

Operations - List Hygiene

Ensure your mailings meet postal regulations and address standardization requirements, so your communications are addressed accurately and reach their destination.

Whether you are mailing your current customers, old customers or prospects, your lists require routine hygiene to achieve maximum deliverability. Addresses may not have all elements in a standard format. Zip codes may be incorrect. When promoting active or inactive customers, and understanding that they move every 7 years, it is easy to see how customer and prospect lists can become less productive. That means less response and lower profitability from your mailings.

- **Address standardization – Zip+4**

The list is standardized to USPS specifications for the next phase of processing, which corrects and standardizes address elements and applies zip codes. Problem addresses may be transformed into accurate standardized addresses that allow us to take full advantage of postal discounts.

- **CASS™ Coding**

The CASS Certification system improves the accuracy of carrier route, five-digit ZIP®, ZIP+4, and delivery point codes that appear on the mailing. CASS enables mailers to measure and diagnose internally written, commercially available, address-matching software packages. To be CASS Certified, mailers must pass with a minimum score of 98% for ZIP+4, 100% for delivery point coding and 98% for carrier route and five-digit ZIP. (Source: USPS)

- **POSTNET Barcode Certification**

POSTNET Barcode Certification program evaluates and certifies manufacturers' printers, computer software and systems (micro, mini or mainframe) that produce POSTNET barcodes, by verifying that the POSTNET barcode produced meets all dimensional specifications required by the USPS® barcode reader equipment. Access exclusively uses equipment and software that has passed the POSTNET Barcode Certification.

- **NCOALINK**

NCOA provides mailers with current change of address information to reduce undeliverable mail, which reduces mailing costs, and increase response rates through accurate delivery. This comprehensive system identifies and corrects addressing errors before production begins. NCOA contains approximately 160 million records or 4 years of permanent address changes. The limited NCOA product contains approximately 60 million records or 18 months of permanent address changes.