



PeopleView MissionInsite Instructions

PURCHASE ADDRESS LISTS (FOR MAILINGS)

Benefits of a Mailing List

- ▶ Communicate directly with your audience (*outside your parish or school lists*) through a letter or postcard.
- ▶ Target certain geographies and demographics you want to reach.
- ▶ Build relationships by welcoming others to your community.
- ▶ Reach a broader audience than social media.
- ▶ Educate, inspire and engage others.
- ▶ Increase parish or school enrollment.
- ▶ Foster or enhance a positive image in the community.

MissionInsite Mailing Lists

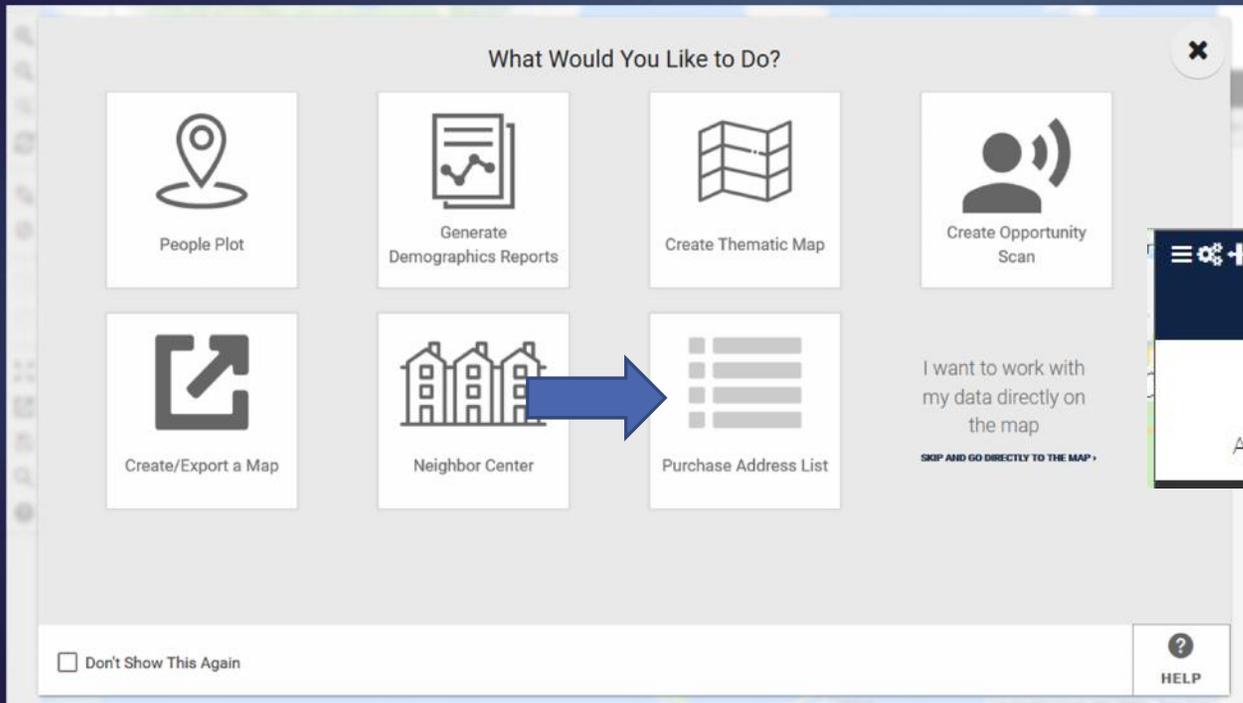
According to MissionInsite, here are things to know :

- ▶ MissionInsite licenses mailing list data from Epsilon's TotalSource Plus™; the mailing list data is separate from any data provided to them by their clients.
- ▶ Information is updated regularly.
- ▶ Lists offer data points on more than 119 million US households and more the 200 million individuals.
- ▶ Address base contains 90% of households in the United States; consumer address lists may have a margin of error of between 10% and 15%.
- ▶ Minimum cost is \$50 for 500 address or \$0.10 per record. As you increase the number of records, the cost is lowered per record.

Go to PeopleView

Click on *Purchase Address List*

If you are on the map page, you can get back to the PeopleView cubes by clicking on the wand.



Click box that you have read the details. Click **Next**.

First, We Have Some Details for You About Our Address Data

[View Address List Pricing](#)

MissionInsite Address List Acknowledgement

(You must check "accept terms" below before placing your order)

Purchase of an address list is a cost-effective way to reach local and surrounding communities. Please read the following information and terms carefully so that you purchase the address list that is best for you!

- **Where does MissionInsite get its address data from?**
 - MissionInsite licenses mailing list data from Epsilon's TotalSource Plus™. MissionInsite's community mailing list data is separate from any data provide to us by our clients.
- **How often is the data updated?**
 - MissionInsite's community mailing list data is updated regularly. This means that names of people who have moved very recently may not be up to date.
- **What is the quality of your address lists?**
 - MissionInsite core address list data is provided by Epsilon. Epsilon's TotalSource Plus™ provides unparalleled coverage and accuracy of core demographic characteristics of individuals and households. TotalSource Plus offers data points on **more than 119 million U.S. households** and **over 200 million individuals**. Epsilon has been recognized by Ad Age as the #1 World Largest CRM/Direct Marketing Network, and the #1 U.S. Agency from All Disciplines. Epsilon has 70 offices worldwide.
 - Epsilon is committed to continually searching and evaluating new data sources to add to the over 30 current qualified data sources to ensure TotalSource Plus is both robust and current
 - MissionInsite adds value to the Epsilon address list information with the inclusion of Experian's Mosaic household types to each household.
- **Will I receive data for EVERY household in my area?**
 - **No**, the address database only contains information for approximately 90% of the households in the United States.
 - Distribution of household data will vary based upon geographic location.
 - Vacant households will not have data available.
 - Households without house number locations will not have data available. Example "manufactured home parks".
- **What should I expect in terms of the "reliability" of address lists?**
 - *Reliability* means what is the confidence level of the accuracy of deliverable address lists.
 - Containing coverage of 119 million U.S. households and over 235 million individuals. TotalSource Plus demographic data has unparalleled accuracy with 91% of the

I have read, understand and accept the information, terms and deliverables described above.

Choose the type of geography. Depending on your choice, you will either enter a boundary or address (drawing a radius or polygon around the address). Click *Next*.

Great! Now, Lets Decide What Area We're Working With [View Address L](#)

Lets Choose the Type of Geography You Want to Use to Pull Your List.

Predefined Boundaries (e.g. Zip Codes, Cities, Counties, etc.) Radius or Polygon I Draw

Select From the Available Boundaries and Layers to Choose Specific Geographic Areas

Show All

Agency Boundaries Agency Boundary

Custom Boundaries Deaneries

Standard Layers Cities
 Counties
 Zip Codes
 States

Choose what kind of households you are targeting. The more specific you are, the more tailored your mailing list will be. You can click on multiple choices in a category. See next slide for sample. When done, click *Next*.

Top choices include:

- ▶ Primary Gender
- ▶ Marital Status
- ▶ Head of Household Age
- ▶ Children in Household (important for school lists)
- ▶ **Note:** Scroll down to see all choices. There is no “religion” category.

Now Lets Decide What Kind of Households You're Targeting

[View Address List Pricing](#)



[CLEAR ALL](#)

Primary Gender

Male Female Female with male name Not Available

Marital Status

Married Single Unknown

Head of HH Age

18-24 years old 25-34 years old 35-44 years old 45-54 years old 55-64 years old 65-74 years old 75+ years old
 Unknown

Children in Household

Present Not Present

Note: You can toggle between “Show All” or “Show Recommended” That will give you different choices.

[Show All](#)

[← PREVIOUS](#)

[START OVER](#)

[NEXT →](#)

Cost will be calculated. Depending on size of the geographic area and choices, it may take several minutes to calculate.

You can change the number of Desired Records. Then click *Next*.

Estimate and Record Requirements [View Address List Pricing](#)

Here are Some Details on the Data We Have Available

Available Records: **1104**

Desired Records: 

[View Sample Dataset](#)

Neighbor Center
Address List Pricing 9/21/15

Base Prices for FaithConnect Address Price List

Households	Total Cost	Per-Record Cost
500 Minimum	\$50.00	10.00c
1,000	\$92.70	9.27c
2,500	\$231.18	9.13c
5,000	\$413.50	8.27c
10,000	\$760.00	7.60c
25,000	\$1,850.00	7.40c
50,000	\$3,635.00	7.27c





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50,000	\$3,635.00	7.27c

This will bring up the Review section. Scroll down to see it all. Make any final changes to any part. When satisfied, click *Next* to finish.

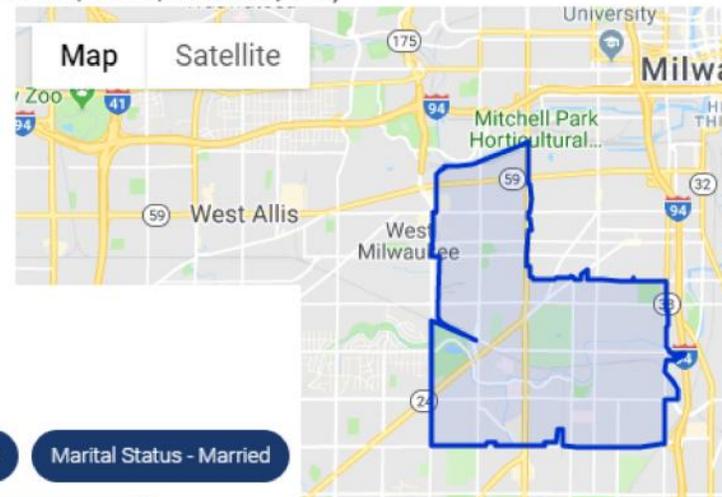
 Cart 

You'll Be Downloading:  1104 Records...*

Geography Options

Geography Type: **Predefined Boundaries** (e.g. Zip Codes, Cities, Counties, etc.)

Zip Codes-53215 



Filter Selections:

Attribute Selections:

Primary Gender - Male

Primary Gender - Female

Primary Gender - Female with male name

Primary Gender - Not Available

Marital Status - Married

Head of HH Age - 18-24 years old

Head of HH Age - 25-34 years old

Head of HH Age - 35-44 years old

Head of HH Age - 45-54 years old

Head of HH Age - 55-64 years old

Head of HH Age - 65-74 years old

Head of HH Age - 75+ years old

Head of HH Age - Unknown

Children in Household - Present

Confirmed USPS address No name information - Exclude

You will then see the box below. Your downloaded Excel sheet, with the addresses, will appear in the bottom left of your computer screen.

