

## Address Hygiene *Minimizes incorrect and undeliverable addresses in your mailing list*

Address hygiene is the process of correcting and/or appending address elements and postal codes to conform to U.S. Postal Service (USPS) postal regulations. This is done by matching a customer's mailing list against the USPS national ZIP+4 database, which consists of domestic business and residential addresses.

### The Value of Address Hygiene

Address hygiene:

- Minimizes the amount of incorrect and undeliverable addresses in your mailing list.
- Automatically appends the postal codes required for automation discounts (if your mailpiece meets the physical requirements).
- Optimizes delivery by correcting and appending more finite postal codes so that mail penetrates the postal system better.
- Automation and carrier route discounts for postal savings

### Basic Address Hygiene Services

QuadData Solutions (QDS) offers a CASS (Coding Accuracy Support System)-certified hygiene package that includes:

- Address standardization (to format the address into USPS preferred format)
- ZIP code correction (to apply the appropriate ZIP code for the city being addressed)
- ZIP+4 coding (to append the codes necessary to generate a barcode for automation discounts when applicable)
- Carrier route coding (to append the code necessary to provide postal sortation to the enhanced carrier route level)
- Delivery point coding (required for letter-size mail when qualifying for automation discounts)
- Line of Travel (required for Standard Mail and Periodical enhanced carrier route discounts)
- USPS Form 3553 (CASS report) gives the percentages of CASS-certified assignment of ZIP codes, ZIP+4 codes and carrier route codes.

### Before Address Hygiene

321 West Main Street  
Dover, Ohio 44623

1515 Mockingbird Road  
Transylvania, PA 16102

555 South 108th Street  
West Dallas, WI 53214

### After Address Hygiene

321 W Main St  
Dover OH 44622-3105

1515 Mockingbird Ln  
New Castle PA 16102

555 S 108 St  
West Allis WI 53214-1145

### Our Software

- QuadData Solutions software is CASS-certified. Our CASS-certified software is evaluated by the USPS to check accuracy of postal coding (assignment).
- The QDS database is updated monthly with the USPS national ZIP+4 database to ensure the most current coding.

### Additional Address Integrity Services

- NCOA <sup>Link</sup>® (National Change of Address) - 48 and 18 month
- DSF<sup>2</sup> (Delivery Sequence File)
- ACS (Address Change Service) support
- LACS (Locatable Address Conversion System)
- COA (Change of Address)
- OPAC (One Pass Address Coding)
- LOT (Line of Travel)

QDS specialists can provide insight into how these additional address integrity services work and assist you in determining which services offer the best benefit. We take into consideration factors such as the age of your database, the composition of your list, the frequency of your mailing, the areas into which you mail, your targeted audience, the size of your mailing list and the cost of the service.