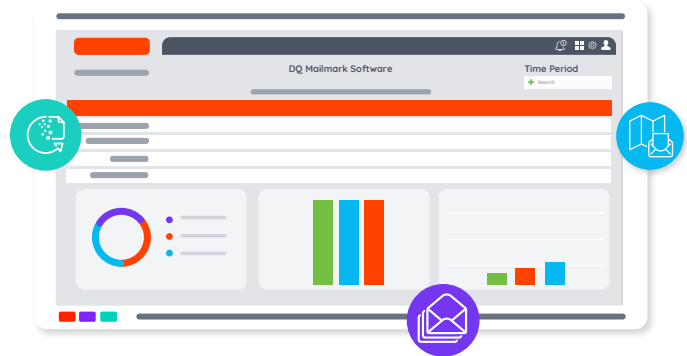**DQ MAILMARK SOFTWARE**

quadient

Comprehensive contact data quality

Whether your focus is direct marketing, order fulfilment or billing, accurate contact data is essential.

Quickly integrating that data into your communication systems is critical to delivering efficient and accurate communications.

Built for easy integration and maintenance, Quadient's DQ Mailmark Software offers a comprehensive contact data quality solution that will meet the unique needs of your organisation.

• Validate contact data as it's entered across digital channels

• Correct existing records for compliance and customer experience

• Maintain an up-to-date database as people and businesses move

• Streamline mail preparation and submission processes

BACKED BY THE EXPERTS
Gartner, Omdia, Forrester, IDC, Aspire, and Quadrant Knowledge Solutions

EXPERIENCE
A rich history of world-class leadership

PROVEN RESULTS
97% customer satisfaction rate

EXPERTISE
Over 1 trillion personalised experiences delivered

" The product has worked well for us. Any questions or any technical issues we've had have been handled well by Quadient. The support staff are well trained and are able to solve problems. Also, the sales people that we've dealt with have gone out of their way to make the programme work for us."

— Laura Beattie, Marketing Director, DMS Marketing

Scale as you grow

Extend functionality as your business needs grow. Additional data enrichment options provide a more complete customer view. Plan better, more accurate direct mail campaigns and offer additional services to your clients.

Mail optimisation

Guarantee your communication by tying your database with the Royal Mail Postcode Address File 'PAF' and maximise savings available from the market, including Royal Mail - Mailmark postage discounts and DSA providers.

Reporting

Provides access to Royal Mail's reporting, and gain insight into each mail piece's performance, timing and transparency.

Geocode

Append high-precision geocodes to each address record. Enable 'find my nearest' location based on the postcode entered.

Mixed weights

Combine identical pieces of different weight and thickness into one mailing. Available for 1st Class and 2nd Class Mail.

Monthly updates

Customers who need to receive the very latest PAF address dataset may upgrade from the standard bimonthly cycle to monthly updates.

To learn more about DQ Mailmark Software
https://mail.quadient.com/en-gb/dq-mailmark-software

The cost of poor data

Gartner.com suggests that organisations lose between $10 to $14 Million USD annually due to poor data.

Cio.com identified that around 80% of companies believe they lost revenue due to data challenges.

MIT Sloan reported that employees spend half of their time coping with managing data quality tasks.

Econsultancy.com reported that due to poor data, companies having mail delivery issues lost about 30% of their revenue, in addition to the 21% of businesses experienced reputation damages.

Gartner also reported that data scientists spend around 80% of their time cleaning and organising data.

Reference: https://www.linkedin.com/pulse/part-2-cost-poor-data-quality-dr-pana-lepeniotis/

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About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on Intelligent Communication Automation, Parcel Locker Solutions and Mail-Related Solutions, Quadient helps hundreds of thousands of customers worldwide simplify the connection between people and what matters.

For more information about Quadient, visit www.quadient.com