

Introducing BD MAILSTREAM

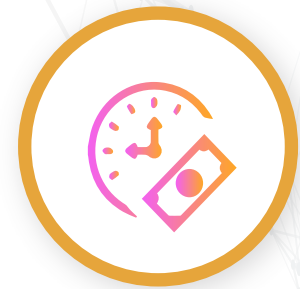
Streamline Your Direct & Database Marketing Processes



CASS/NCOA/DPV



Unique Key Matching



High Speed Cache

Why Should I Use BD Mailstream?

✓ Time Efficiency & Data Quality

Optimizing direct and database marketing processes saves time for marketing professionals by eliminating the need to perform these steps separately or manually. This enables faster turnaround times for direct mail campaigns, allowing organizations to reach their target audience more quickly.

✓ Unique Key Matching ID

BD Essential CID is Mailstream's "Unique Match Keying" feature. This powerful tool is designed to enhance data integrity and ensure accuracy across your entire dataset. This feature leverages Canonical IDs—a unique identifier that serves as a consistent reference point for data objects, regardless of their source. By using Canonical IDs, BD Mailstream provides a seamless and reliable way to manage, match, and integrate data from multiple resources.

✓ Process Unlimited Volumes at Top Speeds

BD Mailstream utilizes the fastest CASS/NCOA engine currently available on the market to deliver you the best results as fast as possible, for the same predictable monthly price.

✓ Eliminate Unnecessary Spending

High-speed cache is exclusively available for BD Mailstream only -- limiting duplicate verifications on your lists. This saves time and money by processing only data that has not already been verified.

The Benefits

- ✓ Superior Data Quality Enhancement
- ✓ Fully Automated Integration & Workflow
- ✓ Improved Mailing Efficiency
- ✓ Comprehensive Data Insights
- ✓ Effortless and Compliant Data Solution