

Move Update & List Hygiene Standards

What They Are & Why It Matters

Address Standards for Direct Marketing

Sabal Strategy recognizes that mailing an undeliverable piece of mail is a waste of your resources. This is why we strongly encourage you to review the following information.

The United States Postal Service® uses the [Move Update standard](#) in order to reduce the amount of mail that is undeliverable as addressed (UAA). As a result, the USPS mandates that those sending mail at First-Class Mail® presorted or automation prices, USPS Marketing Mail™ prices, or Parcel Select Lightweight® prices must demonstrate that they have updated their mailing list within 95 days before the mailing date.

Sabal Strategy highly recommends running a full postal hygiene process, including DSF/DPV and NCOA on your lists before each mailing in order to reduce the amount of returned mail. In addition to the hygiene process, your mailing must be updated with an approved or alternate method of address correction at the time of mailing.

Address Corrections

Authorized methods of address correction include:

- [National Change of Address Linkage System](#) or NCOALink®
- [FASTForward MLOCR](#) processing for letter mail only
- OneCode Address Change Service ([ACSTM](#)) with an Intelligent Mail barcode and a mailer ID
- Address Change Service used with an ACSTM participant code and an appropriate on-piece [ancillary service endorsement](#)
- Use of an appropriate on-piece ancillary service endorsement without ACSTM

Alternate methods include (valid for First-Class Mail® only):

- Legal Restraint is an option when mailers are prevented from updating customers addresses due to legal restrictions.
- 99% accuracy is acceptable when mailers can demonstrate their change-of-address database, when tested against the Postal Service's COA database has less than a 1% failure to match rate.

Mailers using address formats such as “John Doe or Current Resident,” “Occupant,” or “Postal Customer” are not subject to the Move Update standards. Alternative address formats cannot be used on mail pieces with any extra service such as delivery confirmation, with any ancillary service endorsement, or mail addressed to an overseas military post office.

Mailers using addresses that are newly acquired, including but not limited to those who have recently moved, new businesses, and new homeowners are advised to use the alternative address format as these new addresses cannot be processed via traditional Move Update approved methods.

Any addresses acquired from third-party data must be accompanied by the appropriate NCOA documentation when submitted to the USPS® unless an alternative address format is used. Sabal Strategy strongly recommends having your mail house run full address hygiene on every list before each mailing to reduce undeliverable mail. There may be a need for further scrubbing of the data depending on the class of mailing.

Resident/Occupant Files

The Resident/Occupant File (Saturation data) file is considered Move Update compatible as it uses an alternative addressing format. NCOA documentation is not required when mailing addresses from this type of list. The exception to this is if you choose to remove the alternative address format (“Or Current Resident” or “Or Current Occupant”) in favor of using a contact name. In this case, the file will require NCOA processing to be compliant with Move Update standards.

Consumer and Business Files

Business and consumer file offerings are considered Move Update compatible if the addresses are mailed within 95 calendar days of the NCOA processing. Each order must be accompanied by an NCOA certificate. Mailers must present the NCOA certificate when submitting the mailing to the US mail service.

Hotline Files

Hotline files offer you the freshest business and consumer data available. However, due to the recency of the data, hotline files are not considered Move Update compliant. In order to use addresses from hotline files, an alternative address format needs to be included. Suitable alternative addressing formats include:

- Current Resident
- Occupant
- John Doe or Current Resident

- ABC Company or Current Occupant

Addressing Examples

We recognize that ensuring you are complying with the Move Update standards can be confusing. The following examples will help you understand how your mail house should handle post-NCOA files.

Your mail house should only mail to those records with the codes & descriptions in bold in each of the following tables. The other entries are most likely undeliverable and Sabal Strategy recommends that they not be included in your mailing. Depending on the hygiene software your mail house uses, these codes may differ from the ones you see below.

NCOA Record Match		N = NCOA Match / New address present
Codes 1 and 2	1	Be sure to replace the old address with the new address
		O = NCOA Match / No new address present
		X = NCOA Nixie Match

The USPS [Delivery Sequence File](#) (DSF) system to help organizations identify deliverable addresses. The DSF is a computerized file containing all delivery point addresses served by USPS. It does not include general delivery addresses.

pasDSFDeliverabilityInd	1 = DSF Match (non-default and non-CC match)
	2 = DSF CC Match (did not match secondary information)
	3 = DSF Default Record Match
	4 = DSF No Match / AA Non-default Match
	5 = DSF No Match / AA Default Match
	6 = DSF and/or AA Multiple Match
	7 = DSF and AA No Match (Primary number not found)
	8 = DSF and AA No Match (Primary number missing)
	9 = DSF and AA No Match (Address not found)
	X = Undeliverable ZIP+4 Code
	Blank = Represented as Other on the reports for Deliverability indicator. You should consider Other as the same as #9.

[Delivery Point Validation](#) (DPV) identifies ZIP + 4[®] coded addresses recognized as a known address record according to USPS. It allows users to confirm known USPS addresses, as well as, identify potential addressing issues that may hinder delivery.

pasDPVReturnCode	Y = Delivery Point validated / valid primary and secondary numbers (when secondary is present)
	Blank = Delivery Point validation not attempted
	N = No Delivery Point validated
	S = Valid primary number; but secondary (primary for Rural Route addresses) present and not confirmed
	D = Valid primary number; input missing secondary (primary for Rural Route addresses)

Mailing Glossary

[ACS](#)[™] is a post-mailing service that allows mailers to receive change-of-address (COA) and other reasons for non-delivery in an electronic format. It is intended to reduce the number of manual (hardcopy) address notifications.

[Ancillary Service Endorsements](#) allow a sender to obtain an addressee's forwarding or new address if the addressee has filed a Change-of-Address order with the USPS[®], or a reason why a mailpiece was not delivered.

Delivery confirmation provides the date, ZIP code, and time the mailpiece was delivered. If delivery was unsuccessful, the date and time of attempted delivery are provided.

[FASTForward MLOCR](#) refers to a multiline optical-character reader, which is a machine that takes an image and extracts (or reads) the address so the item can be routed through the postal system. FASTForward is an optional piece of software that can automatically forward the piece to a new address.

[NCOALink](#) is a secure dataset of ~160 million permanent change-of-address records with names and addresses for individuals, families, and businesses, which have been filed with the Postal Service[™]. NCOA enables mailers to process and update lists with new addresses before they mail their pieces.