

## TowerData NCOA<sup>Link</sup>

Keep your mailing list up-to-date and save on postage.

*Twenty-five percent of your customers will move over a two year period. Stay in touch with TowerData NCOA<sup>Link</sup>.*

With over 44 million Americans moving each year you need NCOA<sup>Link</sup> to keep in touch with your customers. TowerData provides NCOA<sup>Link</sup> services with either 48 or 18 months of historical change of address information to keep your file up-to-date when your customers move. Bundled with DPV and LACS<sup>Link</sup>, TowerData NCOA<sup>Link</sup> ensures you'll have the most accurate and deliverable mailing list possible, and you'll benefit by qualifying for postal discounts, identifying and omitting undeliverable addresses, and retaining your customers even if they move.

### National Change of Address

The United States Postal Service compiles all recorded moves by both consumers and businesses for a rolling four years. TowerData uses this file from the post office and provides you with expert data processing services to quickly and accurately match your file. Moves are identified for individuals, families, and businesses that have filed a change of address with the USPS.

### DPV

Delivery Point Validation (DPV) is included with all TowerData NCOA<sup>Link</sup> processing at no extra cost. More accurate than CASS, DPV will standardize your addresses and verify which ones exist and are mailable and which ones are undeliverable, helping you reduce wasted postage costs and target your mailing more effectively.

### LACS

TowerData's 48 month NCOA<sup>Link</sup> service also includes LACS<sup>Link</sup> processing. The Locatable Address Conversion System (LACS) will update an outdated rural route and box number address to city-style format, and you'll benefit by having current addresses, faster delivery, and less undeliverable mail.

### How it works.

Provide us with your file of names and addresses and we will standardize your file using DPV, match it to the NCOA<sup>Link</sup> database, and process it through LACS<sup>Link</sup>. Each record returned will include a standardized or new address and easy to use flags that indicate the status of the address and what operations were performed on it.

### Fully Automated

TowerData's NCOA<sup>Link</sup> services are fully automated and easy to use. You simply submit your file through our secure website, receive an email confirmation, and download your results when they are ready. If you frequently need NCOA processing, take advantage of our automated FTP upload and delivery service. You'll get results within hours and benefit from a low \$40 minimum.

### Turn to TowerData with confidence.

As technology and direct marketing specialists, TowerData will provide you with data processing services that you can trust. Our services are accurate, efficient, and affordable.

### Benefits and Features

- Increase your postal delivery rate
- Keep in touch with your customers as they move
- Save money on postage
  - Take advantage of discounted postal rates
  - Avoid mailing undeliverable addresses
- Choose between 18 or 48 month NCOA<sup>Link</sup> services
- Free DPV and LACS included
- Fast and accurate processing
- Fully automated service for easy submission and quick turnaround

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