

LexisNexis® *Data Suppression*

Suppress non-viable prospects or customers with tax liens, judgments and bankruptcies.

Successful direct marketing is about targeting and mailing to the best prospects. LexisNexis® *Data Suppression*, offered by LexisNexis® Risk & Information Analytics Group, helps you minimize risk and protect the integrity of your mail files by suppressing any prospects that are not in a position to take advantage of your offers.

WITH LEXISNEXIS® *DATA SUPPRESSION* YOU:

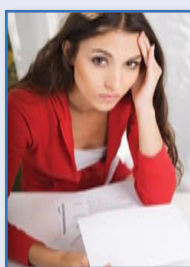
- Minimize Wasted Mailings and Telephone Calls
- Save Marketing Dollars Immediately
- Improve Targeting
- Reduce Risk
- Protect Your Corporate Image

Our proprietary data matching techniques and intelligent linking technology streamline this process to deliver fast, accurate results that ultimately provide a highly qualified mail list.

Contact your LexisNexis® Direct Marketing Solutions Representative for more information:

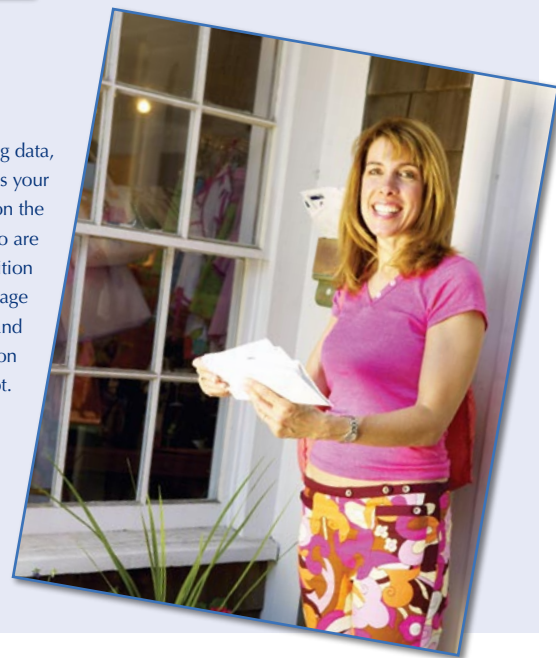
Call: 1-800-347-9267

Visit: www.lexisnexis.com/dm



A judgment filed against Laura made her a less-than-ideal customer and prospect. Other programs might have missed that fact, but LexisNexis® *Data Suppression* caught it and suppressed her from mailings.

By suppressing data, you can focus your mailings on the prospects who are in the best position to take advantage of your offers—and save money on those who are not.



The above names and photographs are shown for illustrative purposes only. Any similarity to real persons, alive or dead, is purely coincidental.

ROI: RETURN ON INFORMATION SOLUTIONS

Customer
Development

Authentication
& Screening

Fraud
Prevention

Collections
Management



LexisNexis®

LexisNexis® *Data Suppression*

Confidence from actual – not modeled – data.



By working with actual data, rather than models, you don't have to rely on assumptions about your target audience. The fewer the assumptions you make, the higher the confidence level in the data you are using for marketing purposes. That's how LexisNexis® *Data Suppression* can help you market smarter and more efficiently.

Avoid waste. Improve results. Respect customer privacy.

LexisNexis® *Data Suppression* offers you a number of solutions that can help you optimize mailings by identifying inferior prospects.

Tax Lien Suppression

- Sourced directly from the courts—on a daily basis—assuring fresh and relevant data

Not Likely to Respond Suppression

- Suppress people who are deceased or in prison

Privacy Suppression

- Suppress Do Not Call and Do Not Mail files

Data Suppression

Selects

- Bankruptcy
- Tax Lien/Judgment
- Deceased
- Prison
- Do Not Call Compliance

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LexisNexis® Risk & Information Analytics Group

Drawing on the distinguished 30-year reputation of LexisNexis® products and services, LexisNexis® Risk & Information Analytics Group solutions are a trusted source of actionable information that enables customers – including Fortune 500 companies – to minimize the risks associated with conducting business transactions with our partners, vendors, associates and clients.

LexisNexis® Risk & Information Analytics Group builds upon this expertise. We help you generate profitable revenue streams by locating and qualifying customers through efficient marketing.