

# OptiMail

## Address data tools

### Bad data has a cost. OptiMail helps you fix it.

Cleaner data. Smarter campaigns. Less waste.

Every failed delivery, duplicate record and outdated address costs your business money. Whether that is wasted postage, returned orders or a campaign that misses its mark, the root cause is almost always the same: data that was never checked.

OptiMail is BBS's suite of address data tools. It gives businesses a smarter way to capture, validate and maintain customer addresses - so data problems are solved before they become delivery problems.



## Inside OptiMail



### OptiMail Finder

Find and complete addresses at the point of entry.



### OptiMail Verify

Check and validate your existing customer addresses.



### OptiMail Moved

Identify customers who have changed address.



### OptiMail Data Services

Cleanse, enrich and improve customer data at scale..





## OptiMail Finder

Capture accurate addresses from the start.

OptiMail Finder is a postcode-to-address lookup tool built on Royal Mail's official PAF database, covering all 29 million UK addresses. It integrates directly with your website, checkout or CRM, completing a full address from just a postcode in real time.

- ✓ **Fewer input errors** Addresses are completed accurately at point of entry.
- ✓ **Cleaner records from day one** Every address is validated against Royal Mail PAF.
- ✓ **Easy to integrate** Connect via API or CRM plugin.
- ✓ **Legally sound** Fully licensed by Royal Mail.



## OptiMail Verify

Clean and standardise your existing data.

OptiMail Verify checks your existing customer address database against the latest Royal Mail PAF data. It identifies inaccuracies, corrects formatting errors and standardises records before postage is spent.

- ✓ **Correct inaccuracies** Fix address errors before failed deliveries.
- ✓ **Standardise records** Format addresses consistently across your database.
- ✓ **Improve campaign performance** More mail reaches its destination.
- ✓ **Protect postage investment** Reduce undeliverable items and wasted spend.








**CLEAN DATA | BETTER CAMPAIGNS | BETTER RESULTS**



## OptiMail Moved

Stay up to date when customers move.

People move house. When they do, mail sent to an old address is wasted and can create real problems for your brand and your pocket. OptiMail Moved checks customer records against mover data and, where possible, supplies updated details, saving you time and money.











-  **Reduce wasted postage** Stop sending mail to addresses customers left behind.
-  **Recover updated addresses** Continue reaching customers where data is available.
-  **Protect sender reputation** Prevent repeated undeliverable mail.
-  **Available on  shopify** Connect directly to your store and keep addresses current automatically.



## OptiMail Data Services

A complete data health service for your customer database

OptiMail Data Services is a comprehensive, expert-led data management service — going well beyond address validation. For businesses that want to properly understand, clean and enrich the customer data they hold, BBS works with you directly to improve quality, reduce waste and make your data ready for whatever comes next.

-  **Data audit and profiling** Understand exactly what your database contains, gaps and opportunities.
-  **Deduplication** Remove duplicate records to reduce waste and improve campaign accuracy.
-  **Data suppressions** Screen against MPS, Goneaway and deceased files to stay compliant.
-  **Data capture** Collect validated customer data accurately at source.
-  **Named prospect data** Target the right audiences with accurate, segmented consumer data.
-  **Partially addressed mail** Reach households by postcode and demographic, without a named contact.
-  **B2B data** Verified business data for targeted B2B campaigns.
-  **International data** Consumer and business data across Europe.
-  **Returns processing** Manage returned mail and keep records up to date.
-  **Bureau services** Flexible support from a one-off sort to a fully managed campaign.

# Why **OptiMail**?

Bad data costs more than most businesses realise. Wasted postage, failed deliveries, returned orders, duplicate records – the impact adds up quickly. OptiMail exists to stop that waste before it happens.

## Fix problems at the source

Most data issues start at the point of capture – a mistyped postcode, an outdated address, a record that was never checked. OptiMail catches them there, before they work their way through your system and cost you money downstream.

## Protect your campaign spend

Every piece of mail sent to a wrong or outdated address is wasted budget. OptiMail ensures the data behind your campaigns is accurate before print is ordered and postage is spent.

## Built on Royal Mail's official data

OptiMail validates against the same PAF database that underpins the UK postal system – 29 million addresses, maintained and licenced directly by Royal Mail. That is not a third-party approximation. It is the source.

## One suite, every data problem solved

From real-time address capture to batch cleansing, mover identification and full data health checks – OptiMail covers every stage of the data quality problem in one place, backed by a team you can actually talk to.

## Why BBS?

### Royal Mail licensed

PAF licensing and Mailmark accreditation support validation against the official UK postal database.

### 40+ years of expertise

Decades of address data knowledge are built into every product and service.

### Data to delivery

BBS can take clients from data quality through to physical campaign delivery.

### Personal service

Clients work with people who know their accounts and are invested in results.

**Fix problems  
at the source**

Start with better data. Talk to BBS.

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