



## Address Resolution Service

Data Marketing Services Solution



### Undeliverable addresses? Not anymore. UAA, meet ARS.

USPS® CASS™ and DPV™ processing are essential tools for reducing undeliverable mail and increasing a mailing's delivery rate. But many address records revealed as "broken" by CASS/DPV can be repaired and returned to a mailing for prompt and efficient delivery. Address Resolution Service (ARS) from BCC Software will do this advanced detective work and let you put bad addresses to good use.

ARS employs state-of-the-art technology and unparalleled database access to hunt down and correct address data that has been deemed undeliverable by standard CASS encoding. Using the Data Marketing Services wizard within BCC Mail Manager™, it's simple to electronically submit these undeliverable records for ARS processing. Addresses that can be corrected are quickly returned for easy re-integration into your mailing lists.

Why let potentially useful addresses go to waste? Increase your mailings' reach without sacrificing deliverability with Address Resolution Service from BCC Software.

#### HOW IT WORKS

Once your list has been ZIP + 4® and DPV encoded by BCC Mail Manager, any addresses left with only a 5-digit ZIP Code™ present a tough choice:

- » **Omit the records from the job.** You'll save on printing and postage, but potential contact with would-be customers will be lost.
- » **Mail to those addresses.** Some pieces will reach their recipients, but all will draw higher postage and many will wind up as Undeliverable as Addressed (UAA) Return Mail, assuming the USPS® doesn't simply throw them away.

#### FEATURES & BENEFITS

- » Simplified pricing schedule enables easier ARS job budgeting
- » Valuable restoration of UAA address data, for higher mailing volume without reduction in deliverability rates
- » Best-in-class database resources
- » Rate of restored addresses averages 30%
- » Includes Apartment Append Service
- » Increased ROI potential from more targeted mailings
- » Fast next-day turnarounds at no additional charge (same-day rush turnarounds also available)
- » Easy and secure electronic job submission and retrieval from within any BCC Mail Manager product
- » Streamlined packaging of multiple lists into one job using the Data Marketing Services wizard inside BCC Mail Manager
- » High-volume prepaid pricing availability



Address Resolution Service gives you a third choice—“None of the Above”—by letting you improve your mailings past USPS deliverability standards.

For just pennies per address, ARS can restore these possible UAA records to peak 9-digit deliverability—with a typical success rate of 30%, and sometimes much higher. You’ll still reduce your UAA mail, but without sacrificing potentially profitable addresses in the process.

ARS employs address correction resources to compare submitted names and addresses to a wide variety of private database sources. Using complex matching algorithms, matches are found and added to a list of corrected data that is returned to you—along with a new CASS report that ensures mailpieces sent to those addresses will receive the discounted postage rates they deserve. Missing apartment or suite number details are found and appended, as well.

Like any other Data Marketing Service, lists can be submitted for ARS processing and retrieved easily via the Data Marketing Services wizard found in BCC Mail Manager. UAA records from multiple lists can be conveniently combined into a single file. (For maximum economy, only non-DPV confirmed records or those lacking valid apartment numbers may be submitted for ARS processing.)

Best of all, BCC Software’s new pricing schedule provides scalable savings: the more processing you purchase, the lower your ARS processing rates.

USPS deliverability regulations are becoming increasingly strict, but there’s no reason to let the size and scope of your mailings suffer. Give your address data every chance to deliver for you, with Address Resolution Service from BCC Software.

#### 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 reducing your UAA with Address Resolution Service, visit: [bccsoftware.com](http://bccsoftware.com)



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