

# Deluxe NCOA automated list cleanup



## What is Deluxe NCOA?

Deluxe NCOA (National Change of Address) is a way of cleaning up bad addresses in your database by updating the addresses of people who have moved. Deluxe NCOA compares your database to a master address database that is compiled from various sources such as change of address cards turned in at the post office, magazine subscriptions, credit card companies, etc. Deluxe NCOA can update addresses that might have “slipped through the cracks” in other systems. Mailing lists that are updated via Deluxe NCOA comply with the USPS address clean-up requirements for First Class Presorted mail rates.

## What Deluxe NCOA does:

- 1) If Deluxe NCOA finds a verified new address for one of the records in your mailing list, it creates new fields where it writes the new address information and adds a marker to alert you. That way both the new and old addresses are available for you to verify if you choose.
- 2) Sometimes Deluxe NCOA determines that an address had changed but no new address information is available for that individual. In that case, the record is marked with an “X.” These records can be deleted or, if your mailing piece will be of interest to a wide range of people, you may want to apply a generic salutation (such as “resident”) and mail to these addresses anyway.
- 3) Deluxe NCOA standardizes your addresses to the USPS preferred format, thereby ensuring that your mail will be processed as quickly as possible once it’s in the mail stream.

## What Deluxe NCOA does not do:

- 1) Deluxe NCOA does not verify that all the addresses in your database are correct. Deluxe NCOA can only update addresses if new information is available. If a particular address in your database is not found in the Deluxe NCOA database, the address is left unchanged. Deluxe NCOA maintains address change information for five years. The more often you update your mailing list, the more likely that updated address information will be found for individuals who have moved. Deluxe NCOA’s closest competitor is the Post Office who only maintain their information for six months.
- 2) Deluxe NCOA does not eliminate duplicate addresses. That can be done for an additional fee.
- 3) Deluxe NCOA cannot update records that are incorrectly keyed or are misspelled to the degree that the address cannot be standardized. Some of these bad addresses can actually be successfully delivered via first class mail. We leave those records in your database so that you can decide how you would like us to deal with them.

In conclusion, Deluxe NCOA is not perfect but it is the best value in automated address correction that we know. It will correct the most addresses for the least amount of money. In most cases, it will pay for itself in postage savings alone. When you also consider the value of the donations or sales that would have been lost without Deluxe NCOA’s updated addresses, the cost seem insignificant.

Thank you for choosing Pacific Rim Printers/Mailers.  
Please let us know how we may serve you better.