

## Data Cleanup Services

### What is it?

Is your data in good shape? Most databases contain duplicate records, bad addresses, and missing phone numbers. It's normal to find these in active databases and it's almost impossible to avoid. But keeping the database clean and in shape is critical to maintaining efficient and accurate communications. Fortunately, eTapestry can help with a variety of special services designed to keep your data in shape.

### Data Cleanup Services

#### National Change of Address (NCOA)

NCOA processing is a service that updates your address records based on moves and changes in addresses. Nationally, 17% to 20% of the US population moves each year. That means up to 1 in 5 of your mailing pieces may not go to the correct address. You need a way to keep up with those changes and the NCOA process does just that.

Address information is first standardized to conform to USPS requirements including the ZIP+4 Code. Once the address has been standardized and the ZIP+4 Code applied, an attempt is made to match the address against the NCOA file. This file contains approximately 160 million records or 48 months of address changes filed by relocating postal customers derived from change of address cards. The NCOA file is updated every two weeks.

NCOA reduces the amount of mail that may be undeliverable, returned, or delayed. For bulk mail, the USPS now requires that your mail list has been updated with NCOA within 95 days of your mailing. Therefore, it is recommended you update your mail list quarterly.

#### Other Services we Offer in Addition to NCOA

**Birth date Append** – appends birth dates to your constituent records

**Email Append** – locates emails to your constituent and inputs the new email addresses in eTapestry

**Deceased Append** – identifies deceased individuals

#### Phone Append

Telephone numbers can be appended to your data for finding new, changed, or missing numbers. Phone numbers are available for both residential and business locations. This service is ideal if you conduct phone-a-thons or other activities requiring contact by phone.

#### Mass Duplicate Merge/Mass Delete

It is common to see databases with significant numbers of duplicate account records. This is especially true if multiple databases have been merged together. To assist in cleaning up these duplicate records, eTapestry has developed a Mass Duplicate Merge (MDM) process.

The MDM uses an advanced algorithm to help identify potential duplicate records. Those records can then be merged together, allowing you to retain valuable history and eliminating unneeded records.

eTapestry can also perform a Mass Delete – allowing you to get rid of unwanted records.

Both processes can save you significant money when considering the wasted expense of multiple mailings to the same account.

### Summary

Select the data services that best meet your needs.

Standard NCOA - \$395/run, 2 for \$590, 4 for \$1185

Birth date Append – See your Account Rep. for pricing

Email Append – See your Acct. Rep. for pricing

Deceased Append – See your Acct. Rep. for pricing

Mass Duplicate Merge - \$600 (USD)

Mass Delete - \$395 (USD)

Residential Phone append - \$350 min (USD)

Business Phone append - \$550 min (USD)

For more information on these services, contact your eTapestry Account Executive.

## USPS Change Notice

Effective Nov. 23, 2008 the United States Postal Service is increasing its effort to improve the percentage of deliverable mail by revising the Move Update standards. The Move Update standards provide ways for mailers to reduce the number of mail pieces that require forwarding or return by updating addresses based on change-of-address filings. The final rule became:

- Addresses must be updated 95 days prior to a bulk mailing (current requirement is 185 days)
- Extend the revised Move Update standards to include all Standard Mail (letters, flats, parcels and Not Flat-Machinables), as well as automation-rate and presort-rate First-Class Mail.

**\*\*NOTE: The new standard does not mean that you begin an updating process on Nov. 23, but rather, starting Nov. 23, mailers must begin using addresses that were updated within the previous 95 days. (Example: a mailing entered on Dec. 1 must bear addresses that were updated no earlier than Aug. 28.)**

Authorized methods for Standard Mail to qualify for the Move Update standards include:

- NCOA<sup>Link</sup> processing. (*provided through the eTapestry NCOA process*)
- FASTforward MLOCR processing (letter mail only).
- OneCode ACS (Address Change Service) in conjunction with an Intelligent Mail barcode and a mailer ID.
- Address Change Service used with an ACS participant code and an appropriate on-piece ancillary service endorsement.
- Use of an appropriate on-piece ancillary service endorsement without ACS.

Mail pieces using an alternative addressing format such as "Current Resident," "Occupant", etc are not subject to the Move Update standards.

According to the USPS Bulk Mailing department, as quoted in the Domestic Mail Manual 233.3.5.3 (see page 8 at <http://pe.usps.gov/Archive/PDF/DMMArchive0108/233.pdf>) the mailer's signature on the postage statement, a form filled out by the mailer when the bulk mailing is made, certifies that the Move Update standard has been met for each address in the corresponding mailing presented. When the mailer is filling out the postage statement he/she will check a box indicating the address update method used, and then sign the form, indicating to the USPS that the mailer confirms that their addresses are in fact up-to-date.

**eTapestry offers complete NCOA processing to help clients meet and maintain the USPS standards. NCOA processing can be purchased for single runs for \$395, two runs for \$590, or four runs for \$1185.**