

Move Update & What You Need to Know

Introduction

Undeliverable mail costs the USPS® nearly \$ 2 billion annually and costs are growing. Postmaster General Jack Potter has set a goal to reduce undeliverable-as-addressed (UAA) mail by 50% by 2010. For the Post Office™ to continue serving mailers efficiently and effectively it is critical to reduce this expense, subsequently they have targeted address updating as a top priority. A significant component of this effort is a new 'Move Update' requirement that takes effect November 23rd 2008.

What is the Move Update requirement?

The new Move Update requirement that goes into effect November 23, 2008 requires addresses on all presorted First-Class Mail® and Standard Mail® be updated within 95 days before the mailing date with a USPS approved method. These methods include:

- ACS™ or OneCode ACS®
- NCOA^{Link}® - 48 or 18 months
- FASTforward® MLOCR
- Appropriate Ancillary Service Endorsement
- Alternative methods may be used only if authorized by the National Customer Support Center

Note: The update standard applies to each address, not to a specific list or mailing. When a customer contacts a business and as a result is added to the list, the newly added address can 'ride' with the list until the next cycle for update.

Who needs to meet the requirement?

Effective November 23rd, anyone who is mailing First-Class Mail or Standard Mail and wants to take advantage of postal discounts, must meet the Move Update requirement.

Where can I learn more about the Move Update requirement?

To learn more visit:

ribbs.usps.gov/files/Move_Update/Move_Update_FAQ.doc

When should I take action?

You should begin updating your mailing list today. On November 23, 2008 the new Move Update requirement takes effect; lists mailed on this day must have been updated within the previous 95 days. For example, a list mailed on November 23, must bear addresses updated no earlier than August 20.

What is the most cost effective way to meet the requirement?

Of the options, most people find that the NCOA^{Link} service is the most efficient and cost-effective way to meet this requirement.

What is NCOA^{Link}?

NCOA^{Link} processing compares your mailing list to more than 160 million address changes. When a postal customer files a permanent change-of-address with their local Post Office, the move is added to the NCOA^{Link} database. Change-of-address information is kept for 48 months. When name and address information on your mailing list matches name and "old" address information in the NCOA^{Link} database, you will receive the new address for your customer.

How can I benefit from this requirement?

More accurate addresses improve the timeliness and deliverability of each mailing, therefore businesses should experience a boost in response and sales. A 1% to 2% response potentially now becomes a 3% to 4% response. According to the USPS and mailing association's sources, some mailers have realized as much as a 20-to-1 ROI — \$20 gained for every dollar invested. Also, consider the lifetime value of each consumer who becomes a customer. Even a fractional percentage increase in the productivity of a mailing list represents a huge windfall in sales over the long term.

How do I get started?

Talk to us to discuss how can help you can meet the Move Update requirement.

Sources:

<http://www.usps.com/communications/newsroom/postalfacts.htm>

<http://www.ribbs.usps.gov/files/fedreg/usps2002/02-13712.pdf>

<http://www.lortondata.com/info/address Updating Whitepaper.pdf>

Information courtesy of Lorton Data

