

▶ **CASS Certification (Coding Accuracy Support System)**

USPS certified system that corrects the addresses based on a range.

- i.e. 2643 Golf Ridge Drive, Grand Rapids, MI 49546. CASS will check to see if the #2483 falls within the range of numbers for 2483 Golf Ridge Drive, Grand Rapids, MI 49546. If it does, it will add the 4 digits to the zip and attempt to mail. What it DOES NOT do is Delivery Point Verify. 2643 could be (and is) a vacant lot.

▶ **Delivery Point Verification (DPV)**

USPS certified system that corrects addresses based on actual address data.

- i.e. 2643 Golf Ridge Drive, Grand Rapids, MI 49512 would not pass DPV. It is a vacant lot. The mail piece would barcode or have the zip+4 appended to it.

▶ **Endorsements**

Printed on the mail piece prior to mailing. Serves as instructions to the post office of how to handle undeliverable pieces.

▶ **Return Service Requested**

Mail is returned with the new address or reason for non-delivery.

- 1st Class returned at no charge
- Marketing 1st Class single piece or priority rate is charged

▶ **Change Service Requested**

Mail piece is destroyed at the post office but you are notified of the new address or the reason for non-delivery.

- First Class-Electronic Notice only; \$0.06 per piece
- Non-profit-Electronic Notice; \$0.25 per piece; Manual Notice is \$0.50 per piece

▶ **NCOA (National Change of Address)**

Process by which your mailing list is compared with the USPS National Change of Address database for individuals and businesses that have moved and filed a change of address with the post office in the last 48 months. Also included in this service: Address standardization; Zip+4 appends, DPV (delivery point verification)

- Additional charge for this service: All classes of mail

▶ **PCOA**

Proprietary Change of Address (PCOA) processing captures information about moves from multiple sources, like magazine subscriptions and utility companies. This data is combined into a master database that each item on your list is compared to. For every match, you're provided the new address along with a variety of supplemental data. The PCOA database consists of information compiled in the past 60 months.

- Additional charge for this service: All classes of mail

▶ **Address Change Service (ACS)**

Mailer adds a unique USPS code to the address area of mailpieces. As the mail is processed by the post office, if the piece is not deliverable as addressed, an electronic record of the customer's move information is sent to the mail owner.

- Subscription required by USPS to receive unique code for all classes of mail