I have the leads, now what ?

When marketing your thing, you need to have two things. One is the product that you are marketing, and the other is the lead. By "The Lead", I mean the people, or person to whom you will be advertising, marketing, and sending new offers to, by mail, by email, or by organizing events to showcase what you have.

iAddress comes to ground everyone to reality, and close 99 percent of the guessing game that product marketers and advertisers play concerning the ROI data that he or she has to present to their boss after or before the campaign they are engaged into.

iAddress is a software that validates YOUR addresses, that you gather from YOUR customers, on a daily, weekly, monthly, or during a lifetime of your company, against the REAL database of addresses that exist in one country or another, and based on which the MAILMAN, wakes up each day to deliver you the mail !

This is very important. Because solid, accurate, and verified and validated addresses attract everyone, and not only YOUR or MY boss. The bosses, or your managers want results. You give them exactly what they want, not more not less.

iAddress is currently maintained by FlagshipSoftware, which site is always up to date with new things. It also has a monthly newsletter, concerning changes, updates, training and promotions regarding your software as shown below, with very easy, fast, and short learning curve to find



pelase see the image below:



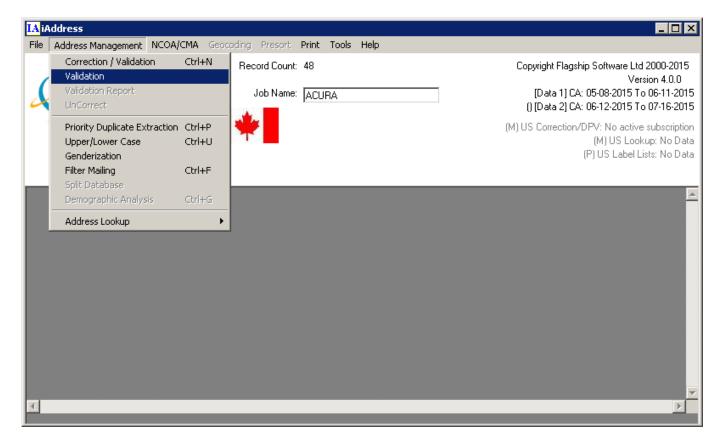
iAddress[™] Updater

April 2015, Volume 8, Number 4

Canadian NCOA Changes Coming in 2016

On January 2, 2016, Canada Post will be introducing a new licensing structure for their National Change of Address (NCOA) data. Flagship Software Ltd. will be working to minimize any impact this has on our customers. Those that will be affected are being contacted directly by

After starting iAddress on your computer, you get the following screen, which presents you with many different options. You can VALIDATE your addresses (meaning your or your clients



Addresses), CORRECT them, in case they are misspelled, or formatted in a way that is not acceptable by mail delivery system requirements that you have in your country. You also get a welcome screen as such, where you have options to Create a new job, Open a recent job that you had, open an existing job, or use the Job Wizard Option. After choosing to create a New Job, and selecting an excel file with addresses, names, etc ... or database file with same info such as

IA Welcome to iAddress	×
	Address
◯ Create a <u>N</u> ew Job	O Use the Job <u>W</u> izard
Open an <u>E</u> xisting Job	Open a <u>Becent Job</u>
Jobs AutoSaved Jobs	
<u> </u>	Cancel

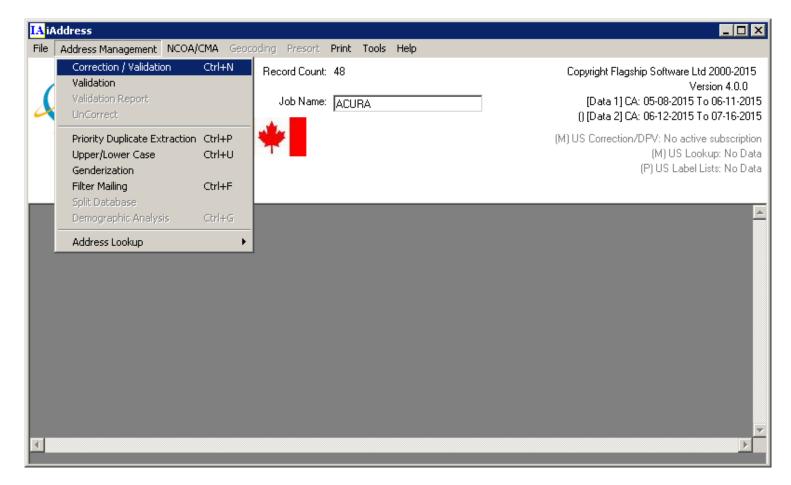
Microsoft Access, you will be prompted with the following options window,

🔝 Select Address		×
Database 1 F1	First Name (optional)	Last Name (optional)
2 F2 3 F3 4 F4 5 F5 6 F6	Name Fields (optional)	Language Indicator (optional) Language Indicator (optional) English E French F Country (optional) (Canada, CAN, CA) Province Postal / ZIP F5 ▼ F6 ▼
	Weight g One Field: City Province Postal / Z One Field: City Province Seed Records:	Thickness mm
Template New Template Save Delete	US or Canada US or Canada C US US or Canada CA aprx 10 C US US aprx 0% CA Unknown apr	
Job Name ACURA	Customer:	<u> </u>
<u>0</u> K	*	Cancel

where you will have excel file or database file fields window to the left, and FILLING options to the right, meaning that each field needs to be filled to the right part in order for the software to process everything correctly. Many options are available, but the most important ones are : "One field city province" with check box . If this checkbox is ticked, we are telling the program that in our excel file, we put city and province in single field. Because later, it might separate those two fields based on the official standards set in place. ©

The header row option, is important to get the field names, removing it will remove the field names as well, so it is better to keep it.

In addition to VALIDATION option, we also have CORRECTION AND VALIDATION, as shown below:

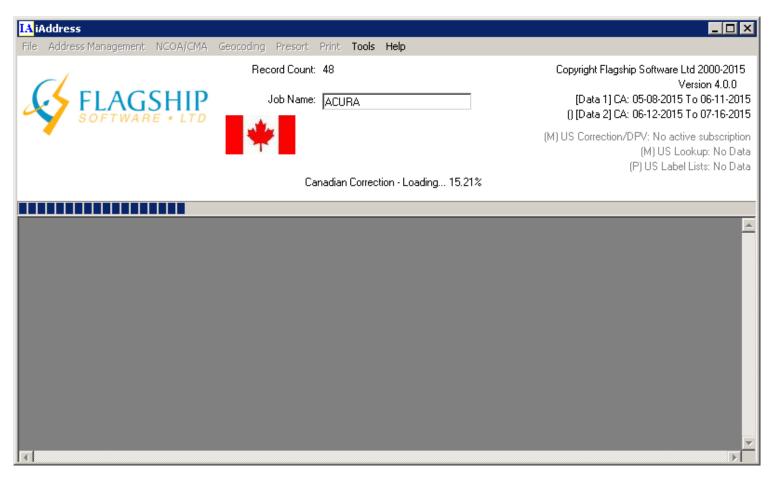


After clicking on CORRECTION AND VALIDATION we will be presented with correction and validation options as shown below:

🗟, Correction Options 🛛 🗙									
Mailing Date :	2015-06-01 💌								
Language Options	Formatting Options								
 Automatic 	Upper/Lower Case								
C All English	Address Line Formatting								
C All French	No Preference Prefer 2 Line Force 1 Line								
C Language by Province	🔲 Use Accents								
C Language Indicator	Western Style								
- Amalgamation Mappings	Shorten Address Update LVR								
Lévis Amalgamation [Valid for mailings on or after]	🔽 Update Valids								
February 12, 2015)	Minimum SERP Rural Standards								
	☑ Space in Postal Code (0M)								
	Use imported city name								
[Start	Cancel								

The important options to set here are Western Style (Address Western Style as set by the standards), etc ... Please remember that all those options are accepted and set by YOUR COUNTRY'S MAIL DELIVERY SYSTEM !!! So you do not need to worry that if you chose one option over another, the latter will be accepted and the first option will not let you send the mail securely with CORRECT formatted label address !

We accept the default options and when we hit start button, we havet he following screen:



Now it is correcting and validating the list of addresses that we inputted into it, with our excel or database DBO file. After this we get a Validation and Correction report details showing us the number of VALID records, matched against the official Country's Mailing Database !!! The corrected addresses, which the program corrected, and the uncorrectable addresses, which later we may take to call the customer back and ask for detailed address, since their number is small compared to the total percent of addresses that we have on hand, thus saving big time and accuracy by doing this.

As this screen shows us, we can also see the Corrected Addresses, Uncorrected, and we can filter by correction type as well, to get what we want.

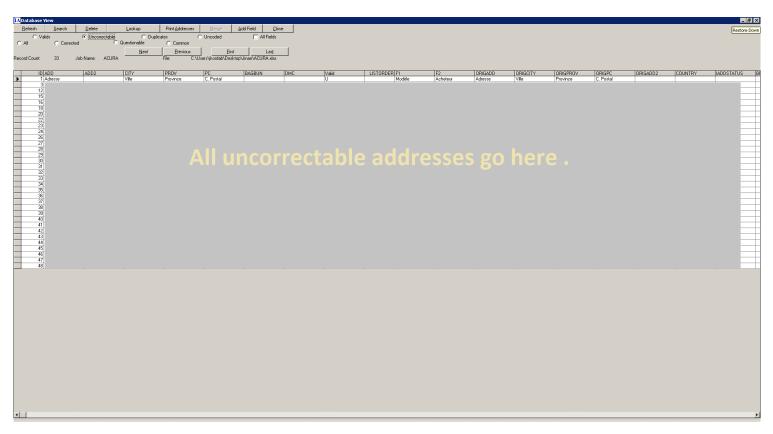
🖷, Validation Report				×
Customer Information				
Customer Name (Your Company Name)	Mailing on Behalf	Of		
			•	
Customer Number (Your number)	Customer's CPC N	lumber		
Date of Mailing	Office of Deposit			
2015-06-01	Office			
			J.	
Validation Report	Corrected Report	ľ	Uncorrectable Report	
Valid:		15		
Corrected Addresses: Uncorrectable Addresses:		0 33		
Foreign Addresses:		0		
-				
Rural Questionable and Valid: Rural Ouestionable and Correcte	d ·	0 0		
Autor vacoutinabie and correcte	.			
Ouestionable Rural Addresses:		0.0%		
		0.0.0		
Percent Valid Before Correction		31.3%		
Percent Valid:		31.3%		
Total Records:		48		T
Print Validation Report	Save to File			
	<u>ave to rile</u>			
View Corrected View Uncorrectable Addresses Addresses	Filter Records by Correction Type		Print All Sav	e All
Do NOT display this window after the correction	completes.		Close	

After clicking one of the buttons above, we get the detailed record by record sheet of addresses, with more FILTERING OPTIONS, as seen below(VALID RECORDS):

LA Data	abase View	·																	_ <u>8</u> ×
<u>B</u> efr	esh	Search	Delete	Lookup	Print Addresses	Merge	Add FieldO	se											
C AL	 Valids 	C Corrected	C Uncorrectable	C Dup Questionable	olicates C Common	C Uncoded	All Fields												
				Next	Previous	<u>Ein</u>	st Last ktopVinan\ACURA.xlsx												
Hecord L	ounc	10 10	DD Name: AUUHA	,	File: U.V.	users ykordad vules	Ktop Ulnan VAUUHA, XBX												
•	ID ADD		ADD2	CITY	PROV	PC	BAGBUN	DMC	Valid	LISTORDER	F1	F2	ORIGADD	ORIGCITY	ORIGPROV	ORIGPC	ORIGADD2	COUNTRY	IADDSTATUS BI
<u> </u>	4													,					
	6																		
	8																		
	10									_									
					**		_								**				
-	17																		
_	19																		
	25																		
•																			<u></u>

As well as:

(UNCORRECTABLE ADDRESSES) as seen below :



You can also see ALL THE DUPLICATE RECORDS that you have, as in example below BUT before doing this we need to go to: Address Management \rightarrow Priority Duplicate Extraction option, after which we will see the following screen:

🐃 Duplicate Extract	ion				×		
Criteria Select fields to check	for duplicates		Options Percent Match for N	Name Fields 75	* ?		
Address Line 1	City		Partial Names Ignore Rural Add Plank and non h		at durliantas 2		
Address Line 2	Postal / ZIP		- Records with all	lank and non-blank names are not duplicates ? ecords with all blank names are not part of ? uplicate processing.			
First Name	Name Line 1		- Info Total Records: Records with Dup	licates:	48 0		
🗖 Last Name	☐ Name Line 2 ☐ Name Line 3		Duplicates: Common Records:	:	0		
		Proce	save Job	Set Priority	Priority Order		
Duplicates	View / Print		ommon Records	View / Print	Select Kill File		
	Print <u>R</u> eport		Export	Print <u>B</u> eport			

We choose our oprions, press start, and voila:

🐂 Duplicate Extracti	on				×			
Criteria Select fields to check	for duplicates		Options Percent Match fo	r Name Fields 75	× ?			
Address Line 1	City		 Partial Names Ignore Rural / Blank and no 		iot duplicates ?			
Address Line 2	🔽 Postal / ZIP		Records with all blank names are not part of duplicate processing.					
First Name	■ Name Line 1 ■ Name Line 2		- Info Total Records: Records with D Duplicates:	uplicates:	48 22 22			
Lastrianie	📕 Name Line 3		Common Recor	ds:	0			
Dupe took less than a m	ninute to complete.	Proc	ess Save J	ob Set Priority	Priority Order			
Duplicates			Common Records		Select Kill File			
Delete	⊻iew / Print		Subtract	⊻iew / Print				
<u>E</u> xport	Print <u>R</u> eport		Export	Print <u>R</u> eport	<u><u>C</u>lose</u>			

It is processing our selection, and then and ONLY then we get this, as shown below:

<mark>IA</mark> Database V	iew						_ 🗆 ×
<u>R</u> efresh	<u>S</u> earch	<u>D</u> elete	Lookup	Print <u>A</u> ddresses	<u>M</u> erge	<u>A</u> dd Field	<u>C</u> lose
C Vali	ids O Correcte	C Uncorrect	Questionable	C Common	Uncoded	□ A	Il Fields
(De)Flag Du Record Count:		Set to Keep Job Name: A	CURA		<u> </u>		Las <u>t</u> RA.xlsx
IsDupe	Dupes	ID ADD	ADD2	CITY	PROV	PC	
-1 0 -1 0 -1 0 -1 -1 0 -1 0 -1 0 -1 0 -		Dup	licate rec	ords d	etails	11397 17	
	i					i <u>-</u>	

Please be careful, or at least a bit aware, because the screen above, will never show up unless you choose the option from Address Management \rightarrow Priority Duplicate Extraction, choosing your options and pressing Process button. \bigcirc

Demographics and Geocoding

iAddress also lets us work with demographics and geocoding. What is this and why do we need those features for marketing and advertising and lead generation and ROI for upper management ? The answer is that if for less than a second, I could get corrected, valid, true, and accurate breakdown of my clients by city, state, or country that they are living in, I could encourage my boss or manager to invest more in the next coming months into that city, province, or country !

Let's take Demographics for example: If we go to Address Management \rightarrow Demographics Analysis, we will see the following screen, but remember that this option is available only if we correct and validate our data first:

🔝 Generate Demographic Analys	is Report	×
Select Report Items	Included In Report	
Provinces, ordered by count Provinces, ordered alphabetically FSAs, ordered by count FSAs, alphanumeric order 1st letter of PC, ordered by count 1st letter of PC, alphanumeric order Cities, ordered by count Cities, ordered alphabetically Address Type, ordered by count	Add to Report Detailed Validation Report Add to Report Detailed Address Type Report Remove from Report Image: Comparison of the second sec	
Add Custom Item E dit Custom Item	<u>G</u> enerate Report <u>C</u> ancel	J

I choose the report items that I want to include in the report, and I click on Generate Report button, after which I get the following screen, with Demographics Analysis with my data:

<mark>IA</mark> Demographic Analysis						
Print	Setup Printer	Save	to <u>F</u> ile	<u>C</u> ancel		
1						
Detailed Validation		ES VALIDI	CORRECTED UN	CORRECTOR	91101 TP 9	
PRIVINCE PRINCE EDWARD ISLAN						
MONTREAL METROPOLITI Quebec West	IN 	37 12 10 3	21 7		89.2% 100.0%	10.8%
TOTAL ADDRESSES Total Urban Addressi	S	48 15 48 15	28 28	5	89.6% 89.6%	10.4%
Detailed Address T	ipe Report					
PROVINCE	PIECE		LUR RESI			
PRINCE EDWARD ISLAM Montreal Metropoliti Quebec West) IN 3 1	10775 000	6 6	0 28 10	6 6 6 6	1 4 8
TOTAL ADDRESSES	4	8 5	0	38	0 0	5
3						

Another analysis with the **CITY** breakdown, as shown below:

IA Demographic Analysis						
Print	Setup Printer	Save to	Eile	Cancel		
Detailed Validation Rep	ort					
PROVINCE	PIECES		ORRECTED UNCO		91101 TD	Στημοίτη
PRINCE EDWARD ISLAND MONTREAL METROPOLITAN	1 37	0 12	0 21	1 4		100.0%
QUEBEC WEST	10	3	7	8	100.6%	0.6%
TOTAL ADDRESSES	48	15	28		89.6%	
TOTAL URBAN ADDRESSES	48	15	28	5	89.6%	10.4%
Detailed Address Type F	eport					
PROVINCE		ARTHENT		ENCE PO BO		
PRINCE EDWARD ISLAND	1	ß	 ß		n n	
MONTREAL METROPOLITAN	37	5	0	28	0 0	
QUEBEC WEST	10	0	0		0 0	
TOTAL ADDRESSES	48	5	0		0 0	
City Breakdown						
-						
Beaconsfield Candiac	4					
Dollard-Des-Orneaux	2					
Dorval Hampstead	1					
Ile Bizard	4					
Ile Bizard,qc	1					
Kirkland Lasalle	4					
Laval	2					
Montreal Oka	4 2					
Pierrefonds	9					
Pointe-Claire Saint-Laurent	2					
Saint-Lazare	2					
Terrebonne Verdun	4					
Verdun,qc	i					
Ville	1					
Address Type Breakdown	(Valid and Correct	ed Addres	ses)			
Residence 38						
Apartment 5						
<u>.</u>						

Geocoding, on the other hand, is mapping real addresses to geo location codes that are use the Latitude and Longitude notation, as on Google Maps Options page, where one gets to select different search options. To use the geocoding feature in iAddress,

Geocoding

This Canadian Geocoding module will determine the longitude and latitude of each Postal Code^{OM} in your mailing list. A list of Postal Codes^{OM} may also be entered to match against your mailing list to find which Postal Code^{OM} is closest to each of your records; the closest Postal Code^{OM} and the distance will be returned.

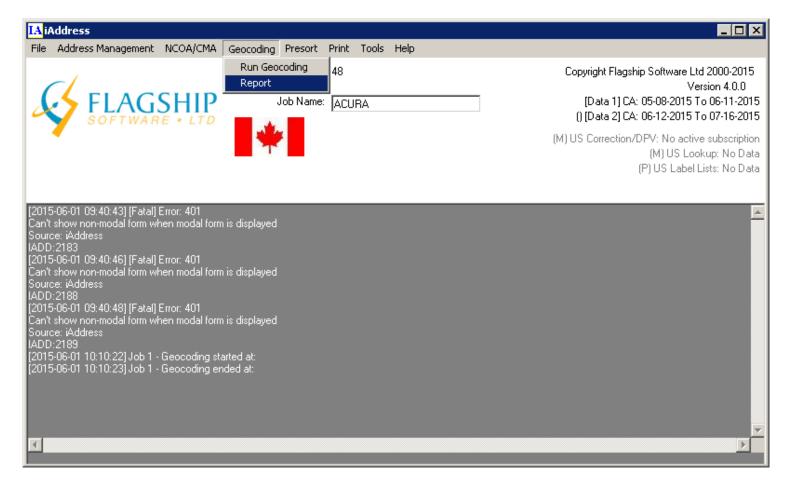
We use the following option Geocoding \rightarrow Run Geocoding, after which we get the following screen as shown below:

🖏 iAddre	🐃 iAddress Geocoding 🛛 🔀												
 Geocoding will determine the longitude and latitude of each postal code in your mailing list. Enter a list of postal codes to have the closest postal code and the distance results returned. Signed Degrees (e.g. 40.7486, -73.9864) Unsigned Degrees (e.g. 40°44′55″N, 73°59′11″W) Create a distance list 													
	ie a uistance iist												
PC	Longitude	Latitude											
H9W5R7	45.43394	-73.8342											
H9W5R7	45.43394	-73.8342	<< Add Postal Code										
JON1EO	45.74759	-74.2754											
JON1EO	45.74759	-74.2754	Remove Postal Code(s)										
J5R3M8	45.38811	-73.5125											
J5R3M8	45.38811	-73.5125											
J6X4P6	45.71408	-73.6836	Add From File										
J6X4P6	45.71408	-73.6836											
J6Y1A9		-73.7836											
J6Y1A9	45.70095	-73.7836											
J7T3H2	45.41512	-74.1568											
		Process	Cancel										

We Add From File the addresses (postal). As an example, this is the postal input address TEXT FILE:

iAddress_Geocoding_Test - Bloc-notes	
Fichier Edition Format Affichage ?	
H1C 0C3	*
H1C 0C3	
H3E OC1	
H3E OC1	
H3X 3G9	
H4C 2M2	
H4C 2M2	
H4M 2V5	
H4M 2V5	
H7Y 2B4	
H7Y 2B4	=
H8P 3S8 H8P 3S8	
H8Z 1W6	
H8Z 1W6	
H8Z 1Y7	
H9B 3C6	
Н9В 3С6	
H9C COA	
H9C COA	
Н9Н 3G5	
Н9Н 3G5	
н9ј 2х4	
н9ј 2х4	
н9Ј 3т8	
H9J 3T8	
H9J 4C2	
H9J 4C2	
H9K 1N1	
H9K 1N1 H9S 3Y1	
H9S 3Y1	
	-

And, after working with iAddress during the same session, one can see all the errors, and notifications in one place on main screen, they just pop up automatically, we do not need to configure anything, as shown below:



There are also printing tools, where one can print to Windows and DOS printing, with

configuration settings for both. But the real heavyweight lifting here is to correct and validate the mail and home addresses to which one will be targeting his marketing campaign.

At the end of the day, I can present clean and accurate report to the management and show the NUMBERS as well !!!

Thank you,

Jinan Kordab softuniversum.com