

POSTAL DEFINITIONS:

NCOA^{LINK}

National Change of Address processing appends updated address information for household or business moves within the past 48 months.

LACS^{LINK}

Locatable Address Correction Service updates and standardizes address information, for example converting a RR to a 911 Street address.

NCOA^{LINK} and LACS^{LINK} processes are provided by the USPS through non-exclusive licenses. Running a file through these processes ensure the mail piece is delivered to the most current and accurate delivery address. A file must have proof of processing within 95 days of mailing in order to be eligible for the maximum postal rate discounts.

Primary advantages of applying these processes makes the mail file/database eligible for additional postal discounts, and saves the mailer the costs of creating and mailing pieces that are returned or lost as undeliverable.

ZIP4:

ZIP4 is the additional 4 digits following a traditional 5 digit ZIP Code used to further define the ultimate delivery area by segmenting the broader ZIP Code.

CRRT:

Carrier Route. This code confirms deliverability down to the specific postal carrier's route.

DPV:

Delivery Point Verification. This process looks at the deliverability of an address down to the apartment or suite number.

The ZIP4, DPV, and CRRT are required for eligibility for the maximum postal discounts. Addresses without these additional codes may still be deliverable, but will be ineligible for the additional discounts.

In the event we are unable to append these codes or confirm address deliverability, the records will be flagged with an error code so clients can review and manually make any appropriate corrections or changes.

Joe Baitinger
DATASOURCE360
515-971-6466
joe@datasource360.com

May 29, 2009