

# National Change of Address (NCOA)



*Update your US or International files with up-to-date mover information...*

Maximize your campaign efforts by reaching your intended audience, reduce mailing costs, and keep track of your most valuable asset, your clients, by using Data Services' *change of address* services.

## US NCOA Link™

Annually, over 40 million Americans move. The NCOA Link™ database provides 48 months of mover data and is the most comprehensive change of address service offered by the USPS®.

The NCOA Link™ process\* provides CASS certified output, Address Standardization, Zip+4, Zip Correction, Carrier Route Coding and Delivery Point Validation (DPV) information. The NCOA Link™ process meets move update requirements allowing mailers to qualify for USPS® postage discounts.

## Canadian NCOA

It's often more cost effective to stay connected to a current client than acquire a new one. Over 1 million households and businesses file a change of address notification with Canada Post each year. Mover types are mostly family and individual, with businesses making up approximately 5% of the overall database. The Canadian NCOA database updates monthly and has over 11 million records spanning the last six years. Canadian NCOA processing may be performed in conjunction with Canadian Address Hygiene but this is not a requirement. The rate of return, or number of records that match the Canadian mover database typically varies between a fraction of a percent to 6%.

## Royal Mail UK NCOA Update & Suppress

### UK NCOA Update

The UK NCOA Update service helps you stay in touch with your clients or inquirers after they move. This service may be used to update your files containing records of current or lapsed customers. You may also use this service to update files of inquirers which have been obtained for the purpose of marketing commercial communications. Rental records *may not* be processed through this service.

The UK NCOA Update File is built exclusively from data sourced from the Royal Mail Redirection Service. The file updates monthly and contains 21 million records, dating back to 1995 with approximately 100,000 mover records added each month.

### UK NCOA Suppress

Flag or delete clients and prospects that are no longer valid by using the Royal Mail UK NCOA Suppress Service. This service may be used to update your files containing records of current or lapsed customers. You may also use this service to update files of inquirers or prospective customers which have been obtained for the purpose of marketing commercial communications. Therefore, rental records *may* be processed through this service.

The Royal Mail Suppress File contains only data sourced from the Royal Mail Redirection service and is therefore fully verified. The file updates monthly and contains approximately 40 million records, dating back to 1995 and continues to grow at the rate of around 100,000 records each month.

## Miscellaneous NCOA Services

Data Services can also assist you with NCOA services for other countries which include **Austria, Belgium, Denmark, Germany, Finland, France, Italy, Netherlands, Norway, Sweden and Switzerland**. Please contact a sales representative for additional information.

Supporting US, Canadian, and International Data Processing since 1967

- Address Hygiene & NCOA
- Merge/Purge
- List Rental Fulfillment
- List Enhancement
- Postal Presorting
- Mail Distribution
- Email Services



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