The ResQue® System

ResQue® Software
Smart Saturation Starts Here

Neighborhood Data Presented Like Never Before

A coupon magazine, cooperative envelope, regional sales flyer, door hanger distributors, newspaper Total Market Coverage (TMC), and companies with territory and client data, all have one thing in common—they all use NFocus Consulting's ResQue® System. The ResQue system leverages the largest private sector postal address database in the United States featuring the most accurate and enhanced tools available in the marketplace. With over 147 million addresses, the ResQue system allows companies and their users to create queries, territories, models, maps and demographic layers for postal or private carrier delivery of news, marketing, and other distributed materials.

Advertising zones and maps make it easy to find opportunities in your market and with our weekly tracking and monthly data deployment, you can feel secure knowing you have the best-in-class data and support staff at your disposal.

Data Hygiene
Tens of thousands of records identified for correction weekly and strong USPS interaction.

Territory Management
Franchise or regional markets and managed at the state, county, ZIP Code, or postal route level.

Postal Optimization
How can you reduce your postal footprint? Use our optimization processes to cut postal rates.

Mapping & Geocoding
Interactive map module with the monthly carrier route cartography updates. Create radius pulls by quantity, drive time, or miles. Print or email PDF maps.

Reporting
Create street and demographic details, postal route level information, and advertising zone summaries.

Custom
Our inhouse programming staff can help customize the ResQue system of your dreams.

Industry Segments & Highlights

Coupon Mailers: Either a single or an entire franchise network can access the power of ResQue. Territory management allows the user to restrict geography, unload do not delivers, and create street-read maps and reports for your team.

Newspapers: Manage your TMC program within ResQue and create customized ad zones and view demographics. Own your saturation list through CDS? NFocus can provide CDS Share op-portunities and still deliver higher deliverability and better postal rate scenarios.

Retail & Utility: From one pizza shop to a network of thousands, ResQue can help you flex your marketing muscle and ensure you hit all available prospects.

Printers & Lettershops: Brand ResQue to impress and blow away your prospects and clients for interactive mapping, reports, and the most accurate and deliverable saturation data in the country. Add Face Slips for your simplified mail too!

Datastream™ Pipeline

Having the right data when you and your team needs it is critical to your selling efforts. The Datastream Pipeline works in collaboration with ResQue to highlight your sales territory and provide timely leads.

Business Option: Receive weekly new businesses in your email. Access our SalesLeads portal for over 16 million contacts by business category with firmographic selects.

Consumer Option: New Movers, New Homeowners, New Construction delivered weekly or monthly to you and your customers.