

Smart Saturation Starts Here™

Maximize Your Targeting, Minimize Your Postage

The NFocus Smart Saturation solution helps marketers save money on postage while enjoying the benefits of a highly targeted list.

Saving money on postage while using roof-top level targeting seems like an impossible request. NFocus delivers on that request with our Smart Saturation Solution.

The NFocus Smart Saturation Solution provides a robustly targeted list, not just simply removing addresses to meet postage levels. NFocus works with you to identify your targeting, develop your profile and execute a finely-tuned direct mail list.

Identify

The first step in building a targeted list is identifying the best prospect. The NFocus Audience NSight report provides a customized prospect profile based on your client list. Overlay demographic, behavioral or property data to create a targeting profile specific to your needs.



Develop

The NFocus account management team works with you to further develop your targeting by ranking and scoring the data, helping you strengthen the profile. The data is then loaded into the ListCounts portal to create a comprehensive customized profile. Your priorities. Your business rules. Your targeting.



Execute

The NFocus data analyst team reviews your data on roof-top level, analyzing your ideal customer profile while meeting your expected postage levels and business rules.

The result is a highly targeted list, built with robust data options, custom to your marketing needs and optimized to maximize your postage savings.

Contact your representative today for more information on the NFocus Smart Saturation solution.

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SOLUTIONS ROOTED IN DATA

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