

DATABASE MATCHING - HOW

MUDLICK MAIL PROVES YOUR ROI

Many shops want to count the number of postcards that come through the door to measure the return of a direct mail piece. In theory that sounds great, but that does not account for your best customer, “the non-coupon shopper.” This is a consumer who receives a postcard and comes into your shop, but does not redeem the coupon. This actually happens more often than you think, and we are able to show you how many customers received your postcard and came into your shop.

If you can send us your database from the date your direct mail hit the mailboxes to a specified date, we will be able to compare it to the addresses that we mailed. For example, if your mailer went out 10/15 and you wanted to know how many customers received your postcard and came to your shop during a 30-day period, we would only need your database of customers for the time period of 10/15 – 11/14. The database must be in .xls, .xlsx, or .csv (very common Excel files). The only information that we must have in the database is the address, city, state and zip code. Any other information that you can provide, such as amount of ticket, would be helpful in calculating potential returns on investment.

We would then standardize all of the address using CASS address standardization software. Once that is complete, we take the list of addresses that we mailed to and compare your database to our list to see how many matches there are. This comparison reveals how many of the customers who came into your shop during the time period selected had received a Mudlick Mail postcard.

Mudlick Mail is your best resource for direct mail success. Let us help you increase your business by bringing more customers every month into your shop.



Column A
This column lists the addresses which received a direct mail postcard during the specified time.

Column C
This column lists the addresses in your database during the specified time.

| | A | B | C | D | E | F |
|----|--------------------|---|--------------------|--------|---------|----------|
| 1 | Address Mailed | | Address | R.O.# | Date In | Date Out |
| 2 | 1 WIDEFIELD BLVD | | 1 WIDEFIELD BLVD | 102044 | ##### | ##### |
| 3 | 1003 DRURY LN | | 1003 drury ln | 100445 | ##### | ##### |
| 4 | 101 SECURITY BLVD | | 101 security blvd | 103838 | ##### | ##### |
| 5 | 1010 HARTELL DR | | 1010 hartell dr | 105544 | ##### | ##### |
| 6 | 1012 DRURY LN | | 1012 drury ln | 102173 | ##### | ##### |
| 7 | 103 EASY ST | | 103 easy st | 100575 | ##### | ##### |
| 8 | 103 JUDSON ST | | 103 judson st | 100934 | ##### | ##### |
| 9 | 1034 DRURY LN | | 1034 drury ln | 102634 | ##### | ##### |
| 10 | 104 TEWA DR | | 104 tewa dr | 101005 | ##### | ##### |
| 11 | 1056 RED BROOKE DR | | 1056 red brooke dr | 101002 | ##### | ##### |
| 12 | 106 LINDEN DR | | 106 linden dr | 103438 | ##### | ##### |
| 13 | 106 WIDEFIELD BLVD | | 106 widefield blvd | 103735 | ##### | ##### |
| 14 | 1080 HARBOURNE ST | | 1080 harbourne st | 100556 | ##### | ##### |
| 15 | 11 WIDEFIELD BLVD | | 11 widefield blvd | 102221 | ##### | ##### |
| 16 | 1100 MAIN ST | | 1100 MAIN ST | 101292 | ##### | ##### |
| 17 | 111 HARVARD ST | | 111 harvard st | 100868 | ##### | ##### |
| 18 | 112 WATSON BLVD | | 112 watson blvd | 104964 | ##### | ##### |
| 19 | 1125 HUBBELL DR | | 1125 HUBBELL DR | 102949 | ##### | ##### |
| 20 | 1130 POND SIDE DR | | 1130 pond side dr | 103275 | ##### | ##### |
| 21 | 114 JUDSON ST | | 114 judson st | 105039 | ##### | ##### |
| 22 | 114 KOKOMO ST | | 114 kokomo st | 105363 | ##### | ##### |
| 23 | 114 WATSON BLVD | | 114 watson blvd | 100634 | ##### | ##### |
| 24 | 1145 POND SIDE DR | | 1145 pond side dr | 104647 | ##### | ##### |
| 25 | 115 KOKOMO ST | | 115 kokomo st | 102067 | ##### | ##### |
| 26 | 117 ITHACA ST | | 117 ithaca st | 105098 | ##### | ##### |
| 27 | 117 KOKOMO ST | | 117 kokomo st | 103577 | ##### | ##### |
| 28 | 117 WIDEFIELD BLVD | | 117 WIDEFIELD BLVD | 103914 | ##### | ##### |
| 29 | 1170 GOODVIEW CT | | 1170 goodview ct | 101184 | ##### | ##### |
| 30 | 118 BELLA VISTA LN | | 118 bella vista ln | 105100 | ##### | ##### |
| 31 | 12 EAST END | | 118 easy st. | 105280 | ##### | ##### |
| 32 | 17 GOVER CIR | | 119 EASY S.T | 105022 | ##### | ##### |
| 33 | 4221 BRIDE CT | | 119 hayes dr. | 104749 | ##### | ##### |
| 34 | 1472 EXCEL DR | | 120 widefield blvd | 101243 | ##### | ##### |

“Matches”
The addresses highlighted in red are those that received a postcard and came into the shop for service.