



# iAddressUpdater

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## From Canada Post

We are including the following Address Accuracy Update as provided by Canada Post which explains upcoming changes to the Point of Call Address Accuracy program. While the extension on large urban business building exemptions is appreciated, we would like to hear from mailers on their experiences updating business addresses. Specifically:

- What steps are you taking to update these business addresses?
- Are you running into any issues when updating these addresses?
- Do you feel the one year extension is sufficient for your business to complete the updates?

We would like your feedback! Please address any comments to [Kristi@flagshipsoftware.com](mailto:Kristi@flagshipsoftware.com). If further improvements need to be made to this program or an additional extension is required, Canada Post needs specific evidence to build its business case. Mailer feedback was directly responsible for this extension so your voice is being heard. Let us know your experiences to ensure a program which addresses Canada Post's requirements without a negative impact on mailers.



## Address Accuracy Update

On January 17, 2011, Canada Post and recognized software providers introduced enhanced Address Accuracy software, which is used to validate and correct mailing lists and to generate a Statement of Accuracy.

As you know, the software now uses the Point of Call (range based) Address Data, which has more detail than the previous Postal Code range Address Data.

Since the January implementation, Canada Post modified the Point of Call Address Accuracy program to mitigate the impact to mailers and give them more time to make necessary corrections to their mailing lists.

Canada Post's approach was comprised of three main actions:

1. Exclude large urban business building Postal Codes from Address Accuracy scores.
2. Extend the transition period for both residential apartment and large urban business addresses to January 1, 2012.
3. Gradually replace Postal Code range data with Point of Call level address data in Address Accuracy software.

### ***What's new...***

In response to requests from our customers, we've extended the transition period for excluded large urban **business** addresses to January 2013. This means mailers have more time to correct these addresses before they're considered invalid and count against Statement of Accuracy score. **No further extensions will be provided after January 2013.**

### ***Reminder***

Effective January 13, 2012, the transition period for excluded residential apartment addresses will end and invalid residential apartment addresses will count against Statement of Accuracy scores.

### ***What you need to do***

Contact your customers to validate their addresses and update your address records to ensure delivery of your mail and to get the best return from your mailing investment.



## 2011 Postal Forum (Canadian)

On November 10<sup>th</sup> and 11<sup>th</sup>, NAMMU hosted the 2011 Postal Forum at the Graphics Canada show in Toronto. NAMMU had several speakers on a variety of topics. Kristi Kanitz, General Manager, spoke on the benefits of address accuracy to the mailer, the industry and Canada Post, including examples of how increasing accuracy and targeting can improve your ROI. If you would like a pdf version of the presentation, please e-mail [Kristi@flagshipsoftware.com](mailto:Kristi@flagshipsoftware.com).

## \*\*Important Container Update\*\*

It appears that some depots are providing mailing customers with the new letterflatainers (LFTs) for oversize mail rather than the flats tubs. This was an error on Canada Post's part as the LFT is strictly for internal use and is not to be used for mailings. If you have received these LFTs, Canada Post is asking that you return them to your depot. They also request that you e-mail Kristi at Flagship Software ([Kristi@flagshipsoftware.com](mailto:Kristi@flagshipsoftware.com)) with the depot location so they can ensure the LFTs remain within the plants for internal use.



## Cover Restrictions for Unwrapped Publications

In July, 2011, Canada Post announced new restrictions on the covers of unwrapped magazines. This limits covers to one gatefold as a result of health and safety issues. The change comes into effect January 16, 2012. Masthead Magazine wrote an informative article on this topic outlining the issues this creates for publishers. If this issue is of relevance to your publication or one of your mailers' publications, please let us know. We will continue to monitor the situation in the meantime. The Masthead article can be found at:

<http://www.mastheadonline.com/news/2011/20111019879.shtml>

## USPS Direct Mail Hub

The USPS is now offering an opportunity for Mail Service Providers (MSPs) to register their companies on their Direct Mail Hub. Companies looking for services will complete a Request for Quote, which will then be matched to MSPs, based on job requirements. MSPs will be notified and given an opportunity to purchase the lead from the USPS.

The Direct Mail Hub is still being launched and marketed. According to the USPS, Canadian MSPs are not restricted from registering their services. However, clear information has not been provided on how job requirements (including geographic location) are used to match MSPs to prospects. We will be researching this further to ensure Canadian-based MSPs have equal opportunity to be selected by the system.

We will provide registration information as soon as it becomes available.

## Web Training Available

Flagship Software continues to offer web training! If you would like a refresher course on **iAddress**<sup>™</sup> or if you have new hires, please contact Carolyn at [carolyn@flagshipsoftware.com](mailto:carolyn@flagshipsoftware.com) to schedule a web session.

