



DSF2™ Delivery Sequence File (Second Generation)

DSF2™ improves the deliverability of your mailings by validating and standardizing the recipient addresses. DSF2 processing is based on a United States Postal Service® (USPS) approved, address only, matching process. Addresses are identified as business versus residential delivery points and provided with Pseudo Delivery Sequence Numbers for walk sequence postal discounts. DataLab USA provides a Deliverability Index to improve response rates and lower costs by identifying and eliminating non-deliverable addresses.

The maximum address hygiene benefits are realized when DSF2 processing is done in conjunction with NCOA^{Link™} and LACS^{Link™}. DataLab USA offers all of these services as a non-exclusive licensee of the USPS. Many companies, which are NOT licensees of the USPS, must outsource their processing, thus passing the cost along to you. At DataLab USA, all of our processing is done in-house, by utilizing the USPS, CASS™ certified ZIP+4® approved DSF2 matching software.

With over 165 million records, the DSF2 database contains every deliverable address in the United States. You can use it to check address accuracy, identify address types and obtain walk sequence numbers to verify your addresses are correct and complete; thus reducing your postal rates.

DSF2 processing benefits include:

- Deliverable and non-deliverable address confirmation
- Business versus Residential address indicator
- Educational address indicator
- Commercial Mail receiving agencies (CMRA)
- Seasonal addresses indicator
- Address vacant indicators
- Address delivery types such as curbs, door slot, box, etc.

DSF2 includes additional features:

- Delivery Point Validation (DPV)
- Postal coding and Delivery/Walk Sequence numbers
- CASS certification
- Address standardization
- Mailability scores to custom filter your list
- Zip + 4®

Process your files online with ease at

www.datalabusa.com/listservices

Or call us at 800.972.1430 for more information.

The Technology for targeting better results!

- Better intelligence about mail delivery
- Cost savings for mailing thus decreasing marketing expense
- More deliverable mail



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