



iAddressUpdater

March, 2011

Volume 4, Issue 3

PoCAD Update

Thank you very much to our customers who have sent us data files for analysis. We have been able to provide Canada Post with excellent examples of issues within the PoCAD data with respect to business addresses. The following is an update on our analysis and Canada Post's plan to address issues.

Our results have shown that approximately 2/3 of now invalid business addresses are a result of either missing suite information or suite information that does not fall within the range in PoCAD. Certain sectors appear to be affected more than others (for example, the medical community: clinics, pharmacies, labs). As this scenario seems consistent within the mailing industry for business addresses, Canada Post is looking to resolve these issues in the following manner:

1. Add a specific record type (business addresses with suite information) to the excluded address list. These addresses would be flagged in the software but not count against your accuracy score. This would allow mailers to update their lists with suite numbers and allow Canada Post time to resolve data errors within PoCAD.
2. Extend the August 1, 2011 date for dropping the excluded addresses. A proposed date has not been set yet however, the industry (through NAMMU) has asked for a date that corresponds with Canada Post completing the cleanup of their own data. Since Canada Post anticipates it could take 2 to 3 years for them to clean their own data, NAMMU has asked for the same consideration for mailers.

Canada Post has committed to having these proposals put to their Steering Committee for approval by the end of this month. If approved, the changes should come into effect fairly quickly; hopefully by the end of April. Please keep your auto-update feature on. Through the end of March and into April, you should see an improvement in accuracy scores as these measures are implemented.

Flagship Software has also requested that Canada Post consider keeping the business suite data excluded indefinitely. There are many "visible tenants" in business buildings not using their suite number in their address.

As this has become entrenched in business culture, it will be a difficult, if not impossible job, for mailers to add suite numbers to their records.

Many of these visible tenants do not even know their suite number. We will continue to ask Canada Post to consider this as an option.

It is important to note that of the 1/3 of now invalid addresses, a relatively high proportion are "out of range" addresses. This means the street number given does not exist within PoCAD. This can happen when physical delivery addresses are included in lists rather than mailing addresses. This is particularly common with warehouse or industrial buildings which require a physical address for shipping and receiving but use another location (often a PO Box) for mail delivery. However, it may also be an error within the PoCAD data.

We have found many instances where addresses suddenly no longer appear in the PoCAD data. It is important to note that PoCAD is a list of deliverable addresses only; *Canada Post does not include addresses where it does not actually deliver mail*. So, just because an address does not exist within PoCAD doesn't mean it does not actually exist; just that Canada Post does not deliver to that location. The resolution for these addresses, unfortunately, is to contact the recipient to verify their mailing address. If you find the address does exist and is deliverable, please let us know and we will notify the appropriate Canada Post resource.

Bottom line for mailers seeing a drop in accuracy right now: If this is a list you have sent in the past and you still have a valid Statement of Accuracy (SOA), you can submit that with your current mailing to avoid surcharges. SOAs are valid for one year after processing so as long as the file was cleaned less than a year ago, you can still use the old SOA.

If you have questions about PoCAD or any of the information contained in this article, please contact kristi@flagshipsoftware.com.

Important Notice!



Technology continues to advance at a rapid pace and Flagship Software is committed to providing a high-level, quality product to its customers. In order to continue to be progressive and support current technologies, we must let go of the past! Please be advised that as of **May 31, 2011**, *iAddress™* will be supported on **Windows XP® and higher** operating systems on your PC. This includes Windows Vista® and Windows 7®. To support the larger Canada Post databases, we also recommend a minimum of 1GB of RAM. If you have questions about compatibility or minimum operating requirements, please contact support@flagshipsoftware.com.

Address Quality for Charities

Canada is one of the most giving countries in the world. In the September, 2010 Gallup's World Giving Index, Canada tied for third place in the list of most charitable nations. This index ranks 153 countries which comprise approximately 95% of the world's population. An Investor's Group poll in December, 2009 showed Canadians donated, on average, \$1,041, to non-profits and 19% intended to donate more in 2010. Clearly charities and non-profits can benefit from this generosity; the question is the best way to reach potential donors.

Direct mail has long been seen as an excellent method of soliciting, communicating with, and retaining donors. Even with the wealth of new technologies, direct mail is still considered to have one of the lowest cost tools with the highest return on investment for charities. A recent U.K. study by Onepost, W8data and Fast.map examined the public's perception and treatment of direct mail sent by charitable organizations. The good news: 50% of the study's respondents indicated they would start donating to a new charity if they received a relevant and well-targeted communication from them.

The bad news involved poor address quality. A quarter of consumers felt that poorly addressed direct mail was a waste of money and 10% stated it would have a lasting negative effect on their perception of the charity and therefore their donations. At least 15% indicated they would stop reading the mail piece if it was poorly addressed. And these are the pieces with enough information to actually be delivered to the intended recipient. A recent Canada Post study showed that 72% of undeliverable mail is due to recipients moving and 27% due to poor address quality. The bottom line: charities ignoring address hygiene are risking their bottom line.

So what can charities do to improve their direct mail bottom line? Before addressing their mail, they should ensure they have addressed the 3 "Cs": complete, correct and current. Complete addresses have all required delivery information, including suite and/or rural route information. Correct addresses are free of errors (such as typos) and can be matched to Canada Post or USPS data. Addresses should be run against Canadian or US change-of-address data (i.e. NCOA/ NCOA^{Link}) to ensure the recipient's address is current.

Keeping mailing lists clean and up-to-date is an inexpensive investment for a charity or non-profit. Trimming costs by skipping these steps will result in lower deliverability and, as pointed out in the UK study, turn off the recipient to not just the in-hand mailing, but potentially future mailings as well.



US NCOA^{Link}® Reminder

This is a reminder to our customers that Flagship Software Ltd. is now offering real-time NCOA^{Link}® processing directly through the *iAddress*TM US module. This process is similar to the current Canadian NCOA processing through the *iAddress*TM Canadian module. NCOA^{Link}® will be offered as an unlimited service at an annual fee. A transaction-based service will not be offered for US change of address processing. For further information on NCOA^{Link}® processing or the *iAddress*TM US software, please contact Kristi Kanitz (ext 5) at Kristi@flagshipsoftware.com or Carolyn Trebell (ext 3) at Carolyn@flagshipsoftware.com.

Below is an example of selections when processing US NCOA^{Link} through the *iAddress*TM US module :

US NCOA

Select the options you would like to run with NCOA processing.

Job Name
USTest

Office of Deposit
Zip: 90210
City: BEVERLY HILLS
State: CA

Matching Criteria
 Individual Matches
 Family Matches
 Business Matches

Auto Apply Matches
 Auto Purge Nixies

Customer: FLAGSHIP TEST
PAF ID: 123456

Save Transaction Report
 Use Secure Transfer (slower)

< Back Process Cancel

Web Training Available

Flagship Software continues to offer web training!

If you would like a refresher course on *iAddress*TM or if you have new hires, please contact Carolyn at carolyn@flagshipsoftware.com to schedule a session.

