



# NCOA<sup>Link</sup>® Processing

## Reduce Undeliverable-As-Addressed Mail (UAA) & Associated Costs

Did you know that 43 million Americans move each year? This means that untold numbers of your customers have changed addresses in the last few years and you need to update your records before your next mailing. Submit your mailing list for NCOA<sup>Link</sup>® processing and you will save money and time by reducing UAA mail.

Our NCOA<sup>Link</sup> processing validates each name and address in your data file, employing the USPS® CASS Certified™ address verification and correction. Once addresses are corrected, each record is matched against the USPS 48-month NCOA<sup>Link</sup> database containing 160 million moves. When a match is made, Melissa updates your address file with the most current address information.

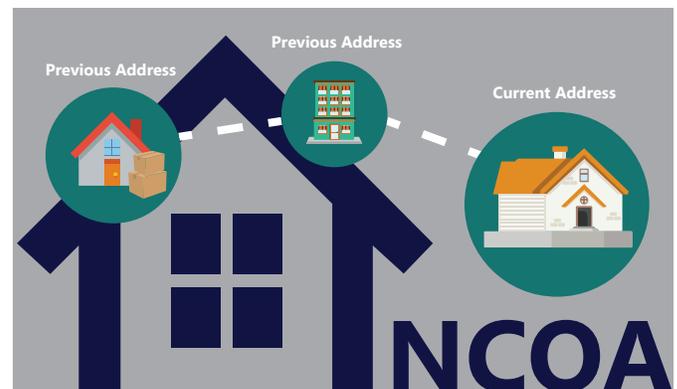
Melissa is a USPS® NCOA<sup>Link</sup> Full Service provider with access to a database of 160 million change-of-address records dating back 48 months. We offer two package options for our NCOA<sup>Link</sup> customers: a 48-month option; and a 24-month option. Most providers typically offer an 18-month option, but because we are a Full Service Provider we have the capacity to offer six additional months at no charge.

## Qualify for Postage Discounts - Satisfy the USPS® Move Update Requirement

Mailing lists that are processed through Melissa's NCOA<sup>Link</sup> service meet the USPS Move Update requirement. By meeting this requirement mailers save money and qualify for significant postage discounts from The Postal Service®.

### WHAT IS THE MOVE UPDATE REQUIREMENT?

To qualify for First-Class Mail® or Standard Mail® presort or automation rates, the Postal Service® requires that mailers update their mailing lists via NCOA<sup>Link</sup> (or other approved methods) and mail out their pieces no later than 95 days after the update.



## Your Mailing List Processed in Minutes

Our NCOA<sup>Link</sup> service is available via batch processing or automated FTP. Choose the option best for you.

- 1. Batch Processing** - Submit your file in any format for batch processing by our Service Bureau – we do all the work.
- 2. Automated FTP** - Quickly and securely upload your files 24/7 for automated processing in minutes. There are no minimum charges per file or set-up fees – you only pay for the processing.

## Get Started Today!

>> Get a FREE quote: [www.melissa.com/direct/direct-mail/ncoa-link](http://www.melissa.com/direct/direct-mail/ncoa-link)

### Getting Started

The USPS requires a completed Processing Acknowledgement Form (PAF) for each of our customers prior to providing NCOA<sup>Link</sup> service. To download the PAF and NCOA<sup>Link</sup> usage guidelines go to [www.melissa.com/pdf/des-paf.pdf](http://www.melissa.com/pdf/des-paf.pdf)

Submit Your Mailing List:

**Required Fields:**

Full Name and/or Company Name; Address; City; State and 5-digit ZIP Code™

**NCOA<sup>Link</sup> Returned Fields:**

Return Code; Move Type; Move Date; Address Error; DPBC; CRRT; and Mail Score

### DO YOU HAVE CUSTOMERS IN CANADA?

Melissa's Canadian National Change of Address (NCOA) Service helps you stay in touch with your Canadian customers. Our 72-month service provides move info for residents and businesses that have moved and filed a change of address with Canada Post.

Get more info at

<http://www.melissa.com/global-update/ncoa-and-canada-ncoa.html#2>



**Please Note:**

*Melissa is a nonexclusive NCOA<sup>Link</sup> Interface Distributor and Full Service Provider Licensee of the USPS, and a nonexclusive NCOA Licensee of Canada Post.*

*The prices for NCOA<sup>Link</sup> processing are not established or controlled by the USPS. Melissa receives weekly NCOA<sup>Link</sup> updates.*

**The following trademarks are owned by the United States Postal Service®:**

*First-Class Mail; NCOA<sup>Link</sup>; Postal Service; Standard Mail; United States Postal Service; USPS; ZIP Code*

### About Melissa

Melissa Direct is the one source for all the direct marketing tools you need to improve customer communications and drive response rates. From SaaS and desktop mailing software, to list hygiene services, to targeted mailing lists and sales leads, and email marketing and data append services, Melissa Direct will help you boost sales, increase conversions, and achieve maximum ROI – whatever your budget. **Be direct. Be Melissa Direct.**

**Melissa Direct**

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