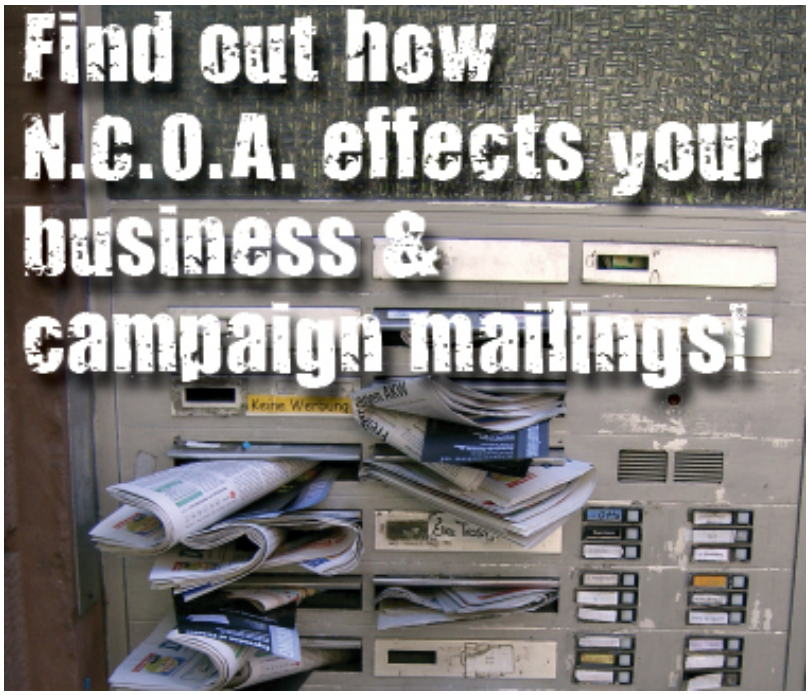

N.C.O.A. and How it Affects Your Business

The 2005 Bureau of Census report showed for your ending March 2005 that 39.9 million Americans charged residences. This study shows that these moves where made as follows:

- 57% moved within the same county.
- 20% moved within the same state.
- 19% changed states.
- 4% moved abroad.

How many of your customers moved? Do you even know if your mailings are actually reaching their destination? When was the last time you updated your customer mailing list?
Pro Mailing Systems offers an easy and quick way to update your mailing list. The answer is NCOA or “National Change of Address” provided by the United States Postal Service.

NCOALink® Systems □□ □

Over 40 million Americans change their address annually, which creates formidable obstacles in maintaining a high-quality mailing list. The NCOALink product makes change-of-address information available to mailers to help reduce undeliverable mailpieces before mail enters the mailstream.

The NCOALink process consists of computer software purchased, leased or developed by the licensee to access the NCOALink data. The Postal Service certifies the process and licenses the NCOALink product to private sector companies for commercial mail list processing or internal mail list management. Updated, computerized change-of-address information is provided on a regular basis to the NCOALink licensees by the Postal Service. The NCOALink process improves mail deliverability by providing mailers with current, standardized, delivery point coded addresses for individual, family, and business moves.

Input address information must first be standardized to conform to USPS® requirements, including the ZIP + 4® code. An attempt is made to match each name and address against the NCOALink product. Address change information is derived from the PS Form 3575, Change-of-Address Order, filed by relocating postal customers. If a match is made with the name and old address information in the NCOALink file, then the NCOALink licensee is permitted to provide the current move information (new address or undeliverable status) to update the mailing list.

The full NCOALink Product contains approximately 160 million records or 48 months of permanent address changes and is available to Full Service Provider Licensees. The limited NCOALink product contains approximately 60 million records or 18 months of permanent address changes and is available to Limited Service Provider and End User Licensees.

NCOALink helps reduce undeliverable-as-addressed (UAA) mail by correcting input addresses prior to mailing. Since 1986, Move Update predecessors such as ACSTM Service, National Change of Address (NCOA) and the FASTforward® system have saved mailers millions of dollars that otherwise would have been wasted in materials and postage. NCOALink continues this trend and, like its predecessors, provides the following benefits to mailers:

Reduces undeliverable mail by providing the most current address information for matches made to the NCOALink file

Prevents re-mailings after address corrections are received because the address correction is applied prior to the mailing

Reduces mailer costs by reducing the number of undeliverable mailpieces by using most current address information

Provides the opportunity for faster product/service marketing through accurate mail delivery

In addition to change-of-address information, NCOALink also utilizes Return Codes to provide explanation of match and non-match status. Return Codes which indicate that a match was obtained are accompanied by a new address or undeliverable status. Return Codes which indicate a match was not obtained provide the reason a match could not be made to the NCOALink file. The analysis of Return Codes can help the mailer determine the deliverability of specific address records.

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