



NCOA^{Link™}

A.B. Data offers NCOA^{Link} as part of our suite of address hygiene solutions. The NCOA^{Link} process improves mail deliverability by providing you with current, standardized, delivery point coded addresses for individual, family and business moves.

Your input addresses are standardized to conform to USPS requirements, including the ZIP + 4® code. Then, an attempt is made to match each name and address against the USPS NCOA^{Link} Product. Address change information is derived from the PS Form 3575, Change-of-Address Order, filed by relocating postal customers. If a match is made with the name and old address information in the NCOA^{Link} file, A.B. Data is permitted to provide the current move information (new address or undeliverable status) to update your mailing list.

A.B. Data is a licensed provider of the NCOA^{Link} Limited Service. The limited NCOA^{Link} product contains approximately 60 million records or 18 months of permanent address changes. In addition to this product we utilize ANK^{Link™} to identify whether any address change information exists between 19 and 48 months. At this point, we are able to determine whether it is cost efficient to utilize the full service NCOA^{Link} product.

NCOA^{Link} helps reduce undeliverable-as-addressed (UAA) mail by correcting input addresses prior to mailing. NCOA^{Link} provides these benefits to you:

- Reduces undeliverable mail by providing the most current address information for matches made to the NCOA^{Link} file.
- Prevents re-mailings after address corrections are received because the address correction is applied prior to the mailing.
- Reduces mailer costs by reducing the number of undeliverable mailpieces by using most current address information.
- Provides the opportunity for faster product/service marketing through accurate mail delivery.
- Gets your mailpiece into the hands of your customers where it belongs.

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. Return codes, which indicate a match was not obtained, provide the reason a match could not be made to the NCOA^{Link} file. The analysis of Return Codes can help us determine the deliverability of specific address records.

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