



DIRECT MARKETING SERVICES

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NCOA Link FACTSHEET

PURPOSE:

- NCOA Link processing updates permanent address changes that were filed with the Post Office in the past 4 years and standardizes all addresses in a data file.
- Move update compliance, satisfied by NCOALink, **MUST** be done every 95 days on **all discounted standard and first-class mail**

COMPONENTS:

- *NCOA*: Data is matched against the NCOA File, which contains approximately 115 million records representing 48 months of permanent address changes. If an exact match is made with the old address, the updated information is provided.
- *LACS*: The Locatable Address Conversion System service provides new addresses when a 911 emergency system has been implemented. Typically this results in a rural style address being updated to a city style address format.
- *DPV*: Delivery Point Validation indicates if an address is complete and correct.

LIMITATIONS:

NCOA Link will **NOT** update:

- Address changes that were not officially updated with the post office
- Address changes that were filed with the post office more than 4 years ago
- Temporary forwarding orders
- Addresses if a company name has changed
- Addresses from a second move if the second order was not filed in the exact same way as the first
- Incorrect names or addresses