

Tip Of The Month



Addressing & Your Bottom Line – After All, it's Your Money

Does your organization take addressing integrity seriously? The USPS does. There is an old computer saying that still holds true today:

'garbage in = garbage out'

If your mail pieces are addressed correctly, your organization can cut mailing cost, speed delivery and enhance your return response. On the flip side, if not addressed correctly, the cost affects all operational avenues, including increased return mail, loss of productivity, and loss of cash flow to mention only a few.

The ABC's of Database Hygiene

At The PLD Group, we understand how crucial updated information is for a mailing; we help you to keep your data integrity updated and correct. Database hygiene can either make or break your mailing if the proper tools are not understood and/or used beforehand:

CASS Certification – a mandatory requirement for automation discounts, this process standardizes an address using standard abbreviations, correct spelling and proper format. Once certified, the zip code is extended to Zip+4 pointing that address to a known block range. **Did you know?** An address could certify and still not be deliverable ... for example Main St has addresses from 101 to 199 as the designated USPS block. 123 Main St will then barcode even though there is no such building or house with a 123 Main St address

DPV- once a premium service, DPV contains the information for every location that the Postal Service delivers to (almost 150 million delivery points). As a compliment to CASS, DPV helps identify inaccurate, incomplete or erroneous addresses. **Did you know?** In the scenario under CASS certification, the address of 123 Main St would be identified as not a valid address and would not be printed.

NCOA - Over 44 million Americans move every year, yet only 1 out of every 5 families will notify the USPS of their new address. How many took the time to let you know? **Did you know?** The USPS allows a mail piece to successfully pass through NCOA and mail even though a family has been identified as 'moved left no forwarding address'? With The PLD Group selective suppression, these addresses are stopped and no statement is printed or mailed.

LAC – Locatable Address Conversion System provides an automated method of obtaining new addresses when a 911 emergency system has been implemented. 911 address conversions normally involve changing rural-style addresses to city-style addresses (ie: RR101 converted to 142 Morrison St), **Did you know?** The PLD Group prevents the need for duplicate mail pieces or re-mailings after address corrections are received, since the address correction is applied prior to the mailing on several data hygiene services?

Limitations- There are limitations to each of these processes. Using one or more of these processes will not make your list 100% deliverable. While many factors determine the overall quality of your mailing lists, knowing how and when to use these tools will help you in reducing the amount of undeliverable or delayed mail. **Did you know?** If your statement doesn't reach the intended recipient the wasted cost could exceed \$16.00 per piece not including the negative impact of your cash flow when there is an outstanding balance?

Know Your Options & Use Them Wisely ... After All, it's Your Money!