

eWorld Automated Canadian Services

*Optimize your Canadian Postal Files
by using our CPC certified services...*



As part of Data Services Inc.'s developing eCommerce solutions, we offer **Canadian Address Hygiene with SERP Certification**, **Canadian NCOA** and **Canadian Marketing Association Pander Suppression Flag** services available through our website eWorld automated service.

Once an eWorld account is established, this service will allow you to transfer files to DSI through our website for processing at our secure facility - all you need is a browser. Automated email messages will communicate to you the status of your job and job status information is available through our website 24/7.

eWorld allows you to benefit from dramatically faster turnaround times, lower costs, and automated data transfers all with our continued high level of quality control. You may process one or several jobs and services simultaneously and there are no software or programming requirements. To ensure accuracy, the process is monitored through an automated quality control system.

Our website is extremely easy to navigate and the best part is that you control your file processing agenda with little or no intervention from Data Services, Inc. In addition, you still have access to our superior support to assist you with your processing.

Canadian Address Hygiene with SERP Certification

The Software Evaluation and Recognition Program (SERP) is a vital tool for helping mailers maintain their address accuracy rate for each direct mail campaign and to ensure continued quality in their internal house file databases. The CPC (Canada Post Corporation) encourages mailers to address mail accurately for more efficient processing and delivery of mail. Improve your merge/purge results, save money and improve mail delivery by standardizing your Canadian postal addresses using our certified address hygiene processing.

Canadian NCOA

Canadian Address Hygiene processing is recommended prior to using the Canadian NCOA process, but is not a CPC requirement. Therefore, costs will be supplied for Canadian Address Hygiene and Canadian NCOA separately should you select to run one option without the other.



Please consider the age and quality of the address elements in your database in making the decision to use the Address Hygiene service prior to the Canadian NCOA service. The Canadian NCOA degree of match may be greatly affected if the address elements are not corrected and standardized prior to the Canadian NCOA process.

The CPC requires that the list owner sign a processing acknowledgement form and a copy of this form will be provided to you. Please fill-out and mail back a signed original to us at your earliest convenience.

The rate of return, or number of records that match the mover files, will vary between a fraction of a percent to six percent on average. The Canadian NCOA database has just fewer than 11 million records covering the last six years and updates monthly. The chances of matching to this file are dependent upon several factors including the age and quality of the addresses in your file.

The information returned from Canadian NCOA processing is limited to the following:

1. Move effective date.
2. CNCOA flag indicating a match, non-match or nixie-match to the CNCOA mover database. *Nixie matches on the CNCOA file are those records that matched the CNCOA file, but have left no forwarding address.*
3. Mover flag indicating a foreign or domestic mover. It is our experience that the international addresses on CNCOA file are not housed with accuracy and therefore it is suggested that “foreign” movers be treated as nixies as described above.
4. Mover category flag indicating a business, family or individual move.

Canadian Pander Suppression

Choosing this *eWorld* option will flag individual name and address matches to the CMA (Canadian Marketing Association) MPS (Mail Preference Suppression) file. The CMA MPS file is updated monthly.

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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