

## Global DM Solutions

### Improved Global Marketing and Mailing Efforts



#### The Challenge

Global DM Solutions is a multinational direct marketing firm. Founded in 2001, the company focuses on assisting clients grow their business through compliance based direct marketing efforts. The basis of successful direct marketing are accurate addresses. Different address

formats and inflexible data entry forms often cause bad data, especially within globally acting companies. Global DM Solution was searching for a solution to validate and format customer's addresses automatically.

#### The Solution

##### AddressDoctor Web Services and Data Quality Center

Global DM Solution began validating addresses with AddressDoctor in 2001. "AddressDoctor is very user friendly and easy to implement", says Sheila Donovan, President of Global DM Solutions. "Their solutions for address validation help us to support our clients' global marketing and mailing efforts." Good address quality does not only save businesses money by reducing undeliverable mail, it improves the overall data efficiency and targeted marketing efforts. "Reducing undeliverable mail also helps our clients to be more environmentally proactive", Sheila adds.

#### Benefits for Global DM Solutions and their Clients

- | Validation of addresses from over 240 countries in a single step
- | Detailed data audit prior to the address validation, including information about the number of hits
- | Improved direct marketing effectiveness
- | Complete, up-to-date & detailed reference data

#### AddressDoctor is also used by these leading companies (excerpt)

*Deutsche Post, 1&1, Adress, AdPepper, Data-Flux, CallCredit, IBM, MICROS-Fidelio, QAS, Nintendo, Swiss Post International, Kempinski Hotels, GSI Commerce*

#### Quick Facts

- | AddressDoctor Products: Data Quality Center and Web Services
- | Identify and flag duplicates
- | Change of Address Service for specific countries
- | Enrich addresses with geo codes
- | Format addresses according to international postal standards



"We chose AddressDoctor because of their extensive data coverage and the dedication offered by the AddressDoctor team."

#### Sheila Donovan

President at Global DM Solutions

#### About Global DM Solutions

Global DM Solutions is a multinational direct marketing firm specializing in list brokerage, list management and data processing. Founded in 2001, the company focuses on assisting clients grow their business internationally through compliance based direct marketing efforts including direct mail and email.

For more information, visit [www.globaldmsolutions.com](http://www.globaldmsolutions.com)