



## *Address Hygiene*

### **Save money by ensuring that your direct marketing campaigns are deliverable**

Telematch, Inc. offers national and Canadian hygiene processing. Our online reporting system is available for real time project updates and reports 24/7, so you'll always have a pulse on your project, as long as it's with Telematch.

#### **National Change of Address Full Service (NCOALink<sup>®</sup> 48 months)**

Compiled by the USPS, this file contains 48 months of move data and will provide updated addresses, while standardizing deliverable addresses. NCOALink<sup>®</sup> is updated weekly.

*48 month NCOA includes:*

- Address Standardization
- DSF<sup>2</sup><sup>®</sup> (Delivery Sequence File)
- Zip Code Correction
- DPV<sup>™</sup> (Delivery Point Validation)
- LACSLink<sup>®</sup>
- SuiteLink

#### **National Change of Address Limited Service (NCOALink<sup>®</sup> 18 months)**

Compiled by the USPS, this file contains 18 months of move data and will provide updated addresses, while standardizing deliverable addresses. This file offers significant cost savings to marketers who regularly scrub their files for move updates.

#### **Coding Accuracy Support System (CASS)**

CASS Certified<sup>™</sup> matching software combines address standardization, Zip+4<sup>®</sup> correct and append along with carrier route and line of travel coding using address ranges from the USPS.



### **Locatable Address Correction Service (LACSLink<sup>®</sup>)**

LACSLink<sup>®</sup> converts all rural format addresses to standard street addresses. The LACSLink<sup>®</sup> database consists of address conversions that the USPS has obtained and verified, primarily as a result of Emergency 911 system implementation.

### **Delivery Sequence File (DSF<sup>2</sup><sup>®</sup>)**

DSF<sup>2</sup><sup>®</sup> contains every domestic deliverable address identified by the USPS. DSF<sup>2</sup><sup>®</sup> standardizes records allowing mailers to qualify for higher postage discounts.

### **Address Element Correction (AEC)**

AEC checks each address for accuracy and deliverability based on USPS standards, and corrects non-standardized addresses that can cause mailings to be disqualified for postal discounts.

### **Apartment Number/Secondary Address Append**

Through DSF<sup>2</sup><sup>®</sup> processing, records are identified as either single family dwelling units or multiple family dwelling units. Appends secondary unit or apartment number information where available.

### **Deceased File Processing**

Telematch, Inc. has improved the process of dropping the names of deceased individuals from mailing campaigns, saving money and avoiding unnecessary anguish for the bereaved.

### **Proprietary Change of Address**

On average, only 65% of moves are documented through the US Postal Service, therefore many records are left undeliverable through standard NCOALink processing. We provide a solution to this problem by utilizing our PCOA database, which is powered by billions of transactions from hundreds of sources of transactional data with historical linkage going back 72 plus months.

### **About Telematch**

Telematch, Inc. is a leading information services provider, offering a comprehensive range of data appending, data enhancement, data management, database management and data processing services.

Telematch Inc.'s technical resources, database expertise, and extensive data sources, including compiled plus telco-sourced directory assistance data, allows us to provide timely delivery of the most current and accurate marketing data available to clean, verify, append and enhance your most valuable resource—*your customer data*. We are proud of our well-established reputation for providing accurate data, fast turnaround and exceptional customer service.

---

**Real-time project updates  
and reports available 24/7**

---

To learn more, contact

**Telematch, Inc.**  
**6883 Commercial Drive**  
**Springfield, VA 22159**

**Toll-Free Telephone: (800) 523-7346**  
**Email: [sales@telematch.com](mailto:sales@telematch.com)**  
**Online: [www.telematch.com](http://www.telematch.com)**