

Tri-Media Marketing Services

List Cleanup Data Services

Zip+4/Cass Certification benefits:

1. Updates address to postal standards.
2. Appends missing directionals and street types when possible.
3. Appends/corrects the city name, state and 5-digit zip code.
4. Appends Zip+4 add-on, Delivery Point and Check digit.
5. Append Carrer Route and Line of Travel.
6. Appends missing suites numbers and apartment numbers when possible.
7. Identifies non-CASS certified and potentially undeliverable addresses.

National Change of Address benefits:

1. Updates moves by business, family, or individual type.
2. Removes Moves with no forwarding address.
3. Removes Moves outside the United States.
4. Removes PO Box address that are closed.
5. Removes Closed or Vacant addresses.
6. Removes Throwback address – must have the PO Box address.
7. Removes No Stats address and provides the reason for non-delivery.
8. Removes Daily Deletes.

Note: NCOA is not an address validation process, it only corrects moves reported to the USPS in the last 48 months.

Tri-Media Additional Services:

1. Remove matches against our 40,000 files of vacant/closed churches.
2. Identifies Business vs Residential addresses for more targeted marketing.

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