



Free Mailing List Health Review

Most mailing lists contain hidden waste. This review highlights what may be affecting deliverability, efficiency, and production readiness in yours.

Client	E-COMMERCE
Job ID	15274
Processed Date	1/10/2019
Sample Size	10,000

Executive Summary

58.0 (High Risk) Health Score	93.9% Deliverable	13.5% Duplicate Risk
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Your list shows meaningful quality risk that could affect deliverability, efficiency, and mailing readiness.

Approximately **47.1%** of the reviewed sample (1 in 2) may require correction, suppression, or removal before mailing.

What This Means For Your Mailing

- About 6.6% of the sample may not successfully reach a deliverable mailbox.
- Duplicate records may increase unnecessary mail volume and postage without improving results.
- Suppression-related records may create compliance, brand, or targeting issues if mailed as-is.
- A portion of the file could not be fully verified, which may reduce confidence in campaign readiness.

Deliverability & Address Quality

Records matched to DPV	9,388 (93.9%)
Records at risk	663 (6.6%)
Vacant addresses	51
Not matched to DPV	612
LACSLink matches	0
SuiteLink matches	2

This section highlights records that may not successfully reach a deliverable mailbox, along with records that benefited from address standardization tools.

Move Update & Address Enhancement

NCOALink matched	128
NCOALink forwardable	82
MaxCOA matched	127
Addresses corrected	128
Apartment numbers appended	63
Total improved / corrected	197

Move-update activity and address corrections can improve mailability and reduce avoidable waste before production.

Waste, Risk & Suppression

Duplicate records	1,345 (13.5%)
Suppression flags	1,433 (14.3%)
Deceased matches	1,270
Records not verified	2,953 (29.5%)
MPS / DMA do-not-mail	435
Blank address suppression	494

Duplicate, suppression, and verification issues can increase wasted mail pieces, create compliance concerns, and reduce campaign efficiency.

Data Completeness & Production Readiness

Missing first name	83 (0.8%)
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Missing last name	9 (0.1%)
Missing primary address	612 (6.1%)
Missing city	508 (5.1%)
Missing state	509 (5.1%)
Missing ZIP	510 (5.1%)

Incomplete or inconsistent fields can limit personalization, reduce response potential, and create downstream production issues.

Recommended Next Step

If you'd like help preparing your list for mailing, Datahouse Marketing can clean, standardize, deduplicate, suppress, and optimize your file for better delivery, stronger efficiency, and improved production readiness.

Prepared by Datahouse Marketing • Direct Mail Data Review