

NPF 2016 National Postal Forum *Tune in to Success*



Address Quality 101

National Postal Forum
March 20 – 23, 2016

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United States Postal Service®

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Farrington Transportation

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What is a quality address?

How address validation tools can help

Address validation scenarios

Keeping up with your customers

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Great Addressing Is Important!

Mmm, Perfecto!

A quality address helps:

- Acquire customers
- Retain existing customers
- Increase response rate
- Keep postage costs in check



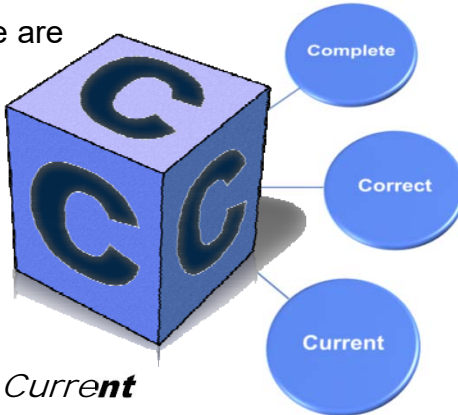
3

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Why Address Validation Matters

- Address Validation is one of the key components to your mailing process
- Addresses that do not validate are at risk of non-delivery
- Databases go “stale” over time without continually updating the information
- There are many reasons an address can fail. You need to ensure they are:

Complete — Correct — Current



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Can You Recognize a Bad Address?

Mr. [redacted]
EntchevDotCom, Inc.

Baker Wood Johnson Hospital
Trench St.
Livingston Ave
George St
Raritan River
New Brunswick New Jersey
Rutgers Douglass

Somewhere in here

USPS
INDIANAPOLIS IN 46201

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Can You Recognize A Bad Address?

2425 COMMUNICATIONS PKW.
PLANO TX 75093
75093+8079 R052
4900289303

NIXIE 750 CC 1 05 04/12/08
RETURN TO SENDER
INSUFFICIENT ADDRESS
UNABLE TO FORWARD
BC: 4900280099 *1485-04058-10-40

701 RICHARD M SCRUSHY PKY
FAIRFIELD AL 35064
35064
4900289303

NIXIE 352 CC 1 00 04/13/09
RETURN TO SENDER
NOT DELIVERABLE AS ADDRESSED
UNABLE TO FORWARD
BC: 4900280099 *3075-16208-13-23

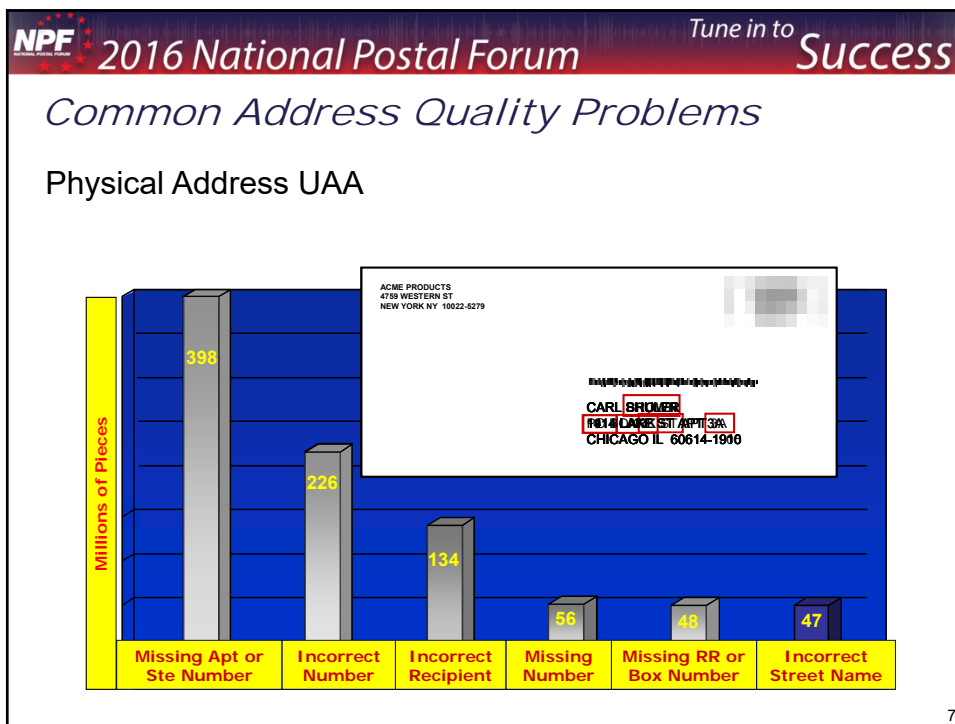
2550 EAST CHANDLER
#24
STRYKFLOW- NC FREIGHT
LAS VEGAS NV 89120
89120
4900289303

NIXIE 891 AC 1 09 04/18/08
RETURN TO SENDER
NOT DELIVERABLE AS ADDRESSED
UNABLE TO FORWARD
BC: 4900280099 *0184-07261-14-44

4574 WINDING WAY
SACRAMENTO CA 95841
95841
4900289303

NIXIE 957 CC 1 77 04/12/08
RETURN TO SENDER
NOT DELIVERABLE AS ADDRESSED
UNABLE TO FORWARD
BC: 4900280099 *2072-04854-13-11

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Address Quality Connection

- Complete
- Correct
- Current

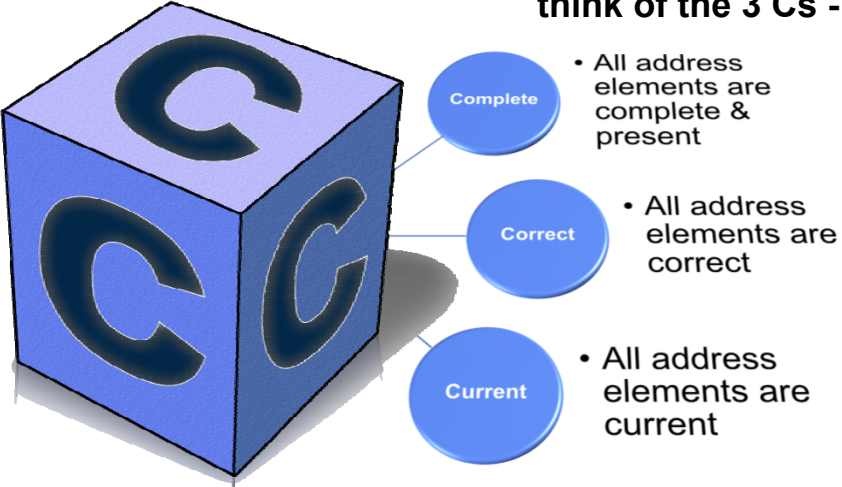
CASS™, DPV®, DSF2®, LACS Link®, Suite Link®, AEC II®, NCOA Link®, ANK Link® and ACS™ are registered trademarks of the United States Postal Service®.

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Address Quality Connection

To achieve **Total Address Quality** think of the 3 Cs -

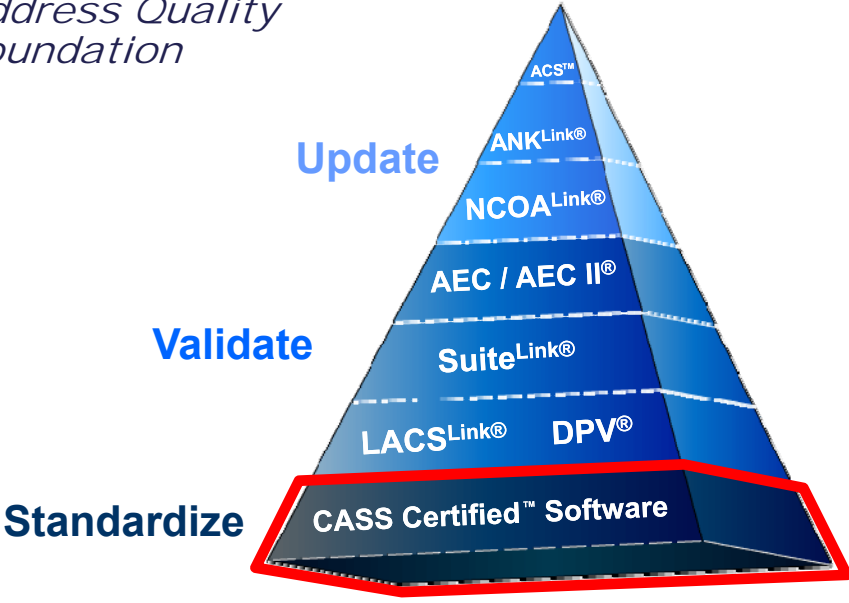


- Complete** • All address elements are complete & present
- Correct** • All address elements are correct
- Current** • All address elements are current

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Address Quality Foundation



Update

Validate

Standardize

ACS™
ANKLink®
NCOALink®
AEC / AEC II®
SuiteLink®
LACSLink® DPV®
CASS Certified™ Software

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What is a Quality Address?

A quality address is defined when:
All necessary elements are complete and correct...

✓ Pre-directional	✓ Secondary identifier
✓ Primary address number	✓ Secondary number
✓ Street name	✓ City
✓ Street suffix	✓ State
✓ Post-directional	✓ ZIP + 4 [®] code

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What Is A Standardized Address?

Address elements are printed on envelopes in standard format:

- Format all lines of the address with a uniform left margin
- Uppercase letters are preferred on all lines of the address block
- Fully spell out or abbreviate words using USPS[®] standard abbreviations

www.usps.com

ribbs.usps.gov

- Publication 28, *Postal Addressing Standards*

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Address Standardization Does Help

- There are many CASS Certified™ tools; each is unique with different strengths
- Evaluate what's available and choose which best fits your needs
- CASS Vendor List available on:
<https://ribbs.usps.gov/files/vendors/#index.txt>

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Products to Use to Achieve Quality Addressing

Update

ACS™
ANKLink®
NCOALink®

Validate

AEC / AEC II®
SuiteLink®

LACSLink® DPV®

Standardize

CASS Certified™ Software

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LACSLink® Product

- Provides a database of municipality-introduced address changes
- The data is provided by USPS® through the LACSLink product
 - Conversions come into the database from postal carriers and municipalities
- Updating the addresses using LACSLink data ensures deliverability and prevents further UAA mail

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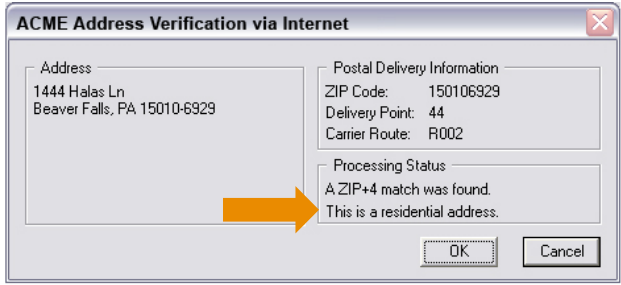
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Scenario: LACSLink® Conversion

It reassigns rural addresses to a more friendly format that is more easily accessible by emergency services.

Example:
 RR 2 Box 317
 Beaver Falls, PA

Becomes . . .
 1444 Halas Ln
 Beaver Falls, PA
 15010-6929



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Scenario: LACSLink® Conversion

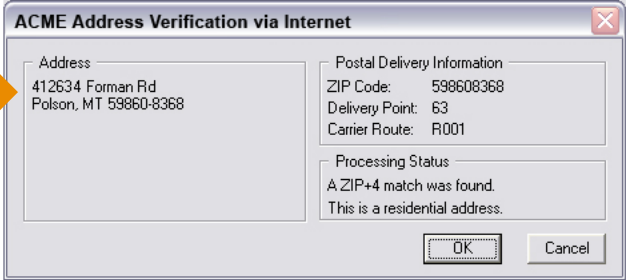
LACSLink® also provides updated addresses when local municipalities expand an address range - usually because they have run out of numbers - and reassigns addresses within that area.

Example:

47785 Forman Rd
Polson, MT 59860

Becomes . . .

412634 Forman Rd
Polson, MT 59860-8368



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DPV® Product

- Confirms the existence of a delivery point in AMS
- Identifies a commercial mail receiving agency
- Improves address assignments
- Helps identify vacancies
- Helps to reduce UAA



Is 249 High St in ZIP Code™ 94301 a valid address?

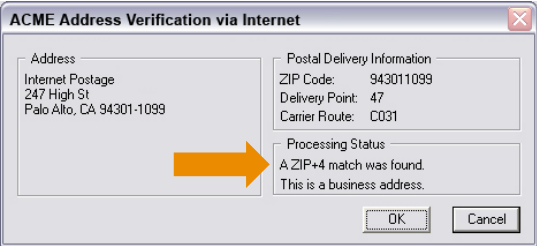
Yes or No

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*Scenario: Precise Match With Valid DPV®
CASS™ Return Code 31*

A precise match is ideal



The screenshot shows a dialog box titled "ACME Address Verification via Internet". It contains two main sections: "Address" and "Postal Delivery Information".
 Address: Internet Postage, 247 High St, Palo Alto, CA 94301-1099
 Postal Delivery Information: ZIP Code: 943011099, Delivery Point: 47, Carrier Route: C031
 Processing Status: A ZIP+4 match was found. This is a business address.
 Buttons: OK, Cancel



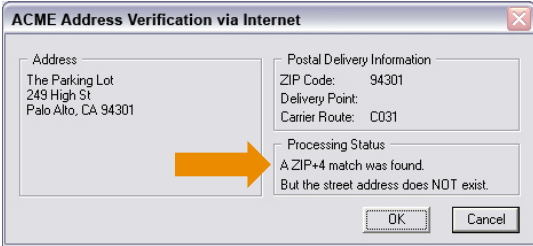
Be aware that there are multiple scenarios that have a return code of 31, not all ideal

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*Scenario: Precise Match With Invalid DPV®
CASS™ Return Code 31*

- This occurs when the address is within a valid ZIP + 4® range BUT the street number doesn't exist
- Precise CASS match with invalid DPV cause return code 31, Address Exists fails



The screenshot shows a dialog box titled "ACME Address Verification via Internet". It contains two main sections: "Address" and "Postal Delivery Information".
 Address: The Parking Lot, 249 High St, Palo Alto, CA 94301
 Postal Delivery Information: ZIP Code: 94301, Delivery Point: C031, Carrier Route: C031
 Processing Status: A ZIP+4 match was found. But the street address does NOT exist.
 Buttons: OK, Cancel

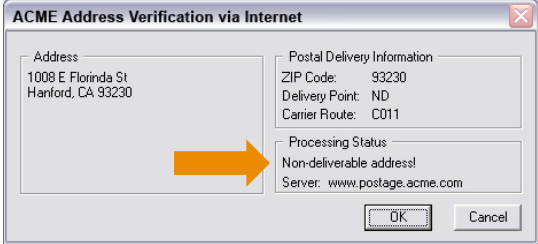



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Scenario: Non Deliverable Address, Also - CASS™ Return Code 31

In cases where there is a known address in the system, but no mail is accepted
 Example: a warehouse with no mail receptacle

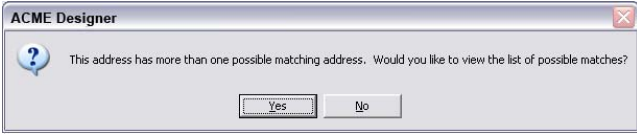
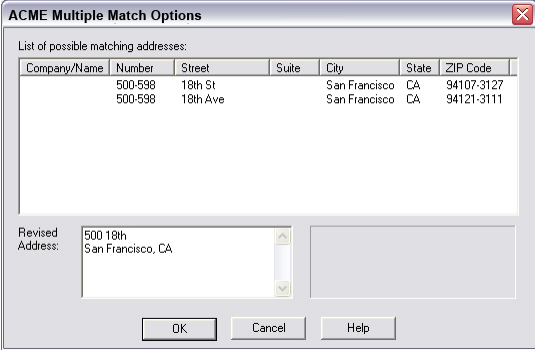



Just because it shows up on the internet doesn't mean it's a deliverable address.

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Scenario: Multiple Match, Insufficient Information, Return Code 22

This scenario occurs when there are address elements missing (such as *Street versus Avenue*)

Company/Name	Number	Street	Suite	City	State	ZIP Code
	500-598	18th St		San Francisco	CA	94107-3127
	500-598	18th Ave		San Francisco	CA	94121-3111

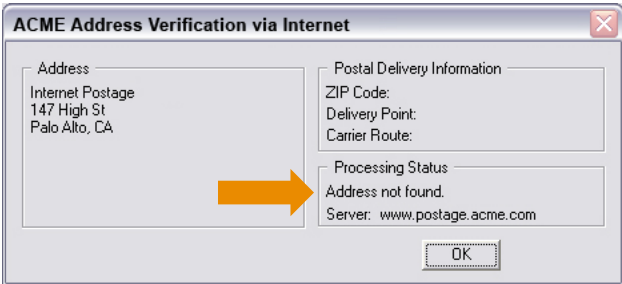
Revised Address: 500 18th San Francisco, CA

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*Scenario: No Address Found
Return Code 21*

- This scenario occurs when the address is not found and there is no city/state/ZIP Code™ match
- A CASS™ engine will try to match, but match may not be correct



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SuiteLink® Product

Improves address assignments to business addresses by adding known secondary (suite) numbers

Provided a business name and an associated ZIP + 4® coded address matches to a high-rise default, the SuiteLink process will return the appropriate suite number when available



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Scenario: Default Match Return Code 32

ACME Designer

This address has more than one possible matching address. Would you like to view the list of possible matches?

Address requires additional information for a precise match

Notice the Suite column. Data is not contiguous in high rises.

ACME Multiple Match Options

List of possible matching addresses:

Company/Name	Number	Street	Suite	City	State	ZIP Code
	101	California St	2940	San Francisco	CA	94111-5861
American E & S	101	California St	900	San Francisco	CA	94111-5861
	101	California St	2750...	San Francisco	CA	94111-5861
Hines Prop	101	California St	1000	San Francisco	CA	94111-5861
	101	California St	4	San Francisco	CA	94111-5861
	101	California St	400	San Francisco	CA	94111-5861
Merrill Lynch	101	California St	925	San Francisco	CA	94111-5861
Morgan Stanley	101	California St	2	San Francisco	CA	94111-5861
	101	California St	900	San Francisco	CA	94111-5861

Revised Address: Cooley Godward Castro
Hines Prop
101 California St Ste 1000
San Francisco, CA 94111-5861

You have selected an address with a firm name - you MUST include the firm name in the address to get an exact address match.

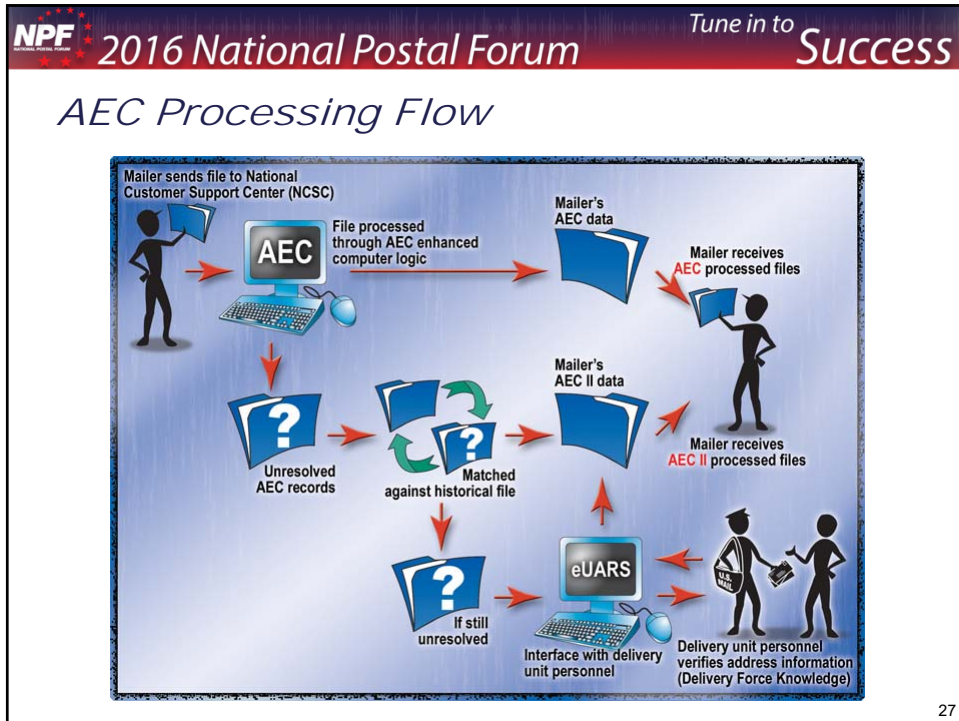
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AEC & AECII® Service

- AEC provides a crucial “last resort” approach to stubborn addresses
 - USPS® service to help correct addresses that CASS Certified™ software cannot fix
- AECII expands AEC processing
 - Leverages Delivery Force Knowledge™ for addresses that AEC cannot correct

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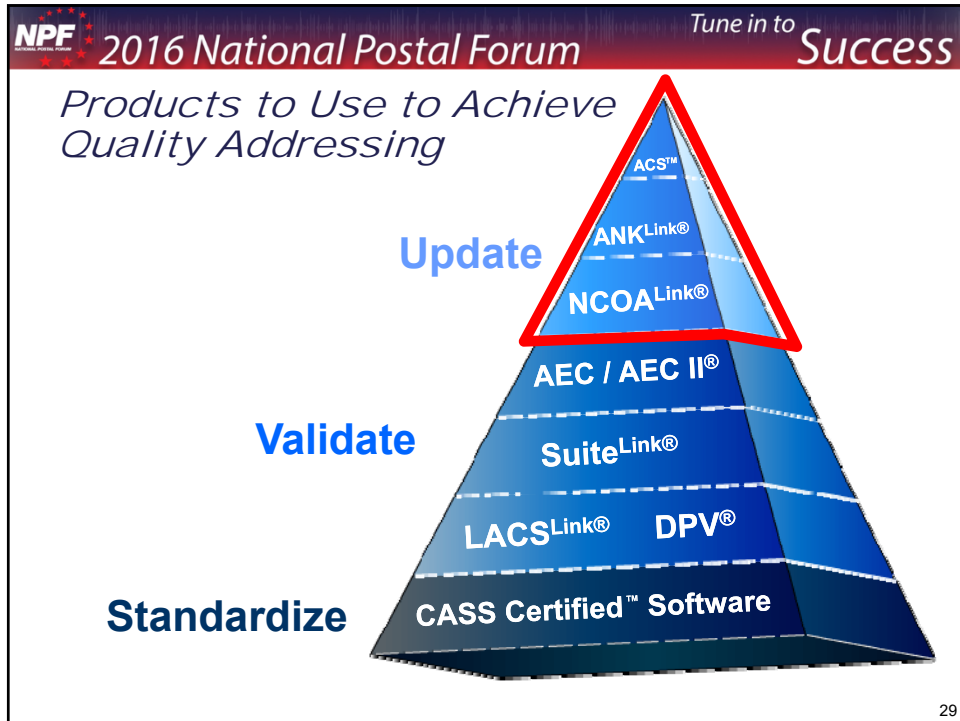


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AEC & AECII® ROI

- 1,000 records submitted to AEC

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Who Must Use Move Update?

- First-Class Mail®
- Standard Mail®
- Parcel Select® Lightweight
- Addresses on mailpieces updated using an approved method within 95 days prior to the mailing date
- Mailpieces with exceptional or an alternative address format are not required to meet Move Update (mail is not forwarded)
 - Or Current Resident
 - Postal Customer

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Move Update Methods

- **ACS™** (Address Change Service)
- **NCOALink®** (National Change-of-Address)
 - Pre-mail NCOALink processing system
 - Physical mailpiece processing equipment system via NCOALink MPE Solutions
- **Applicable ancillary service endorsements** under DMM [507.1.5.1](#) or [507.1.5.3](#)
 - ❖ **NOTE:** Except “Forwarding Service Requested.” Just printing the endorsement on the piece does not meet the requirement!
- **Alternative Methods – Prior USPS Approval Required**
 - **Legal Restraint**
 - **99 Percent Accuracy**

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Move Update Verification

Traditionally, Move Update verification is sample-based and measured on mailpieces verified through the MERLIN process.

MERLIN verifies First-Class Mail®, Standard Mail®, and Periodicals mail against the standards set in the [Domestic Mail Manual \(DMM®\)](#) for:

Postage – Sorting - Barcodes



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Merlin Move Update Scoring

Mailing with passing score of 70% (tolerance 30%) or higher will pass verification

Mailing with score below 70% will fail verification if there are also more than 5 pieces with COAs not updated

Only failed pieces above tolerance pay assessment

- If 40% of COAs not-updated
- Assessment applied to 10% (= 40 - 30) of mailing

Assessment = \$0.073 per piece at acceptance

Both First-Class Mail® and Standard Mail®

$$\left[\frac{\text{Failed COAS}}{\text{Total COAS}} - 30\% \right] \times 7.3\text{¢} \times (\text{pieces in mailing})$$

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Move Update Cost Breakdown

Mailing Size: 100,000	Postage
Postage 5-Digit Auto (\$0.266)	\$26,600
Assessment for failed percent above tolerance	\$0.073 per piece
40% of COAs not updated	Pieces assessed: 10,000 (10% = 40 – 30 tolerance)
Assessment: 10,000 x \$0.073 =	\$730 + \$26,600 = \$27,330
80% of COAs not updated	Pieces assessed: 50,000 (50% = 80 – 30 tolerance)
Assessment: 50,000 x \$0.073 =	\$3,650 + \$26,600 = \$30,250

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Move Update in Transition

Transition away from MERLIN

- The USPS® has begun using mail processing equipment scans and eDoc to measure Move Update quality
 - For mailers who submit 75% or more of their eligible volume as Full-Service
- Move/Update error is logged on the Mailer Scorecard
 - When the address on the mailpiece has not been updated due to a COA record where the more current of the COA Move Effective and COA Create date is between 95 days and 18 months of the postage statement finalization date

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Move Update in Transition

Mailers have an opportunity to review results and make any adjustments necessary to avoid additional postage assessment charges.

- Anything over the proposed .8% threshold will be assessed
- Implementation date TBD

eDoc Submitter		Total	94432928
# Containers processed for eDoc validations		140	140
# Handling Units processed for eDoc validations		122	122
# Bundles processed for eDoc validations		145	145
# Pieces processed for eDoc validations		46,751	46,751
# Full-Service Containers processed for eDoc validations		46	46
# Full-Service Handling Units processed for eDoc validations		103	103
# Full-Service Orphan Handling Units processed for eDoc validation		---	---
# Full-Service Pieces processed for eDoc validations		16,666	16,666
Full-Service Verifications			
# MID Container Errors		---	---
# MID HU Errors		9	9
# MID Piece Errors		1,334	1,334
# STD Errors		---	---
# By/for Errors		3,206	3,206
# Barcode Uniqueness Container Errors		---	---
# Barcode Uniqueness HU Errors		---	---
# Barcode Uniqueness Piece Errors		---	---
# PS Entry Facility Container Errors		---	---
# PS Entry Facility HU Errors		N/A	N/A
# Unlinked Copal Tray Errors		N/A	N/A
# PS Entry Facility Piece Errors		---	---
Total Additional Postage Due (Full-Service Electronic) - Info Only		\$25.31	\$25.31
# Early Scheduled Ship Date Warnings		N/A	N/A
# DMU Verified USPS Transported Containers		---	---
# Default-Tray Barcode Warnings		---	---
# Unlinked Copal Bundle Warnings		---	---
Move/Update Validations - Info Only		---	---
Entry Point Validations - Info Only			
# eDoc Appointment Entry Point Mismatch		---	---
# NO Yield HOF Match		---	---
# Out of Date MDF Match		---	---

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Products to Use to Achieve Quality Addressing

Update

- ACS™
- ANKLink®
- NCOALink®**

Validate

- AEC / AEC II®
- SuiteLink®

Standardize

- LACSLink®
- DPV®
- CASS Certified™ Software

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NCOALink® Service

A pre-mailing Move Update method leveraging USPS® provided data

Data delivery from USPS to certified licensees

Four levels of usage for certified licensees:

- **End User Mailer**
(18 months of data updated monthly)
- **Limited Service Provider**
(18 months of data updated weekly)
- **Mail Processing Equipment**
(18 months of data updated weekly)
- **Full-Service Provider**
(48 months of data updated weekly)

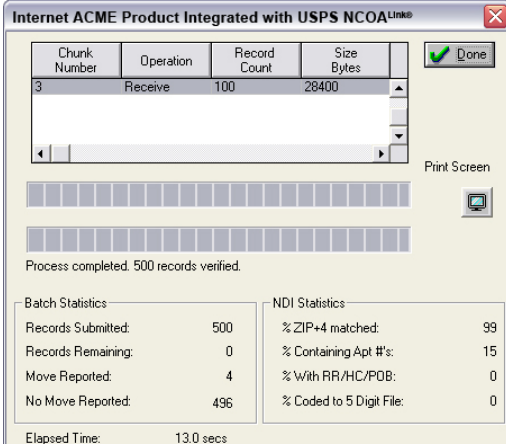


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NCOALink® Service

- USPS® Change of Address Database
- Entirely separate from the AMS database
- Contains personal names and business names
- NCOALink® requires client software
 - Pay service



Chunk Number	Operation	Record Count	Size Bytes
3	Receive	100	28400

Process completed. 500 records verified.

Batch Statistics		NDI Statistics	
Records Submitted:	500	% ZIP+4 matched:	99
Records Remaining:	0	% Containing Apt #s:	15
Move Reported:	4	% With RR/HC/PDB:	0
No Move Reported:	496	% Coded to 5 Digit File:	0

Elapsed Time: 13.0 secs

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NCOALink® Service

- Example of an NCOALink® result of a business address move
- Addresses with “no forward on file” are excluded from the database
- It is recommended that users compare their databases against NCOALink every 90 days

NCOALink® Address Change Review

Original Address
 Anjou
 44 Campton Pl
 San Francisco, CA 94108-4602

Address Change on Record
 Anjou
 1470 10th Ave
 San Francisco, CA 94122-3603

Move Type: Business
 Effective Date: 12/2008
 Footnote: A : Moved to this new address

The USPS® and the mailing industry spend about \$1.4 billion on UAA mail annually.

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Products to Use to Achieve Quality Addressing

Update

Validate

Standardize

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ANK^{Link}® Service

- A valuable add-on to NCOA^{Link}® Limited Service Providers and End User Mailers
- Provides an indicator that a move may have occurred in months 19 through 48
 - Does not contain the actual new address
- Allows for more value out of move update processing
 - Only the flagged addresses need to be sent to a 48-month NCOA^{Link} Full-Service Provider

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Products to Use to Achieve Quality Addressing

Update

Validate

Standardize

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ACS™ Service

- ACS is a cost-effective post-mailing service that allows mailers to receive accurate change-of-address (COA) and other reasons for non-delivery electronically and reduce the number of manual (hardcopy) address notifications.
- Utilizing ACS can:
 - Reduce manual address correction costs.
 - Reduce labor-intensive address change functions by eliminating returned mail.
 - Choose when to receive fulfillment of time-sensitive information on a daily, weekly, or monthly schedule.
- Retrieves COA information electronically via a secure Internet site to allow automated updating of mailing lists.
- Receives notifications related specifically to their address files.

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ACS™ Service

- Participants include an identification code on mailpieces and receive the change-of-address data directly from the USPS®
- Example of a manual notice

```
#BWNFXZT
#P123456789 2572X 7 #
JOHN E SMITH
916 N 5TH ST APT 3
SPRINGFIELD IL 62702-5288
```

ACS participant code provided by Postal Service™

ACS key line provided by the mailer for nixies

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OneCode ACS® Typical Mailpiece

Intelligent Mail® Barcode



The image shows a typical OneCode ACS mailpiece. It features a return address in the top left corner: "ABC BUSINESS MEMBERS DIVISION, 123 West Pleasant Avenue, Anytown, Nebraska 00000-0000". Below the return address is a white rounded rectangle containing an Intelligent Mail barcode and a destination address: "NATIONAL CUSTOMER SUPPORT CENTER, 225 N HUMPHREYS BLVD STE 501, MEMPHIS TN 38188-1001".

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ACS™ Service

ACS has distinct implementation methods which offer several different options:


- OneCode ACS® Technical Guide contains information to participate in OneCode ACS. (uses IM® barcode)
- Traditional ACS Technical Guide contains information to participate in Traditional ACS.
- Full-Service ACS, which is currently provided as an additional benefit for mail that qualifies for Full-Service discount postage prices. (uses IM barcode)
- IMpb ACS Technical Guide contains information to participate in IMpb ACS. (uses IM package barcode)

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Documentation From List Vendor

- CASS™ Report 3553
 - DPV®
 - LACSLink®
 - Total ZIP + 4® Coding
- CASS Summary Report
- AEC Summary Reports
- NCOALink® Summary Report



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Form 3553 – Important Numbers

UNITED STATES POSTAL SERVICE
CASS™ Summary Report

C. Output							
Output Rating	1. Total Coded	2. Validation Period		Output Rating	1. Total Coded	2. Validation Period	
a. ZIP + 4/DPV Confirmed ▶		From	To	d. 5-Digit Coded ▶		From	To
b. Z4Change Processed ▶				e. CRRT Coded ▶		From	To
c. DirectDPV ▶		From	To	f. eLOT Assigned ▶		From	To



D. Mailer							
Output Rating	1. Total Coded	2. Validation Period		Output Rating	1. Total Coded	2. Validation Period	
a. ZIP + 4/DPV Confirmed ▶		From	To	d. 5-Digit Coded ▶		From	To
b. Z4Change Processed ▶				e. CRRT Coded ▶		From	To
c. DirectDPV ▶		From	To	f. eLOT Assigned ▶		From	To

4. List Name or ID No. (If using ID No., include street address, ZIP+4)
 5. Name and Address of Mailer
 I certify that the mailing submitted with this form has been coded (as indicated above) using CASS Certified software meeting all of the requirements listed in the OMM Section 708.
 2. Date Signed

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CASS™ Summary Report

**Form 3553
Other Information**

E. Qualitative Statistical Summary (QSS)

For informational Purposes Only: QSS is solely made available for the list processor's review and analysis. This information is not to be considered by the Postal Service™ personnel in determining rate eligibility under any circumstances. See reverse for a detailed explanation.

High Rise Default	High Rise Exact	RR Default	RR Exact	LACS ^{LINK} ™	EWS	Suite ^{LINK} ™
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Privacy Notice: For information regarding our Privacy Policy, visit www.usps.gov.

Form 3553, March 2007 (Page 1 of 2)

D. Mailer

I certify that the mailing submitted with this form has been coded (as indicated above) using CASS Certified software meeting all of the requirements listed in the DMM Section 708.

1. Mailer's Signature _____ 2. Date Signed _____

3. Name and Address of Mailer _____

E. Qualitative Statistical Summary (QSS)

For informational Purposes Only: QSS is solely made available for the list processor's review and analysis. This information is not to be considered by the Postal Service™ personnel in determining rate eligibility under any circumstances. See reverse for a detailed explanation.



High Rise Default	High Rise Exact	RR Default	RR Exact	LACS ^{LINK} ™	EWS	Suite ^{LINK} ™
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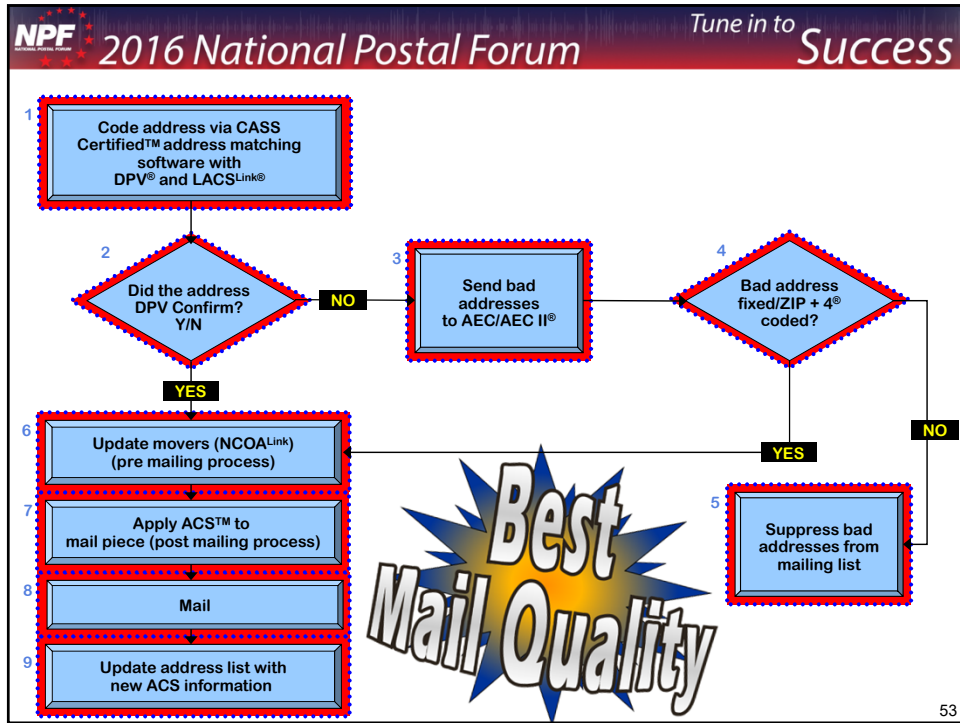



Summary

- The quality of your address data directly affects the deliverability of your mail!
- USPS® provides an extensive suite of Address Quality products and services; check out ribbs.usps.gov.
- USPS is committed to continuous address hygiene improvements to enhance the value of mail.
- Small efforts can bring big results!



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Address Quality Connection

The right combination sequence puts your addresses in order


When things align, great things happen!

The cube shows the following components:

- Top face:** CASS, DPV/DSF2, LACS^{Link}, JOHN, Q, DOE
- Front face:** Suite^{Link}, AEC, AEC II, 128, N ELM, ST
- Right face:** NCOA^{Link}, ANK^{Link}, ACS, SALEM, MA, 01970-1234

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Glossary

- DPV® – Identify inaccurate or incomplete addresses
- LACS – Locatable Address Conversion System. Automated process of obtaining new address when the address has been changed by the local planning authority or building management
- SuiteLink® – Improves address assignments to business addresses by adding known secondary (suite) numbers
- AEC – Address Element Correction. Corrects and standardizes address elements on the worst addresses not resolved by CASS™
- NCOALink® – Aids mailers in identifying address changes before mail enters the mail stream
- ANK – Attempted Not Known. For NCOALink® limited service providers and end user mailers. ANKLink® is an enhancement to the existing 18 month NCOALink product. ANKLink provides an additional 30 months of COA information.
- ACS™ – Cost effective means of obtaining accurate change of address information
- UAA – Undeliverable-As-Addressed

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For More Information



ribbs.usps.gov

National Customer Support Center

1-800-238-3150

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USPS® Co-Presentations Schedule

Sunday

- **Address Quality 101**
Ed Wanta & Paula Stoskopf *Period 5, 2:45 - 3:45 Rm. Bayou E*

Monday

- **Your Software is Talking, Are You Listening?**
Jim Wilson & Chris Lien *Period 10, 4 - 5 Rm. Bayou E*

Wednesday

- **Demystifying UAA Mail - Where Did It Come From? How Can We Fix It?**
Jim Wilson & Gary Seitz *Period 17, 3:15 - 4:15 Rm. Bayou E*

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Thank You!



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