



What is [NCOA LinkTM](#) (National Change of Address)?

Every year approximately forty million Americans estimate that at least 8% of their mail is undeliverable.

There is a solution. The **NCOA LinkTM** system makes available **NCOA** information to all mailers.

Why Mail is Undeliverable

The United States Postal Service has identified the following reasons for undeliverable mail:

The first line of the address:

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- Addressee unknown to carrier.
- Addressee temporarily away.
- Addressee's name misspelled.
- Addressee's Street Address Errors.
- Missing address line or street name.
- No such or incorrect street.
- No such or incorrect number.
- Missing house number/ P.O. Box.
- No such or incorrect apartment, suite, etc.
- Missing or incorrect street directional or suffix

- No such rural route number/rural route box.
- Rural route address change to city-type address.

□ **The last line of the address:**

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- Incorrect or missing ZIP Code.
- Incorrect or missing city and/or state.

□ **Other reasons for un-deliverability:**

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- Change of address on file.
- Forward order expired.
- Moved, left no address/box closed, left no order.
- Address vacant.
- No label/illegible label.
- No mail receptacle.

How	NCOA	LinkTM	Works
Data processed through	NCOA	LinkTM	is first standardized to conform

NCOA	LinkTM	Match - Corrected Address Is Provided
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MAIL	FILE
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NCOA	LinkTM	DATABASE
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NAME/OLD ADDRESS

NEW	ADDRESS
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Paul Jones
123 Main Street
Anytown, CT 06084

Paul Jones
123 Main Street
Anytown, CT 06084

39 Oak Street
Anytown, MA 01245

William Smith
481 Elm St, Apt 4A
Anytown, CA

Bill Smith
481 Elm St, Apt 4A

Anytown, CA 90241

11 Duck Lane
Anytown, IL 61411

NCOA^{Link™} Footnotes

NCOA^{Link™} Footnotes allow Anchor to assist the mailer in deciding on a set of business rules that would only drop records for those who moved without providing a new address. Records that are potential un-deliverables (but were not considered a **NCOA^{Link™}** match) are flagged as Footnotes. The mailer then can decide whether or not to mail to these addresses. However the quantity of “Footnotes” you will receive under **NCOA^{Link™}** may be very much reduced as compared to previous NCOA processing.

The Benefits of NCOA^{Link™} and Footnotes

NCOA^{Link™} provides mailers with the capability to receive a current address before mailings. **NCOA^{Link™}** provides additional benefits including Address Standardization and ZIP + 4® appending, ZIP™ Correction, Carrier Route Coding, and a CASS™ Report and DPV™.

NCOA^{Link™} footnotes indicate a match was close but not good enough to meet the strict USPS® matching guidelines. The footnotes indicate the reason a match could not be made with the

NCOA

[Link](#)

file, and a mailer can investigate the address record and provide necessary corrections. A no-match to the

NCOA

[Link](#)

file does NOT return the new address - the Return codes when provided may give an indication why.

NCOA^{Link™} Footnotes and \$\$\$ Advantages

The following example will demonstrate the effect of **NCOA**^{Link™} Footnotes processing of a 1 million mailing. If,

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- **NCOA**^{Link™} Footnotes match rate of .15% equals 1,500 mail not posted.
- At \$400/M (estimate to mail), the savings equal \$600.00.
- If the 1,500 **NCOA**^{Link™} Footnotes names are replaced with 1,500 deliverable names and a 2% response rate results this equals 30 additional orders.
- If the average order is \$50, Additional Sales = \$1,500.

Processing a one million mailing with Footnotes included in the **NCOA**^{Link™} processing can result in additional savings and sales of \$2,100 plus the potential ongoing revenue stream from these new customers.

NCOA^{Link™} CASE STUDY

NCOA^{Link™} and Footnotes
Cleans Your Customer & Prospect Files of Undeliverable Names & Addresses

Here are actual case stories...

Fundraiser

Publisher

**Saves
you
Money
Every
Time
You
Mail**

Original File

808,173

457,252

NCOA ^{Link™} Corrected

31,600

55,387

3.91%

12.11%

Footnote Hits

1,810

2,733

.224%

.609%

Total NCOA^{Link™} & Footnotes

33,410

58,120

4.13%

12.71%

Mailing Cost

\$406/M

\$515/M

\$\$ Saved

\$13,564

\$29,932

The Cost of NCOA^{Link™} & Footnotes Processing is a Tiny Fraction of the \$\$'s You Save!!

The powerful **NCOA^{Link™}** software will make name & address corrections, correct ZIP[™] Codes, standardize your addresses, add ZIP + 4® and Carrier Route codes to your file.

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