presort wizard walks you effortlessly through the set-up of your mailing. Once completed, save settings for your next mailing. SmartAddresser 2020 supports 1st, Periodical, and Standard mail. All required reports and container tags are automatically produced. Advanced presorts are available with our Pro Presort Module.
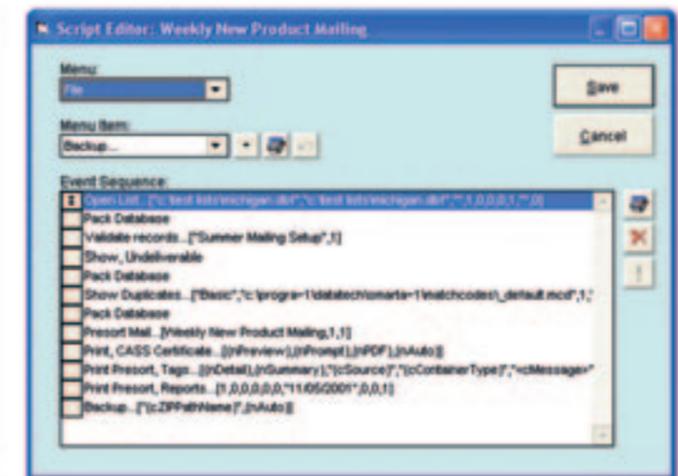
JOB SCRIPTING - Setup a mailing once and never worry about it again. Our Job Script editor makes it easy to create and save a "macro" to play back the keystrokes needed to produce a mailing. Save untold hours of labor and eliminate keying errors. Choose what you'd like to do and when you'd like to do it. Job Scripting will start and finish when you've gone home.

FEATURES: BENEFITS:

FEATURES		BENEFITS
Job Scripting	➡	Anyone can produce a mailing simply by clicking the desired job. Postal knowledge not required. Eliminate repetitive and error-prone keystrokes.
Bi-monthly Updates	➡	SmartAddresser 2020 is updated bi-monthly to reflect postal regulation changes and updated address information. A fresh CD is shipped to you automatically.
"Auto Mapping" Easy Data Importing	➡	Reads the most popular data formats, eliminating re-keying. Data is "auto-mapped" to the correct field for importing, saving time and keystrokes.
Merge/Purge and Duplicate Detection	➡	Remove duplicate addresses to save printing, postage and customer irritation. Merge lists and purge information to save or suppress.
Presorting and Printing with Graphics	➡	Presort all classes of mail for the lowest possible postage. Print all USPS required documentation and tags. Add bitmap graphics to labels to increase personalization and response. Compatible with popular direct address printers.