

# Postal Services

*It's a challenge to keep up with the changes that take place daily to your database. Customer data degenerates at approximately 25% per year due to changes of address, data entry errors, area code splits and duplicate entries. Data that was once clean and up-to-date can quickly become obsolete. If your database is outdated, you waste time and money mailing to undeliverable addresses.*

infoUSA wants to help save you both time and money. We offer all the list cleaning services you need to keep your mail on target, your database up-to-date and postal costs to a minimum.

**National Change of Address (NCOALink®):** infoUSA can ensure that you have the most current addresses available. NCOALink® identifies businesses and consumers who have filed a change of address form with the USPS® within the last 4 years. Approximately 40 million of these are filed annually. By cleansing our data using NCOALink®, we can decrease your returned mail, making your direct marketing efforts more efficient.

**Address Standardization and ZIP+4®:** Appends ZIP+4® and carrier route codes and standardizes addresses in your database to increase deliverability at discounted postal rates.

**Delivery Sequence File (DSF2®):** Verifies address accuracy and identifies the address type of each address.

**Located Address Conversion System (LACSLink™):** Processing identifies and corrects addresses that have been changed for 911 emergency systems. The client file is matched against the Postal Service's file of over 3 million addresses (usually rural route addresses that were changed to street-and-number addresses).

**infoUSA**<sup>®</sup>  
Reseller Division

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