

H.M.S. DYNAMICS

Total Movers: 1,200,000



HOME MOVER SUPPRESSION FROM MOVER DYNAMICS

DYNAMIC SUPPRESSION FILES UPDATED DAILY



Mailings sink without a trace when a customer moves. Now H.M.S. Dynamics delivers a precision guided weapon in the war on wasted mailings. H.M.S. Dynamics 700,000 movers since May 2003.



H.M.S. Dynamics delivers the most up to date goneaway suppression file currently available in the UK, with over 80% unique records of genuine goneaways on file when compared to any other similar suppression tool within the critical period of the first six months following the move.

The H.M.S. Dynamics file uses direct data from some of the most important Estate Agent offices throughout England and Wales within a day of the actual move. As these Mover Dynamic partners account for registering 80% of all people on the move at any one time the mover dynamics files are really the most up to date and accurate records of the home moving market at any one time. Can any other file make the same claim?



These Estate Agents are the first choice amongst the home moving population and are also the most technically advanced, delivering the Data into the H.M.S. Dynamics and Mover Dynamics files overnight.



Mover Dynamics is designed to deliver targeted mailing to people on the move and automatically creates a suppression file for a data manager to both suppress and trace their own customers data.

As Mover Dynamics really is dynamic and relevant its accuracy will always be ahead of similar files.



To stop your mailing campaigns being torpedoed get an H.M.S. Dynamics license Sonar, or to be referred to a Licensee that is able screen your data, simply contact us.

Call Steve or Nicola
now for details on: 01256 692372
Or e-mail: sales@tri-direct.co.uk



LIST RATES & ORDERING INFORMATION

H.M.S Dynamics

RATE

- | | |
|----------------------------------|-----------------|
| • Bureau Suppression License | £1500 per annum |
| • Goneaway Match with licence | 12p |
| • Goneaway Match without Licence | 26p |

EXAMPLE OF WASTED COST

Annual Mailing Volume	500,000
Cost of Mail Pack	60p
% of Goneaways	3%

Total number of matches	15,000
Total Wastage Cost per annum	£9,000

Cost of H.M.S. License	£1,500
Cost of H.M.S Matches	£1,800
Total Cost	£3,300

SAVINGS PER ANNUM **£5,700**

Updated 15/12/2005