

What is NCOALink® ?

The NCOALink® Product is a database owned and updated by the United States Postal Service®, containing approximately 160 Million permanent change-of-address (COA) records filed with the USPS® over the last 48 months.

Prior to mailing, companies can have their lists matched against the USPS NCOALink Database to identify individuals, families, and businesses that have moved and completed the USPS COA Form.



From USPS Website:

- ▶ Reduces undeliverable mail by providing the most current address information for matches made to the NCOALink® File
- ▶ Prevents re-mailings after address corrections are received because the address correction is applied prior to the mailing
- ▶ Reduces mailer costs by reducing the number of undeliverable mailpieces by using most current address information
- ▶ Provides the opportunity for faster product/service marketing through accurate mail delivery

<http://www.usps.com/ncsc/addressservices/moveupdate/changeaddress.htm>

NCOALink® Benefits

NCOALink® users will save money on postage, printing, and list costs by only mailing clients and prospects that have a valid USPS deliverable address.

Your NCOALink output will allow you to intelligently decide whether to mail to a client or prospect.

This intelligence can save mailers up to 15% or more on the cost of their mailings plus help increase response rates.

1. You identify and eliminate bad addresses or names before you mail.
2. NCOALink helps you maintain customer relationships when people move.

NCOALink® offers Clients Five different processing options:

- ▶ **Individuals, Businesses, Families (Standard)**
Provides new address information for all individuals, families, and businesses that have filed change of address (COA) form with the USPS.
- ▶ **Individuals & Families (Residential)**
Provides address information for family and individual moves.
- ▶ **Individuals & Businesses**
Provides address information for businesses and individual moves (including family moves that match on First/Middle name).
- ▶ **Individuals Only**
Provides address information for family and individual moves, but does not perform inquiries on business records.
- ▶ **Businesses Only**
Provides address information for businesses moves only.

Visionamics, Inc. is a non-exclusive licensee of the U.S. Postal Service® to provide Limited Service NCOALink® with ANKLink™ processing.

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