

USING YOUR NCOA RESULTS

Our mission at OSU Printing & Mailing Services is to provide faculty, staff, and students efficient, cost-effective distribution and processing of mail lists for successful integration of our operations with the USPS® in adherence to its regulations and requirements. To comply with the requirements of the USPS® mail lists, both small and large, are CASS certified, (1) Address Resolution Service (ARS), (2) Proprietary Change of Address (PCOA), and NCOALink® (when applicable). Below is additional information of the steps we take to help your mail reach its destination.

Coding Accuracy Support System (CASS): is process designed in cooperation with the mailing industry to improve the accuracy of postal codes, i.e., Five-Digit ZIP Code®, ZIP + 4®, delivery point (DPCs), and carrier route codes that appear on mail pieces. CASS certification will correct and standardize addresses. It will also add missing address information, such as ZIP codes, cities, and states to ensure the address is complete. Any mailing claimed at an automation rate must be produced from address lists properly matched and coded with CASS-certified address matching methods. OSU Printing & Mailing performs this service to all mail lists received.

(1) Address Resolution Service (ARS): ARS ensures that records deemed “broken” by CASS™ or DPV® can be repaired and returned back to your list, so it’s ready for prompt and efficient delivery, and save you money by optimizing postage rates and getting your message into the hands of the right audience. ARS standardizes additional addresses and appends apartment numbers.

(2) Proprietary Change of Address (PCOA): Did you know that 40% of all moves are never filed as a change of address with the USPS®? However, people may share their new address with private companies via warranty registration cards or renewing Periodical subscriptions. PCOA processing alleviates this issue by using trusted third-party databases to find records that cannot be found using NCOALink® alone.

National Change of Address (NCOALink®): is a secure dataset of approximately 160 million permanent change-of-address (COA) records consisting of the names and addresses of individuals, families and businesses who have filed a change-of-address with the USPS®. The NCOA processing provides mailers with a tool to update and correct mailing lists used for the preparation of mail that will be submitted to the USPS® for acceptance and delivery. NCOA will analyze the names and addresses in mailing lists and provide an updated address where a change of address has been submitted to USPS® in order for mail to be delivered to a new address. A CASS Certified™ ZIP + 4® address-matching product matches, standardizes addresses to provide input for NCOALink and name matching. Utilization of the NCOALink Product will allow mailers to keep their address lists up-to-date. OSU Printing & Mailing performs this service to mail lists received containing 100 or more addresses.

Benefits

- Reduces undeliverable mail by providing the most current address information, including standardized and delivery point coded addresses, for matches made to the ARS, PCOA, and NCOALink® file for individual, family, and business moves
 - Have a better postage impact
 - Recover lost contacts, and ensure you retain even more
 - Reduces mailer costs by reducing the number of undeliverable mailpieces
 - Provides faster product/service marketing through accurate mail delivery
 - Increases security of postal customer data
-

USING YOUR NCOA RESULTS

Upon completion of the CASS, ARS, PCOA, and NCOA service on your address list, OSU Printing & Mailing returns update files to you. Each file name is prefaced with OSU Printing & Mailing internal work order number followed by the project name.

- The NCOA-**Update** file contains only those **addresses that were updated**.
Use this list to change addresses in your in-house database.
- The NCOA-**Non-Mail** file contains only those addresses for which **neither a current address match nor a new address could be found**.
Use this list to change, delete or research the addresses in your in-house database.

*** NCOA-Database file containing all updated records and non-deliverables removed is available upon request.***

Working with files:

Here is an explanation of the columns in the Update & Non-Mail files:

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	FIRST_NAME	LAST_NAME	ALTRNTIADD	DLVRYDRSS	CITY1	STATE1	ZIP41	RETURNCODE	RCDSRPTN	CMVDT	ORGNLALTRN	ORGNLDLVRY	ORGNLCITYST
2	Bob	Dylan		PO Box 730	Newport	OR	97365-0053	36	Individual Move	03/01/2016		PO Box 426	Newport OR 97365
3	Bill	Nye		14520 Orchard Knob Rd	Dallas	OR	97338-9699	37	Family Move	10/01/2017		820 E Ellendale Ave	Dallas OR 97338
4	Chris	Pratt		21800 NW Phillips Rd	Hillsboro	OR	97124-8138	36	Individual Move	03/01/2017		16915 NW Brugger Rd	Portland OR 97229
5	J.J.	Watt		2800 Pringle Rd SE Ste 100	Salem	OR	97302-1693	38	Business Move	11/01/2017		1450 Front St NE	Salem OR 97301

Delivery Address Return Code Return Description Move Date Original Address

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	FIRST_NAME	LAST_NAME	ALTRNTIADD	DLVRYDRSS	CITY1	STATE1	ZIP41	RETURNCODE	RCDSRPTN	CMVDT					
2	Gordon	Ramsey		18084 SE Frances St	Aloha	OR	97006	22	Multiple Responses						
3	John	Legend		2928	Albany	OR	97322	21	Address Not Found						
4	Michael	Jackson		906 SW Darcy Ave	Siletz	OR	97380	31	Carrier Route = R777/Address undeliverable by USPS						
5	John	Jacob		3647 NW Glenridge Dr	Corvallis	OR	97330	31	DPV is NO/Address undeliverable by USPS						
6	Melissa	McCarthy		4001 12th St Cutoff SE Apt 1	Salem	OR	97302-1887	23	Error in Primary			08/01/2017			
7	Pat	Sajak						17	Insufficient Data						
8	Cruz	Ramirez		3307 NW Harrison Blvd	Corvallis	OR	97330-5004	27	No Forwarding Address			01/01/2018			
9	Matt	Kearney		PO Box 55576	Portland	OR	97238-5576	26	Box Closed			07/01/2016			

USING YOUR NCOA RESULTS

Here is an easy-to-use interpretation of the return codes:

Codes Mailed:

- **Return Codes 36, 37, 38.** A move or address update is confirmed. Records with one of these codes have been updated with the addressee's new address.
 - **Return Code 36** – Individual Move
 - **Return Code 37** – Family Move
 - **Return Code 38** – Business Move
- **Return Code 31.** These addresses matched to a record and are valid postal addresses. *These addresses can be mailed to with reasonable confidence.*
Exceptions to Return Code 31 below.
 - **Carrier Route R777.** Also known as a Phantom Route. This code is used to flag physical addresses that exist but are **not eligible for delivery.**
 - **DPV is N.** Both primary and, if present, secondary number information failed DPV confirmation and are **not eligible for delivery.**
- **Return Code 32.** These records are missing a suite or apartment information. They may or may not be deliverable. *OSU Printing & Mailing normally mails these addresses.*

Codes Not Mailed:

- **Return Codes 23, 26, 27, 28, & 33.** *OSU Printing & Mailing normally removes addresses with these return codes from our client mailings.*
 - **Return Code 23.** A move or address update is confirmed, but the new address could not be supplied. A possible cause for this is that a change of address card was submitted to the USPS, however the new address provided did not match an address the USPS recognizes as deliverable.
 - **Return Code 26.** The PO Box has been closed, and no forwarding address was supplied.
 - **Return Code 27.** A change of address form was submitted, but no forwarding address was provided.
 - **Return Code 28.** Customer has moved out of the country.
 - **Return Code 33.** Address flagged as Non-Deliverable.
(Addresses with Return Codes 23, 26, 27, 28 and 33 should be taken off your list or researched.)
- **Return Codes 10-17.** These records may not be delivered due to poor address quality. *(Addresses with Return Codes 10-17 should be researched to provide a full and complete address if possible or should be taken off your list.) When doing a client mailing, OSU Printing & Mailing attempts to fix these addresses. If they are not fixable, they are not mailed.*
- **Return Codes 21 and 22.** For these codes the NCOA check comes up with an invalid city, state or zip combination, or simply cannot find the address in its database or is getting too many responses to make a determination. Essentially, these addresses do not conform to postal standards and cannot be compared against the database. Some of them may be pre-911 addresses. They may or may not be deliverable, depending often times on the whim of the local post office. For example:

List Address

Joe Smith
Old Fairbanks Road
Corvallis, OR 97333

Correct Postal Address

Joe Smith
672 Fairbanks Drive
Corvallis, OR 97333

The local post office knows that Joe Smith has never moved and he still lives on Old Fairbanks Road, even though his official address has changed. As a courtesy the postal worker delivers the piece despite the wrong address. However, the mail piece may also be diverted at the USPS sorting facility, and if it is first class, returned to sender, or if standard class, recycled. *(You may want to attempt individual correction of addresses with Return Code 21 and 22 depending on the value and use of your list.) OSU Printing & Mailing attempts to fix these addresses. If they are not fixable, they are not mailed.*