Segment Data File Specification

The segment data file is the most important piece of information provided by the customer. Errors in this file are the leading source of delays and performance problems in an ongoing campaign.

Segment data files must conform to this format to ensure a successful campaign.

Segment Data File Format

1. File format to be a text/csv file (Microsoft Excel can produce this file)
2. The file MUST contain a header line of the format: Last Name, Address 1, Address 2 or Apt, Zip Code
   (5 digits, must preserve leading zeros).

Example (shown in Excel):

	A	B	C	D
1	Last Name	Address 1	Address 2	Zip
2	Munster	1313 Mockingbird Lane	Apt 303	08831
3	Simpson	742 Evergreen Terrace	Unit B	62701
4	Flintstone	342 Gravelpit Terrace		85755
5	Clampett	518 Crestview Drive		90210

Note that we intentionally omitted columns for city and state, as the information is redundant when combined with zip codes. DO NOT insert city and state data into the Address 2 column.

If you wish to include a unique customer ID or customer number in column A, this will aid in any Proof Of Performance reporting on your campaign results.

	A	B	C	D	E
1	Unique ID	Last Name	Address 1	Address 2	Zip
2	1	Munster	1313 Mockin	Apt 303	08831
3	2	Simpson	742 Evergree	Unit B	62701
4	3	Flintstone	342 Gravelpit Terrace		85755
5	4	Clampett	518 Crestview Drive		90210

Again, Microsoft Excel easily produces the file we need to run your campaign. If you are using software other than Excel, and you are unable to produce a segment file of this type, we encourage you to contact the IT support group within your organization. We can work with your IT staff to assist in producing this file.