

Superior **Mail List Personalization** with our  
all **NEW EXCLUSIVE** Service using our

# **MAIL LIST SCRUBBER<sup>®</sup>** **Technology**



You may ask,  
“Why Personalize My Mail Piece?”

**Here’s Why:** It’s embedded in our heritage that when we think MAIL, we think of a good old fashioned letter with meaning, excitement and you guessed it... **Personalization!** That’s where the true results are measured.

Millions of mail pieces and years of mail campaigning has led us to improve the quality of who we target, while simultaneously working to improve the way we address those we target with more **professionalism**.

**Titles are important!** Our experience has shown that when an individual has worked hard to have a professional title, such as a doctor, more than 95% of the time that person will prefer and expect someone unknown to address him or her for the first time by that earned title... ***It’s a respectful and warm way for someone of stature to take what you have to say with absolute authority.***

Our **Mail List Scrubber<sup>®</sup>** has the ability to create personalized greetings for particular professions, business ownerships, membership and leadership affiliations as well as for ranking officials, making a world of a difference... ***Improving your mail response by as much as 3-times over mail with non-titled salutations.*** And your mail piece will more likely be referenced or saved due to its positive initial response... ***Increasing the shelf life of your marketing piece!***

Whether you are working on your organizations house/membership list or looking to use one of our provided specialty mail lists, we now have the technology to personalize the mail data you use... ***for YOU!*** Our brand new **Mail List Scrubber<sup>®</sup>** service uses our very own engineered technology to process your data lists, in search of key Professional Titles that are then formulated to create your personalized greetings. Our **Mail List Scrubber<sup>®</sup>** is designed to save you from the tedious task of assigning personal greetings, 1-record at a time the old fashion way... ***Our Mail List Scrubbing technology saves you time and money, all while improving accuracy and response!***

**You have the ability to use our all exclusive Mail List Scrubber<sup>®</sup> service feature for FREE.** Greater returns on your marketing efforts, added quality and more professionalism, all brought to you by **Mail Solutions.**

**WE MAKE PERSONALIZATION POSSIBLE.  
ASK US ABOUT IT!!**

**MailSolutions, LLC**

**860.399.8900**