

## Postal Enhancement & Address Integrity *Improve deliverability and cost efficiency*

With the upcoming USPS rate case and the sweeping changes that are included, postal processing, high-quality presort services and postal optimization have never been more urgent. New postal regulations and the introduction of the FSS (Flat Sequencing System) will mean huge postal savings for those who have planned ahead. QuadData Solutions can analyze your files and make recommendations on how to get ready ahead of time.

### Our Address Integrity Suite

We use a comprehensive set of address integrity tools to provide custom feedback on the quality of your data and implement solutions to improve it. This will help you reduce duplication within mailings, lower postage costs, increase deliverability and improve response.

For example, approximately 18 percent of Americans move and change addresses every year. This could result in incorrect addressing on nearly one-fifth of your customers. We track these address changes and update your data to ensure that both your mailings and your budget are on target. Our address integrity suite includes:

#### Address Hygiene

We correct and/or append address elements and postal codes to conform to USPS postal regulations. This process minimizes the amount of undeliverable addresses, appends postal codes for automation discounts and optimizes your mail delivery. Plus:

- We use USPS CASS-certified software for postal coding
- Our software can assign all postal codes including ZIP, ZIP+4 add-on, Delivery Point add-on, Carrier Route and Country codes.
- LACSLink
- Delivery Point Validation

#### National Change of Address (NCOALink™)

NCOA is an address change service available only through vendors licensed by the United States Postal Service (USPS). The service compares mailing list names and address changes to the USPS data file. The NCOA database, updated weekly, contains over 160 million permanent address changes filed by postal customers. Moves are retained on file for four years and when possible, multiple moves are chained or linked so the most current address is returned. Using NCOA, mailers can standardize and update address information prior to mailing.

#### Delivery Point Validation (DPV)

DPV provides the highest level of address accuracy. With DPV, you can identify addresses that are undeliverable as addressed, and whether or not an address is a Commercial Mail Receiving Agency (CMRA) such as a Mail Boxes Etc or The UPS Store. DPV is also the only service that will indicate whether a specific address is an active USPS delivery point – and accurately determine that your mail will arrive at the desired, specific destination.

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#### We'd like to tell you more

At QuadData Solutions, we offer comprehensive data-driven marketing capabilities that can be tailored precisely to your needs. For details, please contact us today.

#### **Delivery Sequence File (DSF<sup>2</sup>)**

DSF<sup>2</sup> is a service used to identify undeliverable addresses and provide walk sequence codes by matching each address in your file to an individual address, rather than a range of addresses as in ZIP+4.

#### **Locatable Address Conversion System (LACS<sup>Link</sup>®)**

This USPS database contains approximately five million addresses that have been converted for more accurate use with the 911 system. These conversions normally involve changing rural-style route addresses to city-style numeric addresses, but in some cases may result in the renaming or renumbering of existing city-style addresses. The LACS file is updated monthly and is included in our NCOA processing.

#### **Change of Address (COA)**

This proprietary COA database contains more than 135 million individual changes of address over a 48-month period. This COA database is an additional source for applying the new addresses to your mailing list prior to mailing.

#### **OnePass Address Correction (OPAC)**

The OPAC system maximizes address corrections (ZIP+4 coding rates) to reduce postage costs. In addition to reducing postage, addresses corrected through OPAC have a higher match rate to NCOA and LACS. This is done along with Address Hygiene to maximize the ZIP+4.

#### **Address Element Correction (AEC)**

AEC focuses on correcting addresses that are unable to have a ZIP+4 code appended and are not DPV confirmed using CASS-certified software due to missing or incorrect address elements. This can be a valuable tool for cleansing and correcting your mailing list.

#### **Address Element Correction II (AEC)**

AEC II is the next generation of the AEC service. It uses Delivery Force Knowledge to correct errors in addresses that are not correctible by existing programs.

#### **Address Change Service (ACS)**

ACS is a service used to obtain address change information for mailpieces that are undeliverable-as-addressed. Our specialists can provide the information you need to set up ACS through the USPS Customer Service Center. We'll advise you on what to provide and expect when utilizing either ACS or Ancillary Service Endorsement.

#### **Line of Travel (LOT)**

Rather than an exact walk sequence, LOT is a sequence of ZIP+4 codes arranged in the order that the route is served by a carrier.

#### **Data Parsing**

Data parsing promotes consistency among records to help you improve matching results and enhance your personalization efforts. QuadData Solutions offers several different data parsing options that we can customize to meet your specific needs.

In the parsing process, name, title, firm and address data are identified and broken into separate data components (e.g., first name, middle name, last name, etc.). Our software can also standardize inconsistent firm names. In addition, we can provide ANKLink, ZIP+4 coding, ZIP code correction, carrier route coding, destination tracking services and Canadian address correction.