

The Essentials of Great Addressing

**National Postal Forum
May 1, 2011**

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United States Postal Service®

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DYMO® Endicia®



QUALITY ADDRESSING PROFESSIONAL CERTIFICATE

***This session
qualifies as one of
the five Addressing
sessions in addition
to the May 2, 2011
General Session
needed for the***

***Quality Address
Professional
Certificate!***



Why is Great Addressing Important?

- A quality address helps:
 - Acquire customers
 - Retain existing customers
 - Increase response rate
 - Keep postage costs in check
- How address validation tools can help
- Address Validation Scenarios

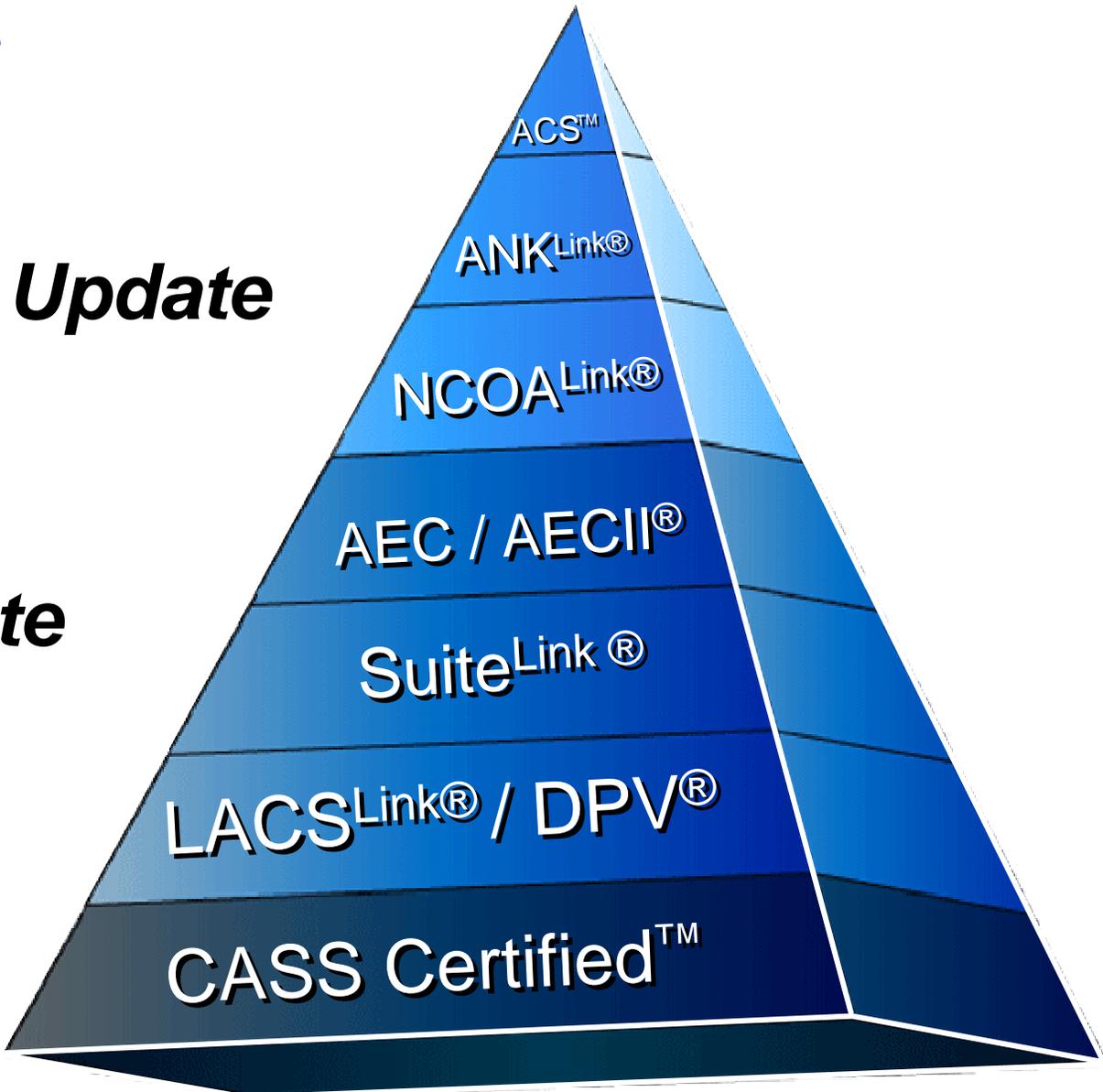


Why Address Validation Matters

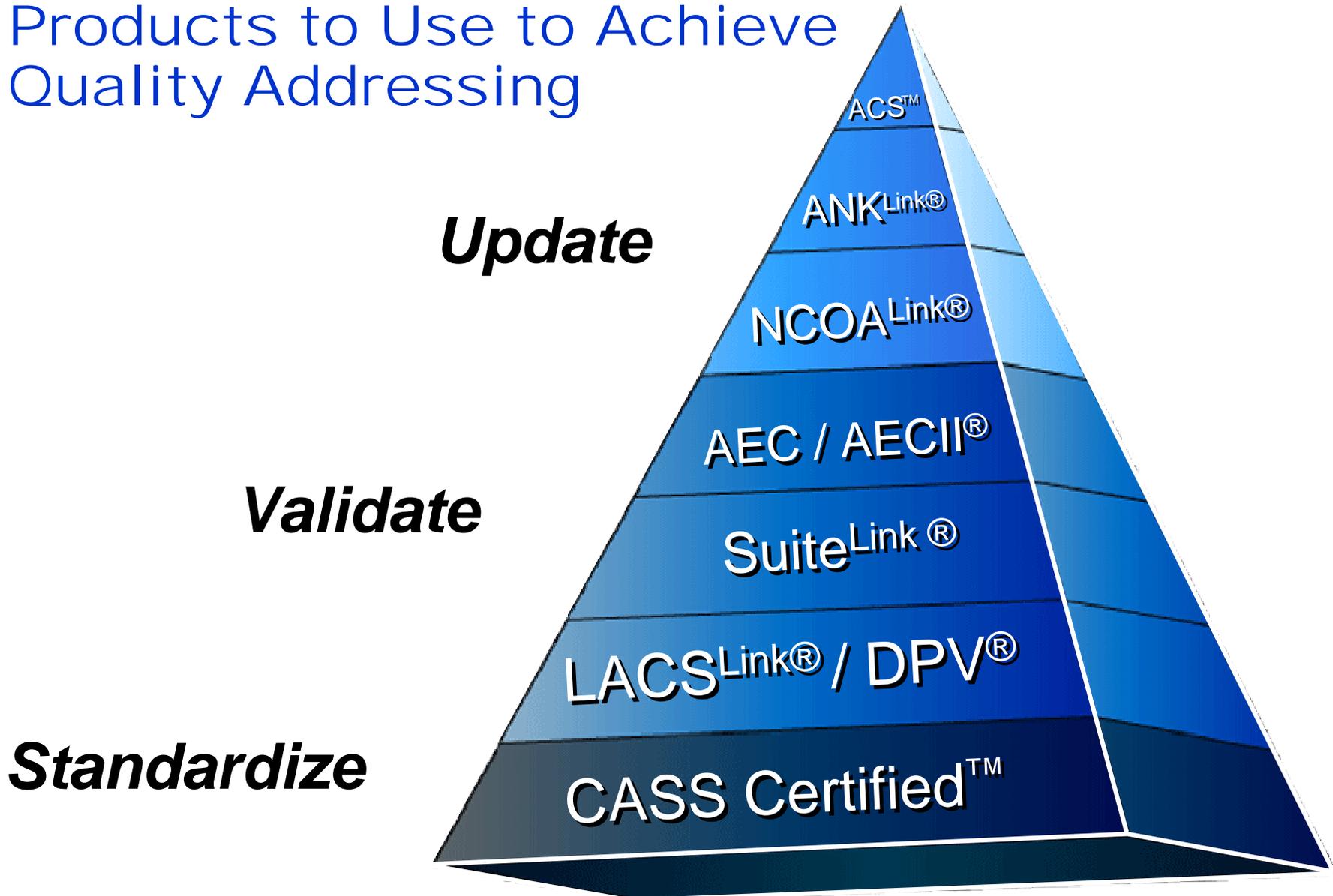
- Address Validation is one of the key components to the postage printing process
- Addresses that do not validate are at risk of non-delivery
- Databases go “stale” over time without continued updating of ZIP + 4[®] information
- There are many reasons an address can fail



Total Address Quality



Products to Use to Achieve Quality Addressing



What is a Quality Address?

A quality address is defined when:
All necessary elements are complete and correct...

- ✓ Pre-directional
- ✓ Primary address number
- ✓ Street name
- ✓ Street suffix
- ✓ Post-directional
- ✓ Secondary identifier
- ✓ Secondary number
- ✓ City
- ✓ State
- ✓ ZIP + 4[®] code

What Is A Standardized Address?

Address elements are printed on envelope in standard format:

- Format all lines of the address with a uniform left margin
- Uppercase letters are preferred on all lines of the address block
- Fully spelled out, or abbreviated words using USPS® standard abbreviations
 - www.usps.com
 - ribbs.usps.gov
 - Publication 28, *Postal Address Standards*

Address Readability

- Two of the most important factors in typesetting are:
 - legibility (*measures whether type face characters can be perceived and distinguished from one another*)
 - readability (*measures how easily and quickly typeset words can be read*)
- Simple **Sans Serif** type styles with uniform stroke width are best for OCR processing

THIS IS NOT A GOOD FONT (Times New Roman)

THIS IS A GOOD FONT (Arial)

How Address Validation Can Help

- Address Validation API prevents bad addresses from entering the customer work flow
 - Periodic validation of the database prevents address data from going out of date

- There are many CASS Certified™ tools; each is unique with different strengths
 - Evaluate what's available; which ones best fit your needs

Common Scenarios



- We've got a code 25 here. Over.

Say again. A code 25? Over.

- City State ZIP match, but not street validation, obviously. Over.

Scenario: Precise Match with valid DPV® Return Code 31

- A precise match is ideal

```
<ReturnCode>31</ReturnCode>  
<AddrExists>TRUE</AddrExists>
```



Dial-A-ZIP® Address Verification via Internet

The Dial-A-ZIP® process compares each address to the U.S. Postal Service's national ZIP+4 database to obtain the correct ZIP+4 (9-digit) ZIP Code and correct other common addressing errors (e.g., spelling corrections, formatting and abbreviations).

Address	Postal Delivery Information
Endicia Internet Postage 247 High St Palo Alto, CA 94301-1099	ZIP Code: 943011099 Delivery Point: 47 Carrier Route: C031

Processing Status
A ZIP+4 match was found.
This is a business address.

OK Cancel

Be aware that there are multiple scenarios that have a return code of 31, not all ideal



Scenario: Precise CASS™ match, invalid DPV® Return Code 31

- This occurs when the address is within a valid CASS range BUT the street number doesn't exist
- Precise CASS match with invalid DPV cause return code 31, Address exists fails

Dial-A-ZIP® Address Verification via Internet

The Dial-A-ZIP® process compares each address to the U.S. Postal Service's national ZIP+4 database to obtain the correct ZIP+4 (9-digit) ZIP Code and correct other common addressing errors (e.g., spelling corrections, formatting and abbreviations).

Address The Parking Lot 249 High St Palo Alto, CA 94301	Postal Delivery Information ZIP Code: 94301 Delivery Point: Carrier Route: C031
	Processing Status A ZIP+4 match was found. But the street address does NOT exist.

OK Cancel



```
<ReturnCode>31</ReturnCode>  
<AddrExists>FALSE</AddrExists>
```



Scenario: Non Deliverable Address, ALSO - Return Code 31

- In cases where there is a known address in the system, but no mail is accepted
 - Example: a warehouse with no mail receptacle

<ReturnCode>**31**</ReturnCode>
<ZIP5>**93230**</ZIP5>
<Plus4>**ND**</Plus4>
<AddrExists>**FALSE**</AddrExists>



The Dial-A-ZIP® process compares each address to the U.S. Postal Service's national ZIP+4 database to obtain the correct ZIP+4 (9-digit) ZIP Code and correct other common addressing errors (e.g., spelling corrections, formatting and abbreviations).

Address	Postal Delivery Information
1008 E Florinda St Hanford, CA 93230	ZIP Code: 93230 Delivery Point: ND Carrier Route: C011
	Processing Status Non-deliverable address! Server: www.postage.endicia.com

OK Cancel

An orange arrow points from the 'Processing Status' section to the 'Non-deliverable address!' text.



Just because it shows up on a Google Map doesn't mean it's a deliverable address.

Scenario: City State Zip match, Return Code 25

- This sample system enables postage printing on a non-matching address to accommodate customers mailing to addresses not in the database
- These addresses should still be considered suspect

Dial-A-ZIP® Address Verification via Internet

The Dial-A-ZIP® process compares each address to the U.S. Postal Service's national ZIP+4 database to obtain the correct ZIP+4 (9-digit) ZIP Code and correct other common addressing errors (e.g., spelling corrections, formatting and abbreviations).

Address Endicia Internet Postage 147 High St Palo Alto, CA	Postal Delivery Information ZIP Code: Delivery Point: Carrier Route:
Processing Status Address not found. Server: www.postage.endicia.com	

Postage Printing not allowed →

OK

Dial-A-ZIP® Address Verification via Internet

The Dial-A-ZIP® process compares each address to the U.S. Postal Service's national ZIP+4 database to obtain the correct ZIP+4 (9-digit) ZIP Code and correct other common addressing errors (e.g., spelling corrections, formatting and abbreviations).

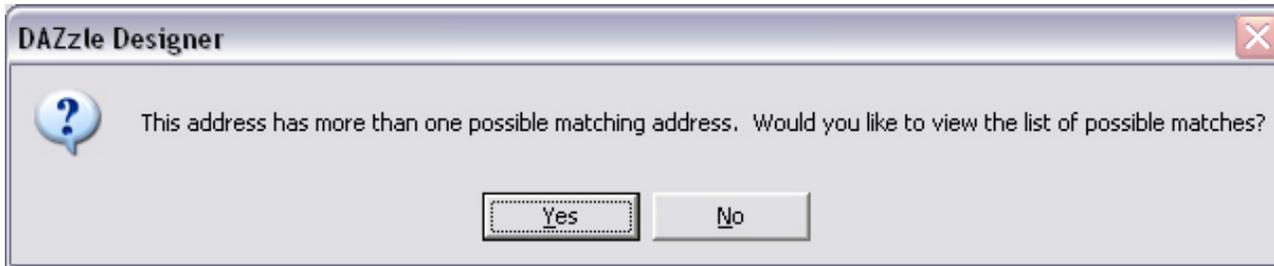
Address Endicia Internet Postage 147 High St Palo Alto, CA 94301	Postal Delivery Information ZIP Code: 94301 Delivery Point: Carrier Route:
Processing Status Validated ONLY city, state and ZIP. Server: www.postage.endicia.com	

OK to print Postage →

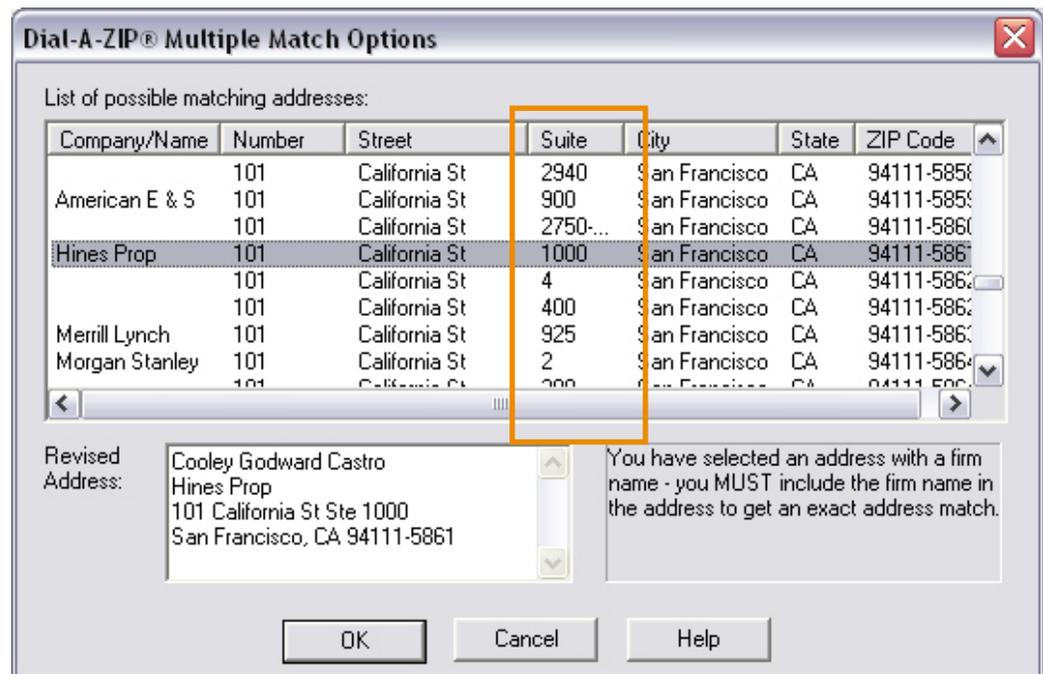
OK Cancel

Scenario: Default Match Return Code 32

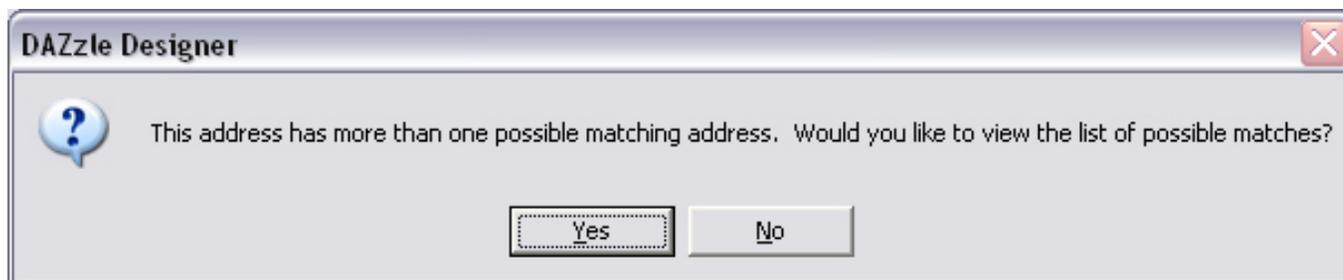
Address requires additional information for a precise match



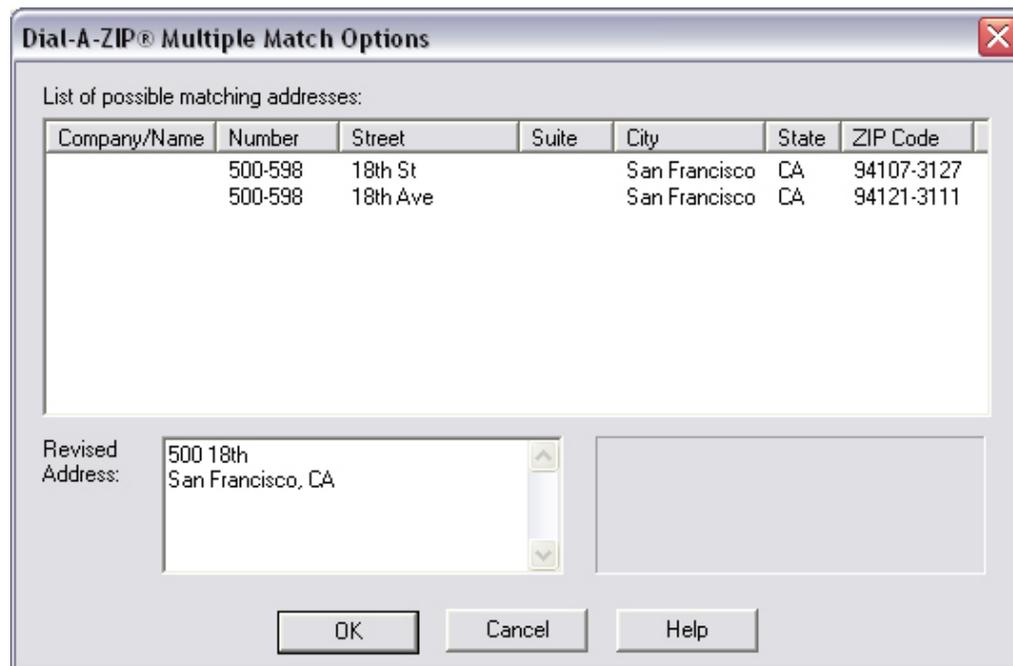
Notice the Suite column.
Data is not contiguous
in high rises.



Scenario: Multiple Match, Insufficient Information, Return Code 22



This scenario occurs when there are address elements missing (such as Street versus Avenue)



Scenario: No Address Found Return Code 21

- This scenario occurs when the address is both not found and there is no city/state/ ZIP™ match
- AMS engine will try to match, but match may not be correct



Dial-A-ZIP® Address Verification via Internet

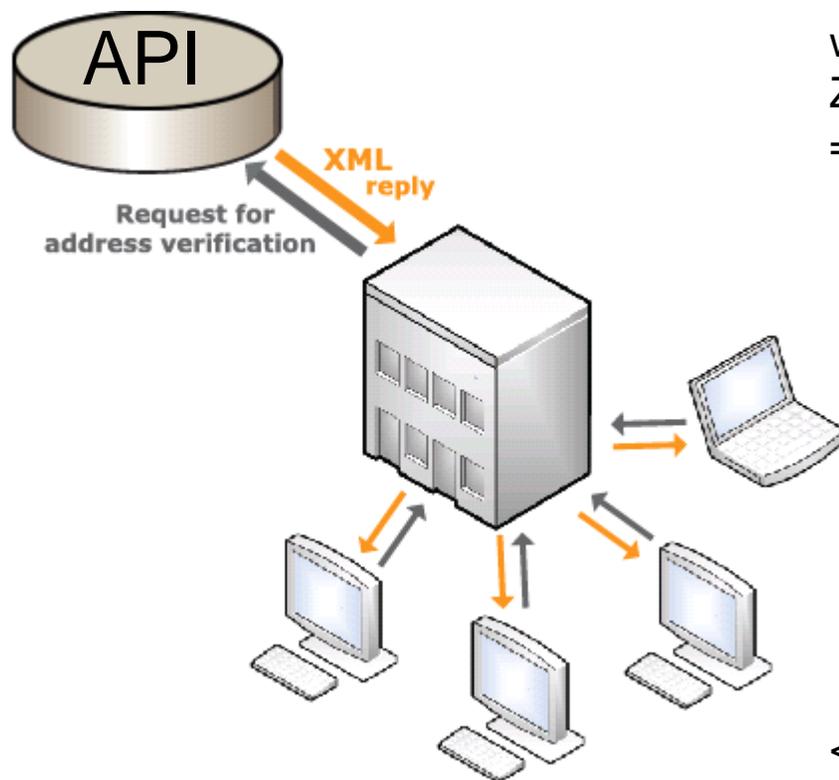
The Dial-A-ZIP® process compares each address to the U.S. Postal Service's national ZIP+4 database to obtain the correct ZIP+4 (9-digit) ZIP Code and correct other common addressing errors (e.g., spelling corrections, formatting and abbreviations).

Address Endicia Internet Postage 147 High St Palo Alto, CA	Postal Delivery Information ZIP Code: Delivery Point: Carrier Route:
	Processing Status Address not found. Server: www.postage.endicia.com

OK

An orange arrow points from the address field to the 'Address not found' status.

API Example Request

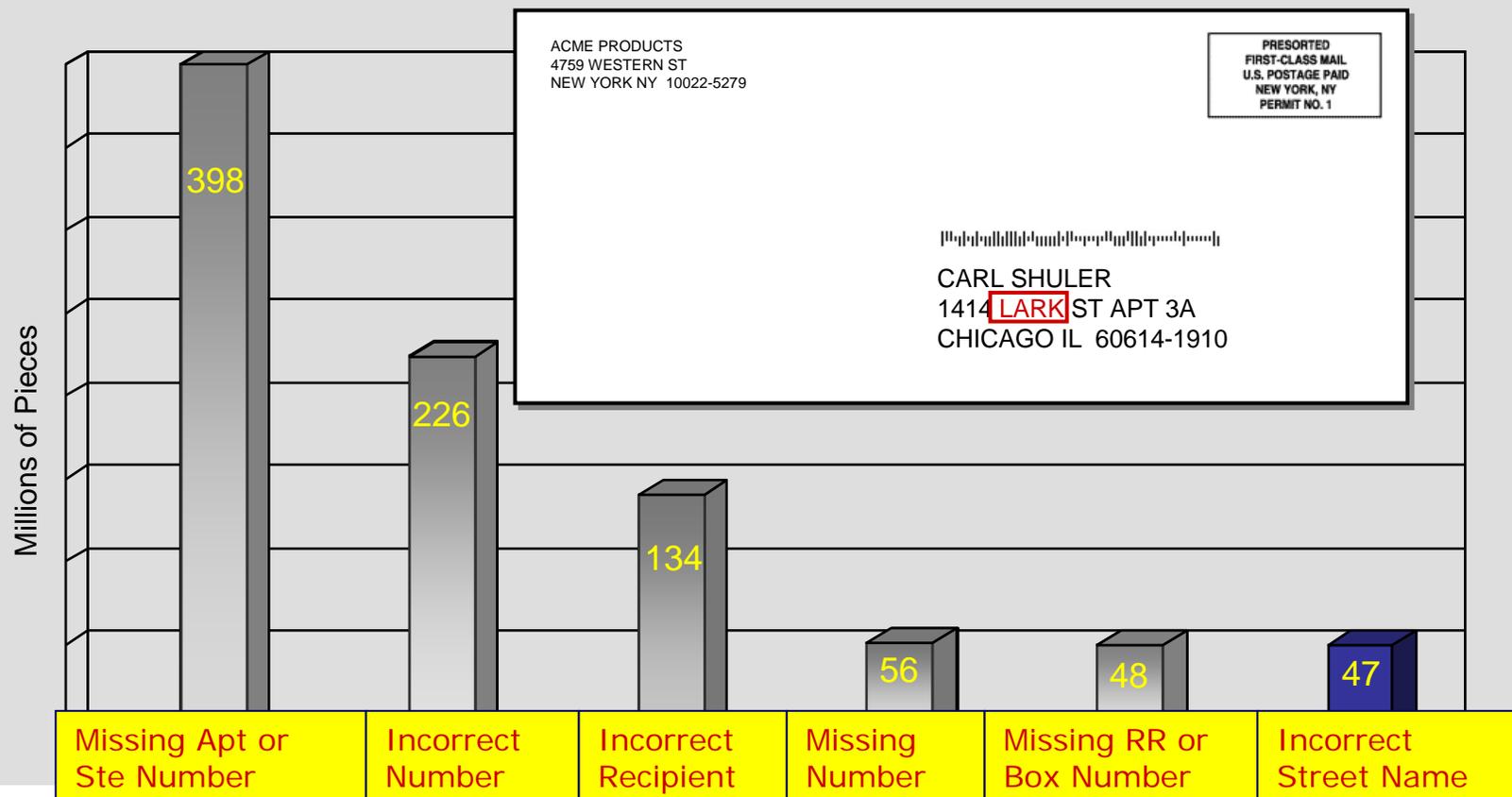


www.dial-a-zip.com/XML-Dial-A-ZIP/DAZService.asmx/MethodZIPValidate?input=<VERIFYADDRESS>

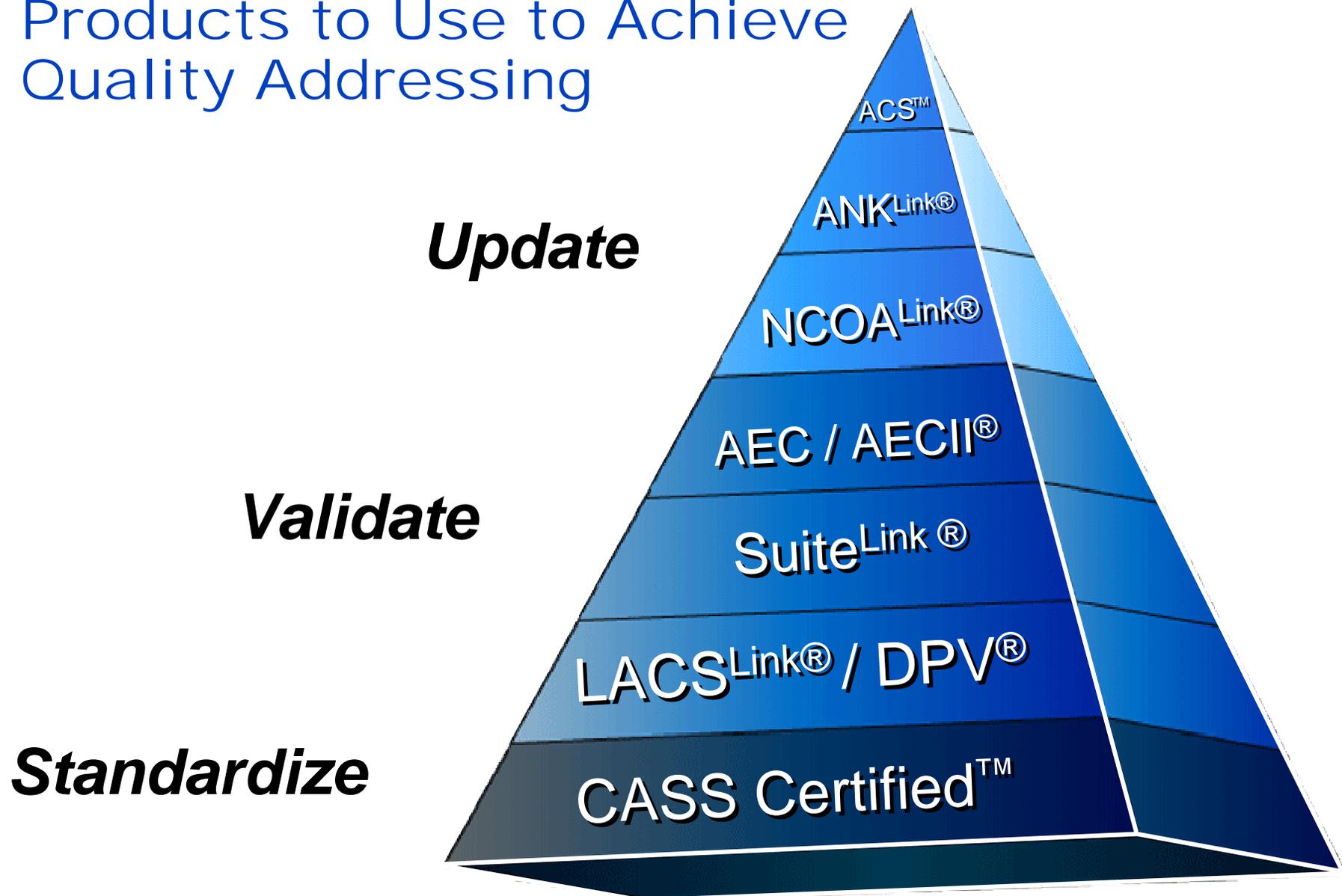
```
<COMMAND>ZIP1</COMMAND>
<SERIALNO>400508</SERIALNO>
<PASSWORD>PLAYA</PASSWORD>
<USER>400508</USER>
<ADDRESS0></ADDRESS0>
<ADDRESS1></ADDRESS1>
<ADDRESS2>247 High St</ADDRESS2>
<ADDRESS3>Palo Alto, CA
94301</ADDRESS3>
</VERIFYADDRESS>
```

Physical Address UAA

Common Address Quality Problems



Products to Use to Achieve Quality Addressing



DPV® Product

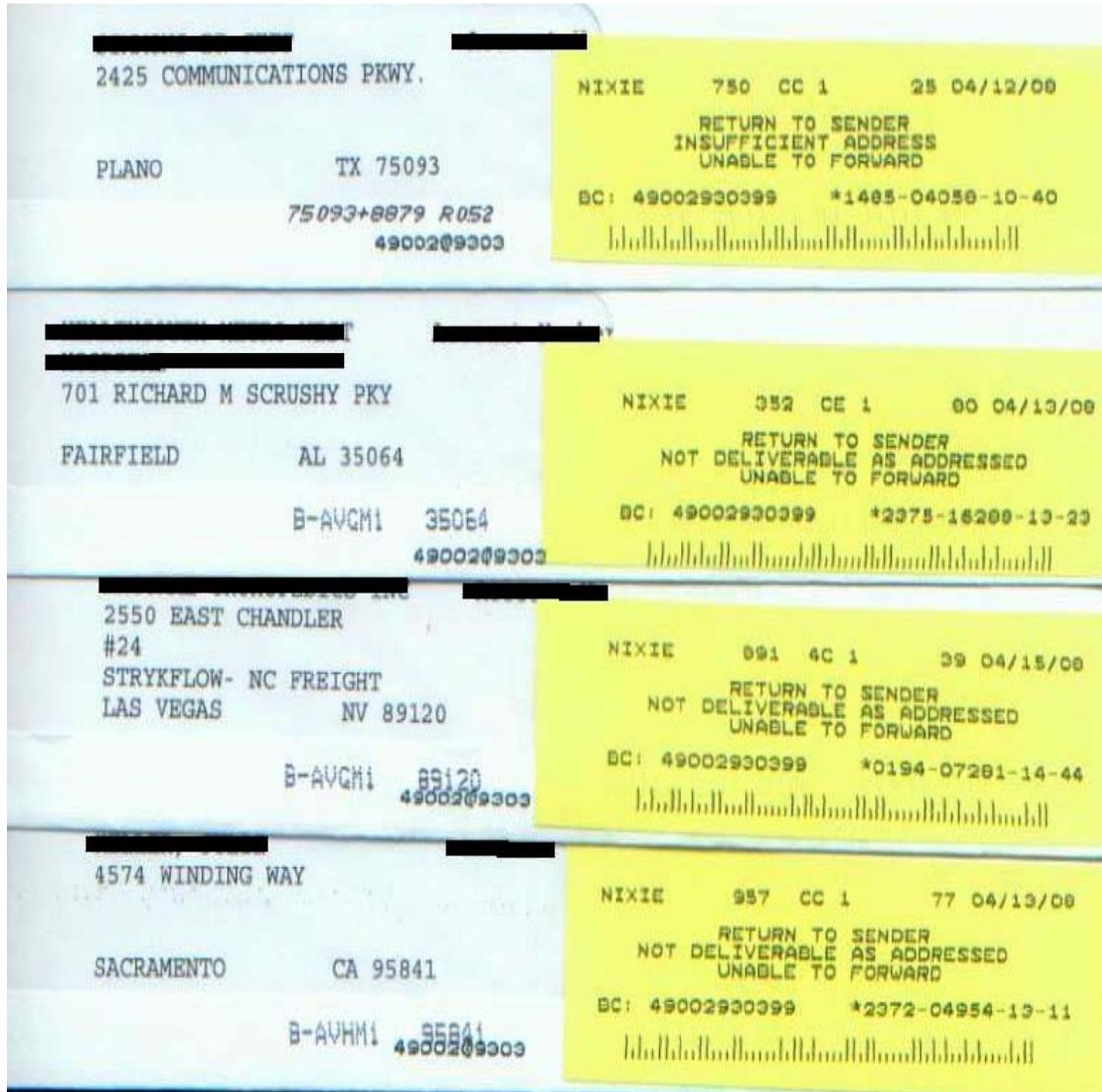
- Confirms the existence of a deliverable address
- Identifies a commercial mail receiving agency
- Improves address assignments
- Helps to reduce UAA



Is 249 High St in ZIP Code™ 94301 a valid address?

Yes or No

Can You Recognize A Bad Address?



LACSLink® Product

- Provides a database of municipality-introduced address changes
- The data is provided by USPS® through the LACSLink product
 - Conversions come into their database from Postal carriers and municipalities
- Updating the addresses using LACSLink data ensures deliverability and prevents further UAA mail

Scenario: LACS Conversion

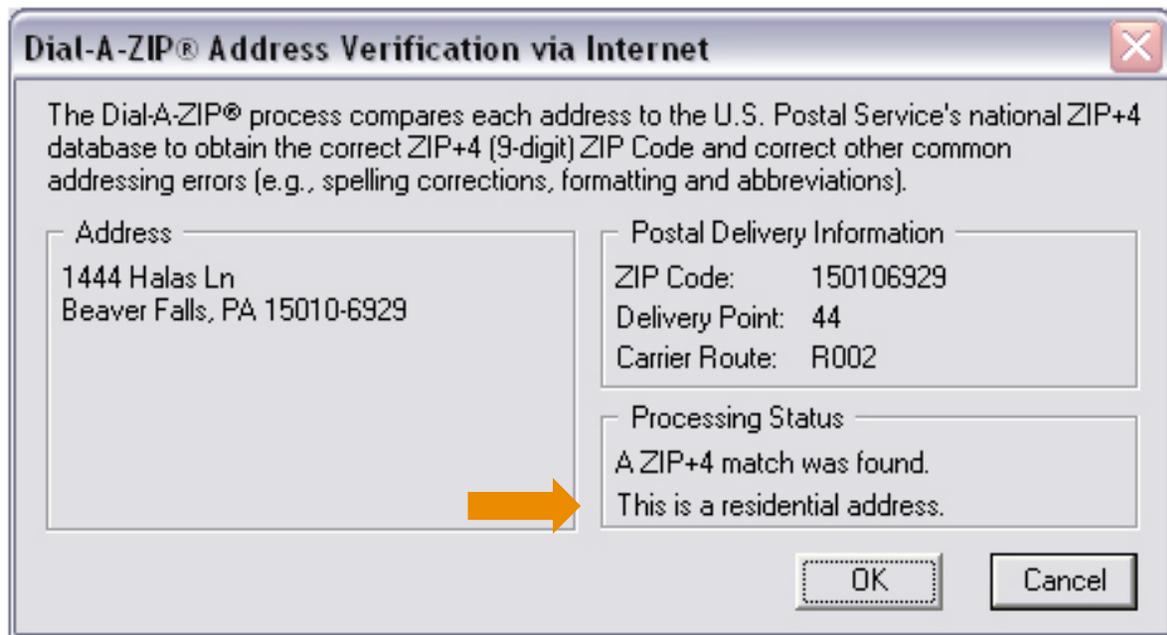
- LACS stands for Locatable Address Conversion System
- It reassigns rural addresses to a more friendly format that is more easily accessible by emergency services

Example:

RR 22 Box 317
Beaver Falls, PA

Becomes . . .

1444 Halas Ln
Beaver Falls, PA
15010-6929



Dial-A-ZIP® Address Verification via Internet

The Dial-A-ZIP® process compares each address to the U.S. Postal Service's national ZIP+4 database to obtain the correct ZIP+4 (9-digit) ZIP Code and correct other common addressing errors (e.g., spelling corrections, formatting and abbreviations).

Address	Postal Delivery Information
1444 Halas Ln Beaver Falls, PA 15010-6929	ZIP Code: 150106929 Delivery Point: 44 Carrier Route: R002
	Processing Status
	A ZIP+4 match was found. This is a residential address.

OK Cancel

Scenario: LACS conversion - MORE

- LACS also provides updated rural addresses when they expand an address range - usually because they have run out of numbers - and reassign addresses within that area.

Example:

47785 Forman Rd
Polson, MT 59860

Becomes . . .

412634 Forman Rd
Polson, MT 59860-
8368



Dial-A-ZIP® Address Verification via Internet

The Dial-A-ZIP® process compares each address to the U.S. Postal Service's national ZIP+4 database to obtain the correct ZIP+4 (9-digit) ZIP Code and correct other common addressing errors (e.g., spelling corrections, formatting and abbreviations).

Address: 412634 Forman Rd
Polson, MT 59860-8368

Postal Delivery Information

ZIP Code: 598608368
Delivery Point: 63
Carrier Route: R001

Processing Status

A ZIP+4 match was found.
This is a residential address.

OK Cancel

Suite^{LINK}® Product

- Improves address assignments to business addresses by adding known secondary (suite) numbers
- Provided a business name and an associated ZIP + 4[®] coded address that matches to a high-rise default, the Suite^{Link} process will return the appropriate suite number when available.



SuiteLINK®

- Suite^{Link} is a new service that enhances the matching of suite numbers in Multiple Match situations
- Particularly those of the high rise and multi-level building default records



AEC & AECII® Service

- AEC provides a crucial “last resort” approach to stubborn addresses
 - USPS® service to help correct addresses that CASS Certified™ software cannot fix
- AECII expands AEC processing
 - Leverages Delivery Force Knowledge™ for addresses that AEC cannot correct

AEC Examples

In

Out

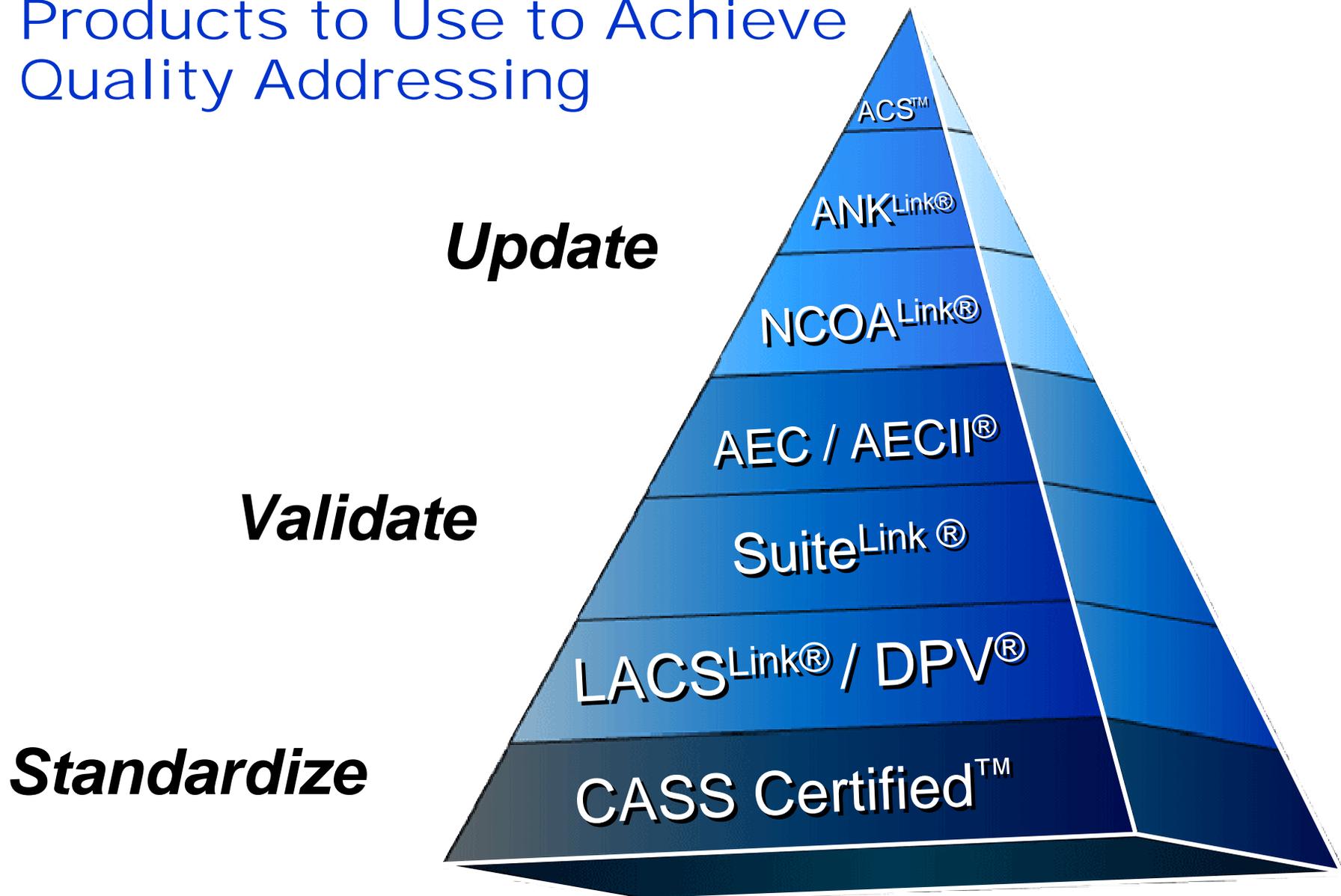
5627 Route 10North 5627 State Highway 10

2201 101 Roslyn Ave 2201 Roslyn Ave Apt 101

1161 S Main St 116 ½ S Main St Apt A

500 E College Pkwy #J342 20 College Pkwy Apt 342

Products to Use to Achieve Quality Addressing

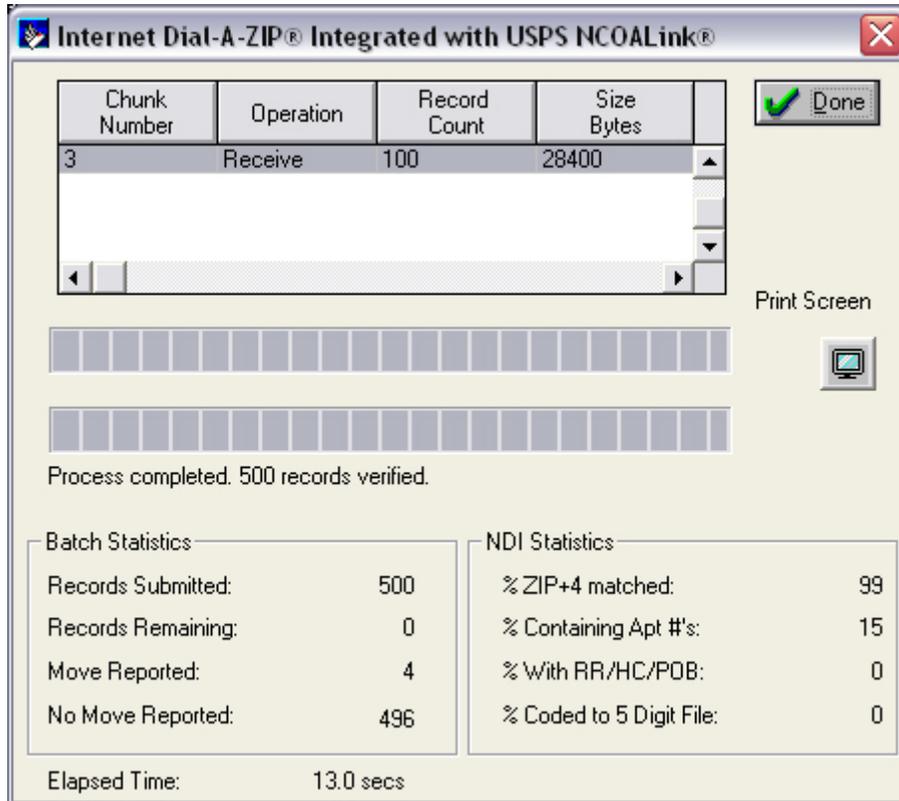


NCOALink® Service

- A pre-mailing Move Update method leveraging USPS® provided data
- Data delivery from USPS to certified licensees
- Three levels of usage for certified licensees:
 - End User Mailer
(18 months of data updated monthly)
 - Limited Service Provider
(18 months of data updated weekly)
 - Full Service Provider
(48 months of data updated weekly)



Move Update



The screenshot shows the 'Internet Dial-A-ZIP® Integrated with USPS NCOALink®' window. It features a table with columns for 'Chunk Number', 'Operation', 'Record Count', and 'Size Bytes'. The table shows one row with '3', 'Receive', '100', and '28400'. Below the table are two progress bars and a 'Print Screen' button. The status bar at the bottom indicates 'Process completed. 500 records verified.' and 'Elapsed Time: 13.0 secs'. Two summary boxes are present: 'Batch Statistics' and 'NDI Statistics'.

Chunk Number	Operation	Record Count	Size Bytes
3	Receive	100	28400

Process completed. 500 records verified.

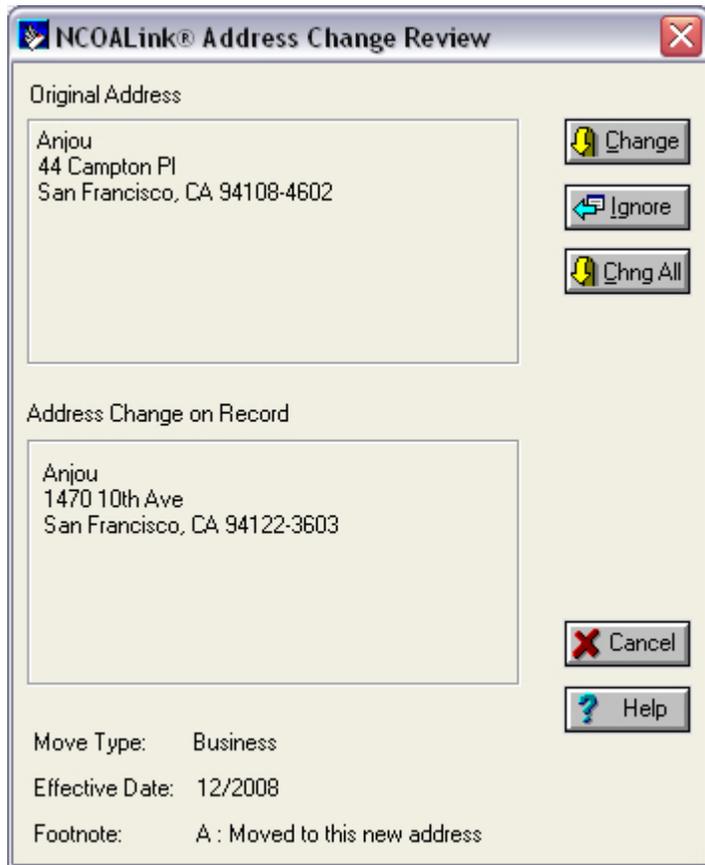
Elapsed Time: 13.0 secs

Batch Statistics	
Records Submitted:	500
Records Remaining:	0
Move Reported:	4
No Move Reported:	496

NDI Statistics	
% ZIP+4 matched:	99
% Containing Apt #'s:	15
% With RR/HC/POB:	0
% Coded to 5 Digit File:	0

- USPS® Change of Address Database
- Entirely separate from the AMS ZIP + 4® database
- Contains personal names and business names
- NCOALink® requires client software
 - Pay service

Move Update



The screenshot shows a software window titled "NCOALink® Address Change Review". It is divided into two main sections: "Original Address" and "Address Change on Record".

Original Address:
Anjou
44 Campton Pl
San Francisco, CA 94108-4602

Address Change on Record:
Anjou
1470 10th Ave
San Francisco, CA 94122-3603

Buttons: Change, Ignore, Chng All, Cancel, Help

Move Type: Business
Effective Date: 12/2008
Footnote: A : Moved to this new address

- Example of an NCOA^{LINK}® result of a business address move
- Addresses with no forward on file are removed from the database
- Records on file for 20 months
- It is recommended that users compare their databases against NCOA^{LINK} every 90 days
- The USPS® loses about \$1.8 billion to UAA (Undeliverable as Addressed) mail

ANK^{Link}® Service

- A valuable add-on to NCOA^{Link}® Limited Service Providers and End User Mailers
- Provides an indicator that a move may have occurred in months 19 through 48
 - Does not contain the actual new address
- Allows for more value out of move update processing
 - Only the flagged addresses need to be sent to a 48-month NCOA^{Link} Full Service Provider

ACS™ Service

- Post-mailing service provided by the National Customer Support Center (NCSC)
- Participants include an identification code on mailpieces and receive the change-of-address data directly from the USPS®
 - Available electronically via download, media, and hardcopy

```
#BWNFXZT  
#P123456789 2572X 7 #  
JOHN E SMITH  
916 N 5TH ST APT 3  
SPRINGFIELD IL 62702-5288
```

ACS customer code
provided by Postal Service™

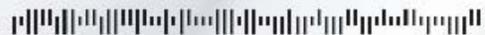
ACS key line provided by the
mailer for nixies

OneCode ACS® Typical Mailpiece

Intelligent Mail® Barcode



**ABC BUSINESS
MEMBERS DIVISION**
123 West Pleasant Avenue
Anytown, Nebraska 00000-0000



INTELLIGENT MAIL & ADDRESS QUALITY
6060 PRIMACY PKWY STE 101
MEMPHIS TN 38188-0001

Summary

- The quality of your address data directly affects the deliverability of your mail!
- USPS® provides an extensive suite of Address Quality products and services; check out ribbs.usps.gov.
- USPS is committed to continuous address hygiene improvements to enhance the value of mail.
- Small efforts can bring big results!

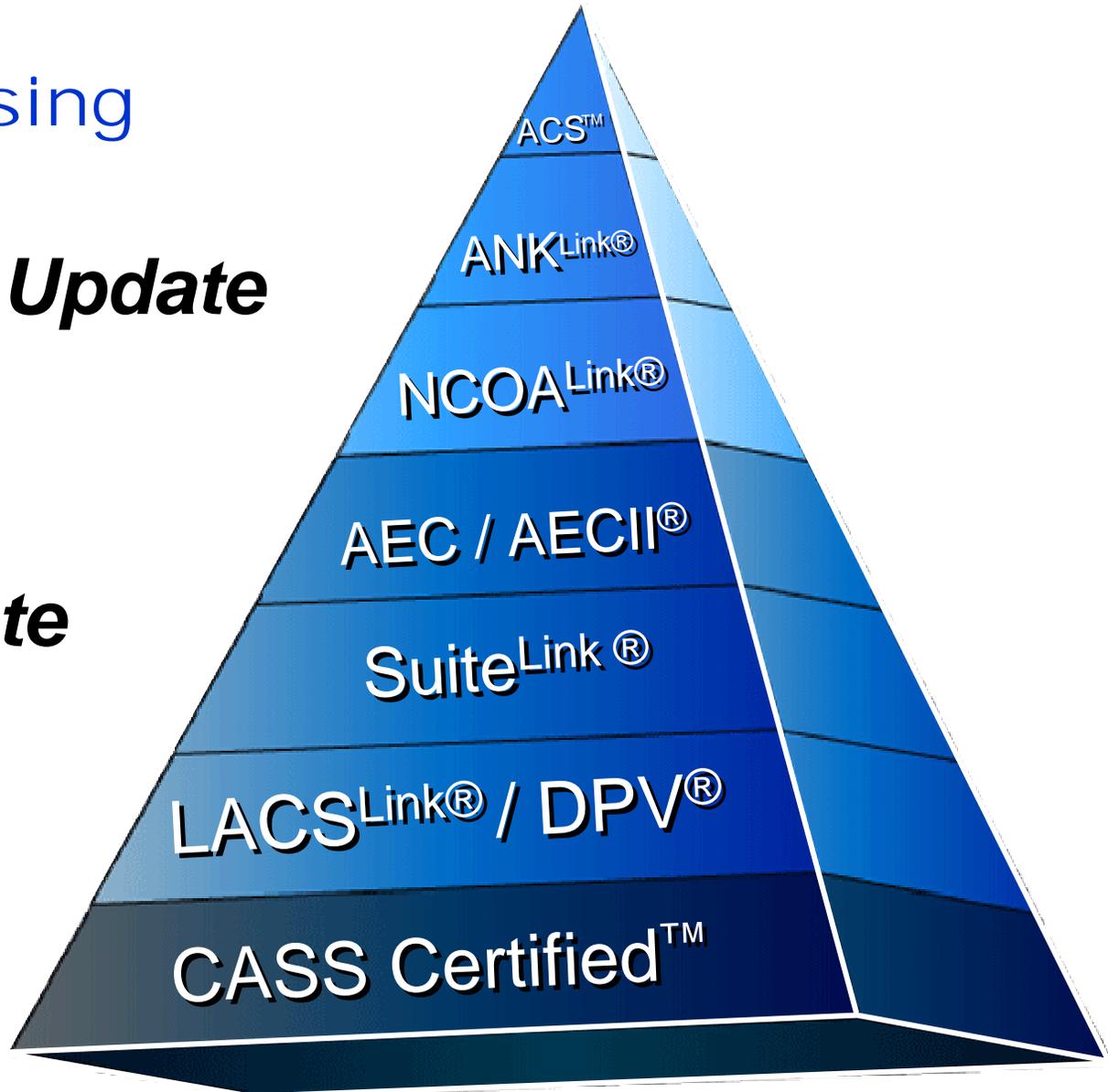


Essentials of Great Addressing

Update

Validate

Standardize



Definitions

- DPV®** – Identify inaccurate or incomplete addresses
- LACS** – Locatable Address Conversion System. Automated process of obtaining new address when the address has been changed by the local planning authority or building management
- Suite^{Link}®** – Improves address assignments to business addresses by adding known secondary (suite) numbers
- AEC** – Address Element Correction. Corrects and standardizes address elements on the worst addresses not resolved by CASS™
- NCOA** – National Change of Address. Aids mailers in identifying address changes before mail enters the mail stream
- ANK** – Attempted Not Known. For NCOA^{Link}® limited service providers and end user mailers. ANK^{Link}® is an enhancement to the existing 18 month NCOA^{Link} product. ANK^{Link} provides an additional 30 months of COA information.
- ACS™** – Cost effective means of obtaining accurate change of address information
- UAA** – Undeliverable As Addressed

Knowledge Validation

Question 1: Two of the most important factors for address recognition are legibility and readability.

True

Question 2: The deliverability of your mail is directly affected by the quality of your address data.

True

Question 3: A standardized address is defined as having all the necessary elements required, correct and complete.

True

Speaker Schedule

Sunday

The Essentials Of Great Addressing

Angela Lawson / Amine Khechfe – Level: New Introductory **Period 4, 2:45 pm – 3:45 pm**

Monday

Where Do Addresses Come From?

Wanda Key – Level: New Advanced **Period 6, 11:15 am – 12:15 pm**

Understanding How The Change-Of-Address Process Works

Jim Wilson – Level: New Advanced **Period 7, 2:00 pm – 3:00 pm**

Tuesday

The War On UAA Mail – News From The UAA Front

Dr. John Leininger / Charles Hunt – Level: New Advanced **Period 10, 8:00 am – 9:00 am**

Keeping Track Of Your Customer – Full Service ACS

Angela Lawson / Valarie Yates – Level: Advanced **Period 11, 10:00 am – 11:00 am**

Questions?

