

TechLines

Move Update Requirements and Change of Address Plus

Postal rules require all addresses in pre-sorted mailing to be move update processed within 95 days before a mailing. National Change of Address (NCOA) is one of the approved methods for meeting the move update requirements. It is the only method that can be used before the mailing; the others require an update based on an earlier mailing.

W [h p t l o q d m o l ^ ` p p ` p all records as part of our list processing procedure through ? = P P X h \ K ? L = ¥ T] X e m i i ^ ^] I X J i i X g q] [X e e ? a X h `] i ^ Address Plus (COA+). COA+ will include not only the required NCOA but also Address Resolution Service (ARS) and Proprietary Change of Address (PCOA). COA+ is included in our base list processing price.

How Each Step Works

DPV and LACS

The first step in our process is Coding Accuracy Support System (CASS) processing. CASS takes the address in the data, standardizes it and then matches to USPS data to validate or update the Zip Code. Address correction to the level of spelling corrections may be made, and city and state will be aligned to the Zip Code if an address can be found. It also adds carrier route information.

There are a few other processes that are incorporated into CASS:

Delivery Point Validation (DPV) has been added to CASS and will identify addresses that may or may not exist. Our database assigns a valid Zip Code and confirms that the address exists. However, the piece may still be undeliverable if the addressee [name] is not correct. A non-DPV record may be deliverable due to carrier knowledge, and a DPV-confirmed record may be undeliverable due to an invalid name. You may or may not wish to remove these addresses from your mailing. Non-DPV records will mail at non-automation rates. We will need a decision on whether to leave these non-DPV records in the mail files.

Locatable Address Correction Service (LACS) will provide Zip Code corrections or other address changes based on the post office changes to addresses. These are returned with the NCOA updates.

SuiteLink adds to an incomplete company address if a company name match can be made.

ARS

Address Resolution Service (ARS) leverages the USPS CASS and DPV processing to tag addresses that are incorrect or incomplete. Using several consumer databases, ARS takes those tagged residential addresses and tries to append missing apartment or suite numbers. ARS adds value by adding this secondary information and allowing a previously non-confirmed address to now be delivery point validated and eligible for presort discounts.

PCOA

Proprietary Change of Address (PCOA) is quite similar to NCOA in that it attempts to identify individuals who have moved. The USPS shares that approximately 40% of the people who move do not file a formal change of address. Where NCOA is limited to these address changes, PCOA is not. PCOA leverages notifications of moves from companies like magazine publishers, credit card companies, utility companies and cell phone providers, to which people are more likely to notify of their moves. NCOA is a process where names and addresses in a list are matched to a US Postal Service record of reported moves. Moves get on this list when a person, family or business files a move with the USPS or a carrier reports that a delivery address is no longer occupied or valid. To get a match, the original record must be very close to the name on the USPS file.

There are several versions of NCOA based on the age of the move notices. We use the NCOA version with the most complete information. It looks back over the last 48 months of moves, limited to the last five moves per person.

NCOA does not actually validate addresses. Just because there is not a return from NCOA does not mean that the address is deliverable. NCOA matches will return either a

Kbrb]m bh\b[Xn] na] [omnig]l gip]\ il [eim]\ X jimn i^^b[]
box and didn't leave a forwarding address. We recommend
removing nixie addresses as there is a high chance of the mail
piece ending up in the garbage.

How to Reap the Best Rewards

K?L= Xh\ COA+ matches are made by the comparing names
and addresses to existing structured address databases. For
this to work, data must be presented in a consistent manner.
There is a distinct difference between a person's name and a
company name; these need to be in separate fields in the
data. Names presented in bh[i|l][n fields will not be
recognized. So, to get the most out of qd`p` p`ose^`p¿ make
sure your data has fields for name, company, address lines,
city, state and zip. Make sure each of the fields is used only
for the correct data type. lbmnm naXn XI] q]ee dhiqh ni sio ì
mo[a Xm naim] sio iqh ì il naim] naXn XI] ^bhXh[bXeì il
moZm[lbZm] ì bh hXh[ne] ì i q]ee qbna K?L=¥ Bil ebmnm
naXn sio jol[aXm] ì il X[kobl] naXn XI] ohdhiqh ni sio"
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Return Data Supplied

Our standard procedure will be to return either an Excel or
delimited file of the moves and nixies by email. We hope you
use this data to update your customer records. The data
returned j[v contain customer number and keycode fields,
along with name, company, old address and new address. We
^ [also include return code, footnote and confidence scores
that provide more types of information pertaining to the
updated address. We can also provide different formats and
layouts. Let us know your needs.

Diagnostic Codes