



## PCOA

Proprietary Change of Address  
Data Marketing Services Solution



## Many moves aren't reported to the USPS. But now, you can find them.

Millions of Americans move every year, but 40% of those movers never file a change of address notification with the USPS®. Whether it's a forgotten task in the chaos of a move or an attempt to not be located, the fact remains that many moves can't be found by running the NCOA<sup>Link</sup>® process alone.

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.

PCOA can be integrated into your workflow through GoData™, LENS®, and BCC Mail Manager™.

### HOW CAN WE HELP?

BCC Software prides itself on our in-house, local customer support team, who are all USPS Mailpiece Design certified. Need assistance? Never hesitate to give us a call.



For more information on how PCOA services can make all the difference for your organization, visit: [bccsoftware.com](http://bccsoftware.com)

### BENEFITS

- » PCOA processing will identify moves and provide new addresses that NCOA<sup>Link</sup> can't find, so you can reduce undeliverable mail and other waste.
- » PCOA doesn't require forms or other administrative tasks before running, so your list can be returned quickly.
- » You can access more data with PCOA services – it reaches back through 60 months of data, which can reactivate older customer segments that standard NCOA<sup>Link</sup> 18- or 48-month processing can't find.



75 Josons Drive, Rochester, NY 14623-3494 • (800) 337-0442 • [marketing@bccsoftware.com](mailto:marketing@bccsoftware.com) • [bccsoftware.com](http://bccsoftware.com)

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