Tech*Lines*

Move Update Requirements and Change of Address Plus

Postal rules require all addresses in some presorted mailings 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.

Walsworth processes all records as part of our list processing procedure through CASS and NCOA. We also offer a program we call Change of 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 flag addresses that are incorrect or incomplete. Using several consumer databases, ARS takes those flagged residential addresses and tries to append missing apartment or suite numbers. ARS adds value by finding 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 move.

PCOA also takes an extended look back 60 months instead of 48 months like NCOA.

NCOA

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 moved address where NCOA has found an update to an address or a 'nixie' code.

Nixies indicate the customer moved or closed a post office 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

NCOA and 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 incorrect fields will not be recognized. So, to get the most out of these services, 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. Lists that are well known to you - such as those you own - or those that are financial- or subscription- based in nature, will do well with NCOA. For lists that you purchase, or acquire that are unknown to you, running the list against COA+ can help assure that you catch the moves not reported to the postal service.

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 may contain customer number and keycode fields, along with name, company, old address and new address. We can 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

NCOA Return Codes

10	Invalid Address
11	Invalid City/State/Zip
12	Invalid State
13	Invalid City
17	Insufficient Data
21	Address Not Found
22	Multiple Responses
23	Error in Primary

24	Error in Secondary
26	Box Closed
27	No Forwarding Address
28	Foreign Move
29	No Stats (Delivery address not established)
30	DSF2 Vacant
31	Single Response
32	Default Response
33	Non-deliverable
34	DSF2 Seasonable
35	DSF2 Match
36	Individual Move
37	Family Move
38	Business Move
39	39 LACSLink Conversion
98	Non-USPS Zip
99	Unexpected error during ZIP+4

Address Resolution Footnotes

R	Resolved
A	Apartment appended
S	SuiteLink match
Y	Resolved a non-match to a ZIP+4 Match or resolved a default or non-delivery match to an exact ZIP+4 match
X	No Address Resolution match
>	Resolved to a DPV confirmed address

PCOA Confidence Score

No Match	
1 Match	Multi-source contributor
2 Match	Single Source newer than 13 months
3 Match	Single Source 13 to 24 months
4 Match	Single source older than 24 months

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