

# Mail Marketing to Business and Consumers

At T2D Group we have over 12 years experience supplying lists to hundreds of well known companies. DIY Superstores, Charities, Car & Van manufactures state rail companies and so on.

We source both consumer and business lists from 500 to 5 million records. These are only supplied from leading list owners who invest in keeping their files updated.

We will also give advice on the best list for your business. It may not be the first one you think of! We can also help you with getting your mail marketing campaign started.

## Data Processing

### De Duplication

Processing of one file of the combining of a number of files to produce a single database free of duplicated contacts or addresses. The level of de duplication can be altered

### Address Processing

Process your data against PAF and remove unwanted and embarrassing spelling mistakes, add address elements and verify and correct postcodes. This gives a higher delivery percentage plus greater savings if using mailsort

### Purge & Merge

Processing of more than one list onto a single file. Multiple address formats can be processed and the final results de duplicated

Add contact names to data if they are missing. This is available for both business and residential data

## Suppressions

We can process data files to remove those on Mailing Preference Service as well as remove those addresses which are known gone-aways, deceased and well as identify those who have moved and supply new addresses. This cuts down on wasted postage and stops mail arriving where the addressee has registered on MPS or where the intended recipient is no longer there.

## Mailsort

Dependant upon the mailing size we can process files for all Mailsort and Presstream mailing. This process puts the data in the right order for Royal Mail and produces reports showing bag volumes, destinations etc. Typical savings are 25% off the standard postal tariff

## Printing Services

### Letter Print

Print A3, 4 and 5 letter text with fully personalised salutations names and addresses. Additional personalisation can also be included. Signatures can be printed in black or other colours. Full proofing is done prior printing. Laser, Inkjet and Litho are available and print can be Simplex or Duplex

### Envelope Printing

Envelopes can be standard stock or specials and can be overprinted to any specification. Because of the sheer volume of envelopes used our costs are normally lower than a conventional printer

### Letterhead and Insert Print

We can print from your proof letterheads as well as inserts. We have access to letterpress, web press and digital print so any volume can be handled. A full range of papers are available

## Mail Fulfilment

### Folding

Your Letterhead and insert can be folded down to any size which can result in a saving on the postage. Folding can be done by hand or machine which is dependent upon materials or volume Nesting This allows a series of inserts to be collated in a pre determined order.

### Collation

Where more than one item is personalised or items are numbered

### Insertion

Items can be inserted into envelopes either by hand or machine. This is dependent upon the volume, number of inserts and the materials.

### Others

- Bob and spot glued insertions
- Stickers and Vouchers
- Boxing
- Promotional Wrapping

### Mailsort and Presstream

Mail sort and Presstream can be handled and the mailing house will pre-sort the finished mail into suitable bundles and bag this in postcode order before handing to Royal Mail Streamline. This is only available where minimum volumes and data quality criteria are met

### Polybagging

A4 and A5 polybagging up to 5mm items. High speed and can seal on one or all four sides

Need Data?

Call Us Now

 0845  
4089425

Mailing Overseas?

Not a problem

 0845 4089425

## Other T2D Services

### Listbroking

We supply thousand of different lists from hundreds of different list owners for B2B or Residential mailing, telemarketing email marketing or SMS messaging. On line 24/7 or call the sales office 0845 4089425

### Telemarketing

Intelligent B2B telemarketing done in the way the most of us would like to be called. Using only companies with experienced mature communicators who are able to engage with decision makers in UK and overseas companies of all sizes. Ideal for appointment making, marketing intelligence gathering, product launches, seminars, data cleaning,

### Email Marketing

Unique no minimum volume offering, No minimum contracts, broadcast the volumes you need. Fully compliant platform registered with all major ISP's will mean your email will not be stopped by the system as spam. Reports show number bounces, opens and link clicks. Plain text conversion included in pricing. HTML creation or your HTML can be used. Hosting included in costs where required.

### Database Cleaning

Everyday thousand of companies in individuals change their details. Most databases never record the changes and this costs companies ££££ in wasted time, postage, telephone calls and potential fines. T2D can take existing data correct poor and incorrect addresses, Highlight deceased individuals, companies as well as identify gone aways and non responding addresses. Add telephone numbers and screen your data for TPS, CTPS and FPS registered numbers and avoid a potential fine

## Useful Contacts

Advertising Association	020 7828 2771	aa@adassoc.org
DTI	020 7215 5000	dti.enquiries@imsv.gov.uk
Direct Marketing Association	020 7291 3300	Info@dma.org.uk
Chartered Inst of Marketing	01628 427180	marketing@cim.co.uk
Direct Selling Association	020 74971234	uk-sa@globalnet.co.uk
Information Commissioner	01625 545700	mail@dataprotection.gov.uk
Mailing Preference Service	020 7291 3300	dma@dma.org.uk
Mail Order Protection Scheme	01628 641930	enquiries@mops.org.uk
OFTEL	020 7634 8700	enquiries@oftel.gov.uk
Royal Mail	020 7421 2250	www.royalmail.com
Telephone Preference Service	020 7291 3300	dma@dma.org.uk
TrustUK	020 7291 3300	dma@dma.org.uk

**T2D Group** is a member of the Institute of Direct Marketing and registered and licensed by the Information Commissioner to process third party data

## Stop Press

Automated Service to check that you can check small numbers of records to check if the telephone number is on the Telephone Preference Register



Fully automated service from your phone 24 hours a day 7 days a week

**Call 090 6686 668.** Calls cost 25p per minute

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T2D Group is a Corporate Member of the Institute of Direct Marketing



## T2D Group

## Mail Marketing

Another  
New  
Service from  
T2D Group

Customer Acquisition  
Brand Image Enhancement  
Customer Retention  
New Products or Services  
Promotional Offers



Helping Companies keep in touch with their customers