



The NCOA<sup>Link</sup> process improves mailpiece deliverability by providing mailers with current, standardized, delivery point-coded addresses for individual, family and business moves.

New address information is obtained from COA orders filed by postal customers. If a match is made with the name and old address information in the NCOA<sup>Link</sup> file, then the move information — new address or undeliverable status — is made available to update the address record.

The full NCOA<sup>Link</sup> product contains approximately 160 million records or four years worth of COAs and is available to Full Service Provider licensees. The limited NCOA<sup>Link</sup> product contains approximately 60 million records or 18 months worth of COAs and is available to Limited Service Provider and End User licensees.

In addition to COA information, NCOA<sup>Link</sup> also utilizes return codes to provide explanations of match and non-match status:

- Return codes that indicate that a match was obtained are accompanied by a new address or undeliverable status such as moved, left no address, or no such number.
- Return codes that indicate a match was not obtained provide the reason a match could not be made to the NCOA<sup>Link</sup> file.

The analysis of return codes can help mailers determine the deliverability of specific address records in their files.

NCOA<sup>Link</sup> provides the following benefits:

- Reduces UAA mail and mailer's costs by providing the most current address information for matches made to the NCOA<sup>Link</sup> file.
- Decreases "re-mailings" after address correction notices are received from a previous mailing, since the address correction is applied prior to the mailing.
- Provides the opportunity for faster product/service marketing through accurate mail delivery.

Why bother checking for accuracy of your address list? Accurate and updated addresses are required to obtain Automation and Presort prices for First-Class Mail and all Standard Mail prices after Nov. 23. Also, consider these statistics:

- 14 percent of Americans change addresses annually.
- 43 million people move each year.
- One out of every six families moves each year

How many of these people are your customers or members?

When you buy or rent a list, make sure it was processed through Coding Accuracy Support System certified address-matching software and NCOA<sup>Link</sup> within 95 days of your projected mailing dates. If you are not sure, ask the vendor.