



## NCOALink

### **National Change Of Address processing is crucial to the success of every mail campaign.**

It's estimated that businesses lose \$2 billion to \$6 billion each year creating, producing and printing undeliverable-as-addressed mail. What part of that money is yours? Not only does poor address quality adversely affect your mailing campaign's results, it also means you're missing important revenue-building opportunities. Connect more effectively with customers and improve your campaign results. Bottom line - the more mail that reaches your customers, the more opportunities you have to lift response and boost your return on investments.

Updating and verifying address information by utilizing the US Postal Service's National Change of Address will significantly reduce mail-campaign expenses. The NCOALink process returns the 'new address' for any person, family or business that has moved or changed their address within the last four years.

#### **CASS – Coding Accuracy Support System**

CASS certified software provides Address Standardization, ZIP+4, Delivery Point Barcode, Carrier Route, and Line of Travel information for your mailing list. The CASS process improves the accuracy of carrier route, five digit zip, ZIP+4 and delivery point codes that appear on mail pieces. Certain postal discounts may apply as a result of CASS certification. CASS is automatically included in all NCOALink processing.

#### **DPV – Delivery Point Validation**

DPV validates accurate delivery address information and identifies inaccurate, incomplete and erroneous addresses contained in mailer address files. For each address given DPV validates one of the following, a) the address has the correct primary and secondary data, b) the address has the correct primary but not secondary data, c) the address cannot be validated. DPV is a validation process, not a correction process and does not append any missing data or correct any address elements. Use of DPV, along with corrective actions, helps to reduce UAA mail. This in turn results in more cost effective mail processing and delivery. DPV is included in all NCOALink processing.

#### **LACSLink – Locatable Address Conversion System**

LACSLink provides an automated method of obtaining a new address for addresses that have been converted by municipalities, usually after implementation of a 911 emergency system. 911 address conversions usually involve changing rural-style addresses to city-style addresses. The benefits of LACSLink include a reduction in UAA mail, lower mailing costs as a result of more current address information and increased marketing opportunities resulting from faster and more accurate mail delivery. LACSLink is included in all NCOALink processing.



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Call today for a free analysis of how to optimize your most valuable business asset – your data.



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