



800 Crescent Centre Drive • Suite 450 • Franklin, TN 37067-6405

## How to Complete the Move18 (NCOA<sup>Link™</sup> 18 months) Processing Acknowledgement Form (PAF)

Attached is the PAF for processing files for Move18 (NCOA<sup>Link</sup> 18 month database). Please complete, sign (and have the list owner sign, as required), and date the PAF included in this package and return immediately.

**Important: For your convenience, this is an interactive PDF that can be filled out online. Please provide all required information, print, sign, and fax to (615) 843-7244. Everything on the form can now be typed resulting in more legible documents and faster processing of these forms for you and your clients. Please note: You must provide both your email address and North American Industry Classification (NAICS) number on the form in order for us to process your file.**

Please fill out information in the top (List Owner) and/or bottom sections (Broker/Agent or List Administrator) of the PAF only. **Please do not fill in any information in the area reserved for licensee.**

Are you a List Owner, a Broker/Agent or a List Administrator? If the file belongs to you, all you need to do is fill in the top section. If you are processing the file on behalf of your client, please check the appropriate box for Broker/Agent or List Administrator and fill out the bottom section. Your client fills out the top section. **The same company name should not be in both the top and bottom sections.**

**Broker/Agent:** A third party participant who provides an interface between the list owner (client) and the licensee. The Broker/Agent may receive the updated addresses from the licensee and return the updated addresses to the client.

**List Administrator:** A company who handles address list management operations for the list owner on an outsourced basis. A list administrator differs from a broker/agent in that they do not return updated address files back to the list owner.

**List owner:** The owner of the address list.

If you have any questions on how to fill out the form correctly, please feel free to contact Client Services at 1-800-346-0073 or email [jane.faulkner@conclusivemarketing.com](mailto:jane.faulkner@conclusivemarketing.com).

Thank you for your business!

Client Services



# NCOA<sup>Link</sup>® PROCESSING ACKNOWLEDGEMENT FORM

The collection of information on this Processing Acknowledgement Form (PAF) is required by the Privacy Act of 1974. The United States Postal Service (USPS) requires that each NCOA<sup>Link</sup> Licensee have a completed NCOA<sup>Link</sup> PAF for each of their NCOA<sup>Link</sup> customers prior to providing the NCOA<sup>Link</sup> service. The Licensee is also required by the USPS to retain a copy of the completed form for each of its customers and to obtain an updated PAF from each of its customers at minimum once per year. Any signature upon this PAF shall be considered valid for all purposes and have the same effect whether it is an ink-signed original or a photocopy or facsimile representation of the original document.

## LIST OWNER

I, the undersigned, an authorized representative of:

Company Name

Address

City

State

ZIP+4

Telephone Number

E-mail Address

NAICS

Parent Company Name

Marketing or "DBA" Company Name or Primary Affiliate Company Name

Name (Please print)

Title

Signature

Date

do hereby acknowledge that I have received and reviewed the NCOA<sup>Link</sup> Information Package supplied to me by **Mailnet Services, Inc.**, an NCOA<sup>Link</sup> Limited Service Provider Licensee. I also understand that the sole purpose of the NCOA<sup>Link</sup> service is to provide a mailing list correction service for lists that will be used for preparation of mailings. Furthermore, I understand that NCOA<sup>Link</sup> may not be used to create or maintain new movers lists.

## LICENSEE

### Mailnet Services, Inc. dba Conclusive Marketing

Business Name (Please print)

Jane Faulkner

Name (Please print)

Client Services Representative

Title

Signature

Date

800-346-0073

Telephone Number

615-843-7244

Fax Number

**BROKER/AGENT**  **LIST ADMINISTRATOR** (Check applicable box)

Business Name (Please print)

Address

City/State/ZIP+4

Name (Please print)

Title

Signature

Date

Telephone Number

E-mail Address

NAICS

### For Licensee Use Only

PAF ID:

Broker/Agent ID:

List Administrator ID:

# NCOA<sup>Link</sup>® LIMITED SERVICE PROVIDER REQUIRED TEXT DOCUMENT

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Mailnet Services, Inc. dba Conclusive Marketing is a non-exclusive Licensee of the USPS<sup>®</sup> (United States Postal Service<sup>®</sup>) to provide Limited Service NCOA<sup>Link</sup> processing.

It is important to note that not all Service Providers can offer the same level of service. Data quantity differs based on license level. Full Service Providers receive the full 48 month data set while Limited Service Providers receive an 18 month data set. All data fulfillments to Service Providers are provided weekly under direct license from the USPS.

The full NCOA<sup>Link</sup> file is a consolidated file of move information that on average contains approximately 160 million permanent changes-of-address (COAs) filed with the United States Postal Service (USPS). These COAs are retained on the file for a four-year period from the move-effective date and the file is updated weekly.

Before being added to the NCOA<sup>Link</sup> file, the **Old** address supplied by the Postal customer must be ZIP + 4 coded. The **New** addresses must be ZIP + 4 coded and validated using the USPS' proprietary database of actual delivery points. (NOTE: The delivery point database does not include NAMES or COA information.) Each delivery point confirmed **New** address is included on the NCOA<sup>Link</sup> file. If unable to validate the **New** address, the NCOA<sup>Link</sup> process will indicate that a move exists but will not provide the undeliverable **New** address.

**New** address information is provided only when a match to the input name and address is attained. The typical profile of the **New** address information contained on the NCOA<sup>Link</sup> file is as follows:

- 80.92% Forwardable moves containing delivery point confirmed **New** addresses –  
**New** address provided
- 1.18% Moves containing unconfirmed **New** addresses – **New** address not provided
- 13.80% Moved, left no address
- 3.92% PO Box Closed
- 0.18% Foreign moves

When possible, postal customers who move multiple times within the NCOA<sup>Link</sup> time period are "linked" or "chained" to ensure that the latest address is furnished when an NCOA<sup>Link</sup> match is attained. This is not always possible if subsequent COAs are not filed in exactly the same manner as a COA filed previously (e.g., name spelling differences or conflicting secondary information).

The provision of change of address information is controlled by strict name and address matching logic. NCOA<sup>Link</sup> processing will only provide new address information when queried with a specific algorithm of the name and input address from a mailers address list which matches the information on the NCOA<sup>Link</sup> Product. Data contained in and information returned by NCOA<sup>Link</sup> is determined by the name and move type (Business, Individual, or Family) indicated on a Postal customer's Change of Address form.

The data contained within the NCOA<sup>Link</sup> Product is comprised of approximately 40% family moves, 54% individual moves, and 6% business moves. All matches made to the NCOA<sup>Link</sup> file require a ZIP + 4 coded, parsed input address.

The five types of processing modes are Standard (S); Business and Individual (C); Individual (I); Business (B); and Residential (R).

## **Standard Processing Mode (S)**

- Standard Processing Mode requires inquiries in the following order:
  - Business – Match on business name.
  - Individual – Match on first name, middle name, surname and title required.  
Gender is checked and nickname possibilities are considered.
  - Family – Match on surname only.
- **Under no circumstances shall there be a "Family" match only option.**

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## **Business and Individual Processing Mode (C)**

- The NCOA<sup>Link</sup> customer may choose to omit all “Family” match inquiries and allow only “Individual” and “Business” matches to be acceptable. This matching process is also known as C Processing Mode.

## **Individual Processing Mode (I)**

- The NCOA<sup>Link</sup> customer may also choose to omit “Business” match inquiries when processing individual names for mailing lists that contain no business addresses.

## **Business Processing Mode (B)**

- The NCOA<sup>Link</sup> customer may choose to process for only “Business” matches when processing a “Business-to-Business” mailing list which contains no residential (Individual or Family) addresses.

## **Residential Processing Mode (R)**

- The NCOA<sup>Link</sup> customer may choose to omit “Business” match inquiries and allow only “Individual” and “Family” matches to be acceptable under Residential Processing Mode. This matching process is also known as R Processing Mode.

The USPS has opted to remove soundex from the matching logic process. Consequently, the USPS has established a process called the “Rules Table.” This process will produce matches that otherwise would not be possible, i.e. JOHNY and JOHNNY, without the risks associated with soundex.

All nickname possibilities are derived from a standard USPS nickname list. In considering alternate presentations of an input name, only reasonable derivatives of the original input name are acceptable. If an input name and address do not match to NCOA<sup>Link</sup> and alternative queries are attempted, any variations which obtain NCOA<sup>Link</sup> matches will be provided to the NCOA<sup>Link</sup> customer for analysis.

When a match or a near match of an input name and address to NCOA<sup>Link</sup> is identified, a standard NCOA<sup>Link</sup> return code is provided indicating the type of match made or reason that a match could not be made.

The standard output of a USPS NCOA<sup>Link</sup> process is:

- a) Each original unaltered input name and address as it was presented.
- b) The standardized input address appended with the correct ZIP + 4/DPC, other postal values and any other intelligence flags or footnotes that result from the CASS<sup>TM</sup> processing segment.
- c) For each mailing address for which there is a match to the NCOA<sup>Link</sup> Product, a standardized new address with 11-digit Delivery Point Barcode (DPBC) and standard return codes.
- d) When a match is made, the following elements must be returned: the move effective date, the specific name and address utilized in the query that obtained the match, and the move type. The move type is determined by the Interface based on the specific name inquiry utilized to obtain the match.
- e) For each mailing address for which there is not a match to the NCOA<sup>Link</sup> Product, the Interface shall return all elements as appropriate under items a and b as well as any standard return codes as may be appropriate.
- f) The urbanization name information, when applicable.
- g) The carrier route information for new (updated) addresses.
- h) Processing summary report containing information to identify the specific list and the statistics resulting from the NCOA<sup>Link</sup> process performed on the list.

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Although every record must be returned, the format of the records returned by a Service Provider to their clients is determined by a separate agreement between the processor and the customer.

NCOA<sup>Link</sup> processing has the potential to reduce returned mail, yet the USPS does not make any guarantees, express or implied, on the reduction of such mail. Thus any costs associated with returned mail are the Licensees' and/or their customers' sole responsibility.

An NCOA<sup>Link</sup> customer with questions about the specific results returned from an NCOA<sup>Link</sup> process must first contact the processor for explanation and resolution.

Prior to the processing of NCOA<sup>Link</sup> data, every customer must have completed and returned to their NCOA<sup>Link</sup> Licensee the "NCOA<sup>Link</sup> PROCESSING ACKNOWLEDGEMENT FORM" provided to them by their Licensee or Agent. It is inappropriate to misrepresent any of the information on the form. Punitive action will be taken by the USPS if the customer, agent or licensee is found to have knowingly supplied false information. Depending on the severity of the offense, actions may include litigious or even criminal charges being brought against the offender.

The following trademarks are owned by the United States Postal Service<sup>®</sup>: CASS, NCOA<sup>Link</sup>, United States Postal Service, USPS and ZIP + 4.

**2002 NAICS (North American Industry Classification System) Codes and Titles (6-digit Codes Only)  
Abbreviated List by Mailnet Services  
(for use with NCOA<sup>Link</sup> PAF)**



Copied from <http://www.census.gov/epcd/naics02/>

**Most commonly used NAICS**

<b>NAICS Code</b>	<b>NAICS Title/Description</b>
323110	Commercial Lithographic Printing
323114	Quick Printing
323115	Digital Printing
323117	Books Printing
323119	Other Commercial Printing
323122	Prepress Services
445110	Supermarkets and Other Grocery (except Convenience) Stores
445120	Convenience Stores
445299	All Other Specialty Food Stores
491110	Postal Service
511110	Newspaper Publishers
511120	Periodical Publishers
511130	Book Publishers
511140	Directory and Mailing List Publishers
511210	Software Publishers
518210	Data Processing, Hosting, and Related Services
522110	Commercial Banking
522120	Savings Institutions
522130	Credit Unions
541430	Graphic Design Services
541490	Other Specialized Design Services
541613	Marketing Consulting Services
541810	Advertising Agencies
541820	Public Relations Agencies
541840	Media Representatives
541860	Direct Mail Advertising
541910	Marketing Research and Public Opinion Polling
561410	Document Preparation Services
561422	Telemarketing Bureaus
561431	Private Mail Centers
561439	Other Business Service Centers (including Copy Shops)
611210	Junior Colleges
611310	Colleges, Universities, and Professional Schools
712110	Museums
712120	Historical Sites
713210	Casinos (except Casino Hotels)
713910	Golf Courses and Country Clubs
713940	Fitness and Recreational Sports Centers
713950	Bowling Centers
713990	All Other Amusement and Recreation Industries
721110	Hotels (except Casino Hotels) and Motels
813110	Religious Organizations
813212	Voluntary Health Organizations
813311	Human Rights Organizations
813312	Environment, Conservation and Wildlife Organizations
813410	Civic and Social Organizations
813910	Business Associations
813920	Professional Organizations
813940	Political Organizations

## Other Commonly used NAICS

<u>NAICS Code</u>	<u>NAICS Title/Description</u>
221122	Electric Power Distribution
221210	Natural Gas Distribution
236118	Residential Re-modelers
238210	Electrical Contractors
238220	Plumbing, Heating, and Air-Conditioning Contractors
311811	Retail Bakeries
334611	Software Reproducing
335228	Other Major Household Appliance Manufacturing
336111	Automobile Manufacturing
336112	Light Truck and Utility Vehicle Manufacturing
336612	Boat Building
336999	Other Transportation Equipment Manufacturing
425110	Business to Business Electronic Markets
441110	New Car Dealers
441120	Used Car Dealers
441210	Recreational Vehicle Dealers
441221	Motorcycle Dealers
441222	Boat Dealers
441229	All Other Motor Vehicle Dealers
441310	Automotive Parts and Accessories Stores
442110	Furniture Stores
442299	All Other Home Furnishings Stores
443111	Household Appliance Stores
443112	Radio, Television, and Other Electronics Stores
443120	Computer and Software Stores
444110	Home Centers
444130	Hardware Stores
444210	Outdoor Power Equipment Stores
444220	Nursery, Garden Center, and Farm Supply Stores
446130	Optical Goods Stores
448310	Jewelry Stores
451110	Sporting Goods Stores
451120	Hobby, Toy, and Game Stores
451140	Musical Instrument and Supplies Stores
451211	Book Stores
452111	Department Stores (except Discount Department Stores)
452112	Discount Department Stores
452910	Warehouse Clubs and Super-centers
452990	All Other General Merchandise Stores
453210	Office Supplies and Stationery Stores
454111	Electronic Shopping
454113	Mail-Order Houses
454390	Other Direct Selling Establishments
511199	All Other Publishers
516110	Internet Publishing and Broadcasting
517110	Wired Telecommunications Carriers
517212	Cellular and Other Wireless Telecommunications
517310	Telecommunications Resellers
517910	Other Telecommunications
518111	Internet Service Providers
518112	Web Search Portals
519190	All Other Information Services
522291	Consumer Lending
522292	Real Estate Credit
523110	Investment Banking and Securities Dealing
523999	Miscellaneous Financial Investment Activities
524113	Direct Life Insurance Carriers
524114	Direct Health and Medical Insurance Carriers

**NAICS**

<b><u>Code</u></b>	<b><u>NAICS Title/Description</u></b>
524126	Direct Property and Casualty Insurance Carriers
524127	Direct Title Insurance Carriers
524128	Other Direct Insurance (except Life, Health, and Medical)
524210	Insurance Agencies and Brokerages
541110	Offices of Lawyers
541199	All Other Legal Services
541211	Offices of Certified Public Accountants
541213	Tax Preparation Services
541219	Other Accounting Services
541320	Landscape Architectural Services
541330	Engineering Services
541511	Custom Computer Programming Services
541512	Computer Systems Design Services
541513	Computer Facilities Management Services
541519	Other Computer Related Services
541618	Other Management Consulting Services
541830	Media Buying Agencies
541890	Other Services Related to Advertising
541990	All Other Professional, Scientific, and Technical Services
561110	Office Administrative Services
561440	Collection Agencies
561450	Credit Bureaus
561491	Repossession Services
561499	All Other Business Support Services
561510	Travel Agencies
561591	Convention and Visitors Bureaus
561910	Packaging and Labeling Services
561920	Convention and Trade Show Organizers
561990	All Other Support Services
611110	Elementary and Secondary Schools
611511	Cosmetology and Barber Schools
611519	Other Technical and Trade Schools
611699	All Other Miscellaneous Schools and Instruction
622110	General Medical and Surgical Hospitals
622210	Psychiatric and Substance Abuse Hospitals
622310	Specialty (except Psychiatric and Substance Abuse) Hospitals
623990	Other Residential Care Facilities
624190	Other Individual and Family Services
711190	Other Performing Arts Companies
711211	Sports Teams and Clubs
711212	Racetracks
711219	Other Spectator Sports
712130	Zoos and Botanical Gardens
713110	Amusement and Theme Parks
713290	Other Gambling Industries
721120	Casino Hotels
721199	All Other Traveler Accommodation
722110	Full-Service Restaurants
722410	Drinking Places (Alcoholic Beverages)
811111	General Automotive Repair
811490	Other Personal and Household Goods Repair and Maintenance
812111	Barber Shops
812112	Beauty Salons
813930	Labor Unions and Similar Labor Organizations
812990	All Other Personal Services