



NCOA^{LINK}™ National Change of Address

DataLab USA is a United States Postal Service (USPS) approved NCOA^{LINK}™ Processor. The NCOA^{Link} process improves mail deliverability by providing current, standardized, delivery-point coded addresses for individual, family, and business moves. Input address information must first be standardized through CASS in order to conform to USPS® requirements, including the ZIP + 4® code. If a match is made with the name and old address information within our NCOA^{Link} file, then the current move information (new address or undeliverable status) is updated on your mailing list.

The limited NCOA^{Link} product contains approximately 60 million records or 18 months of permanent address changes and updates the address for any move having occurred within 18 months. ANKLink will flag moves that occurred within the 19 - 48 month window.

NCOA^{Link} reduces Undeliverable-As-Addressed (UAA) mail by correcting input addresses prior to mailing. National Change of Address (NCOA) processing has saved mailers millions of dollars that otherwise would have been wasted in materials and postage. NCOA processing provides you with the following benefits:

- Reduction of undeliverable mail by providing the most current address information for matches made to the NCOA^{Link} file
- Prevents the necessity of re-mailing after address corrections are received back because of an undeliverable address.
- Decreases your costs by reducing the number of undeliverable mail pieces through the use of the most current address information
- Provides the opportunity for faster home delivery

In addition to change-of-address information, NCOA^{Link} also utilizes Return Codes to provide explanation of match and non-match status. Return Codes which indicate that a match was obtained are accompanied by a new address or undeliverable status. Non-matches provide the reason a match could not be made to the NCOA^{Link} file. The analysis of Return Codes can help the mailer determine the deliverability of specific address records.

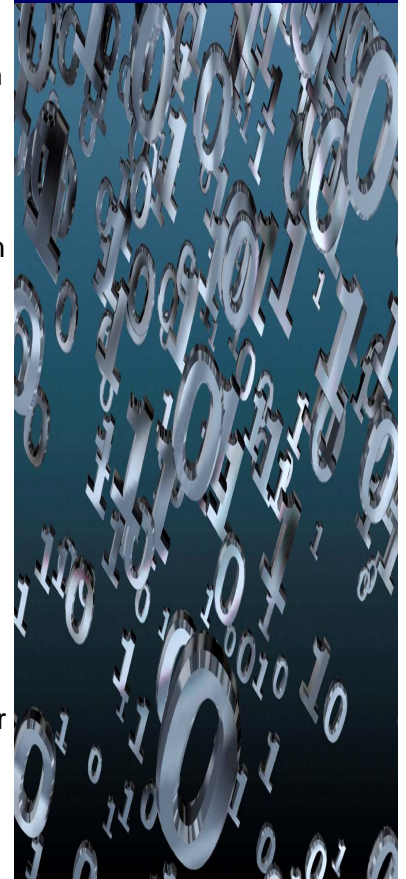
Process your files online with ease at

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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