



# Data Marketing Services

**Enhance Mail Deliverability**

**Improve Targeting Accuracy**

**Ensure Compliance**

NCOA Link Processing

DSF2 Processing

DPV, LACSLink, and SuiteLink

Suppression Services

Address Resolution Services

Rooftop Geocoding

PCOA

Compliance+

# NCOALink

NCOALink Processing ensures your mailing list is up-to-date by providing **address updates for individuals and businesses that have moved within the past 48 months.**

- Uses USPS Change of Address data to keep your list accurate.
- Reduces undeliverable mail by updating outdated addresses.
- Helps meet USPS compliance requirements

# DSF2 Processing

DSF2 Processing helps **organize your mail into the most efficient delivery order**, and provides insights about each address, such as whether it's residential, business, or vacant.

- Improves delivery accuracy and efficiency by sequencing mail for postal routes.
- Verifies address validity and provides information on the type and status of each address.
- Reduces mailing waste by targeting only deliverable addresses.

# Suppression Services

Suppression Services **remove unwanted or invalid addresses** from your mailing list, including individuals who don't want unsolicited mail, deceased recipients, and correctional facilities.

- DMA Mail Preference flags addresses that opt out of marketing mail.
- Deceased Suppression removes deceased individuals from your list.
- Suppression Suite includes additional filters like prison and business suppression.

# Address Resolution Services

ARS **corrects incomplete or inaccurate addresses** by resolving errors in both primary and secondary address fields.

- Fixes issues like wrong street numbers or apartment numbers.
- Ensures mail reaches the correct recipient by addressing errors.

# Proprietary Change of Address

PCOA **provides address updates from non-USPS sources** like credit cards and subscriptions, extending address accuracy beyond USPS data.

- Updates addresses using a 60-month proprietary database.
- Complements NCOALink by capturing self-reported address changes.

# DPV, LACSLink, and SuiteLink

These services **verify and update addresses**, ensuring accuracy and compatibility with postal regulations by validating deliverability, converting rural addresses, and correcting missing suite numbers.

- DPV verifies if addresses exist and are deliverable.
- LACSLink converts rural addresses to city-style addresses.
- SuiteLink corrects or adds suite numbers for business addresses.

# Rooftop Geocoding

Rooftop Geocoding **adds precise latitude and longitude to addresses**, ensuring accurate targeting for location-based mailings.

- Targets recipients based on proximity with exact geolocation data.
- Reduces misdirected mail by ensuring precise delivery locations.



# Compliance Plus

Compliance Plus **combines NCOA, PCOA, and ARS** to provide the most accurate and up-to-date addresses for your mailings.

# Data Marketing Services

## **Better data produces better results**

To learn more about pricing, implementation and best practices, email your account manager or inquire on the website.

[\*Get started now in the Customer Portal\*](#)