



DSF²™

Delivery Sequence File* - 2nd Generation

...“Using DSF² and DPV™ I was able to identify addresses that are not deliverable!”
Director of Circulation

Improve mail deliverability and save up to 10% on postage.

DSF² and DPV™

Delivery Sequence File* - Second Generation (DSF²) is an address accuracy tool that identifies addresses that are complete and correct and addresses that are not.

DSF² processing identifies address characteristics that enable marketers to distinguish between residential and business addresses, seasonal addresses, vacant locations and the mail delivery method - curbside delivery, door slot, NDCBU (Neighborhood Delivery and Collection Box Unit) or central delivery.

DSF² assigns walk sequence numbers and provides the documentation necessary to qualify for additional United States Postal Service (USPS®) delivery sequence postage discounts.

A Delivery Point Validation (DPV) module confirms an address is correct and is an actual USPS delivery point. It also identifies the address if it is a Commercial Mail Receiving Agency (CMRA). All DPV functionality is included in DSF². DPV identifies if an address is missing secondary data (Apt#), or contains incorrect secondary data.

Key Features:

DSF² standardizes addresses to meet USPS Automation and Coding Accuracy Support System (CASS™) requirements. The Client file is then matched to over 145 million addresses (delivery points) in the USPS DSF² database.

The DSF² Process:

- Validates the incoming address as being correct.
- Corrects ZIP and ZIP + 4 codes.
- Verifies Building or Firm name.
- Identifies type of mail receptacle.
- Provides:
 - A Carrier Route Number.
 - A Carrier Delivery Sequence Number.
 - A Delivery Point Barcode (DPBC).
 - A Business or Residential indicator.
 - A Seasonal Code indicator.
 - An Occupied/Vacant Code indicator.

Reports Include:

- Footnote and Delivery Type Counts.
- National Deliverability Index.
- Anchor's Deliverability Index Score.
- PS Form 3553 for CASS Certification.

Key Benefits:

- Improves mail deliverability through address standardization and verification at the delivery point level.
- CASS corrects misspelled street names and adds directional indicators and street suffixes.
- Qualifies mail for additional walk sequence and saturation mail postage discounts.
- Saves on postage and material costs by eliminating undeliverable as addressed mail, i.e. non-existent, incorrect, incomplete or undesirable.
- Enhances the Merge/Purge process and improves overall mail deliverability.
- DSF² generally enables you to identify 3-6% of your mailing as potentially undeliverable.
- DSF² and DPV are available as stand-alone services or bundled with other services.

For More Information

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Your records are matched with the DSF² file to identify addresses that are:

- *Non-existent*
- *Incorrect*
- *Incomplete*

You then decide which addresses are reasonably certain of delivery and which you want to eliminate.

Examples of DSF ² Matching Rules....			
<u>Client Record</u>	<u>DSF² Database</u>	<u>Match Result</u>	<u>Footnotes*</u>
121 Main St	121 MAIN ST	Match	AA,BB
142 Apple Ct Apt 2D	142 APPLE CT APT 2D	Match	AA,BB
81 Elm St Apt 4E	81 ELM ST APT E4	Match	AA,BB,F
96 Cove Rd	95 COVE RD	No Match	AA,B1,M3
RR7	RR7 BOX 4	No Match	AA,B1,P1
104 Main St	104 MAN ST	No Match	A1,B1,K
	104 MIN ST	No Match	A1,B1,K
*Footnotes			
<u>Footnote Code</u>	<u>Explanation</u>		
AA	Input address matched to the ZIP + 4 file.		
A1	Input address not matched to the ZIP + 4 file.		
BB	Input address matched to the DSF ² .		
M3	Input address primary number invalid.		
P1	Input address missing PO, RR or HC Box number.		
F	Corrected secondary address, i.e. 4E to E4.		
K	Multiple match in primary address field.		
B1	No acceptable match to DSF ² .		

Flexible 24/7 Turnaround Times

You choose your turnaround time, all at competitive prices:

- ◆ **Ready In Minutes, Max 3 Hours**
- ◆ **Next Day AM (In By 8PM Out By 9AM), Or 15 Hour Service, (Whichever Is First)**
- ◆ **Next Day PM Service Or 20 Hour Service, (Whichever Is First)**
- ◆ **3 Day Service**

Turnaround times may vary, based upon file size and service selected. Times shown are Eastern Standard Time.

About Anchor ...

Anchor Computer is a leading provider of software and services for the direct marketing industry. Anchor provides a complete array of address hygiene processing, business and consumer file enhancement, databases, merge/purge, modeling, and document personalization software & services.

Just point & click on our website!

*Anchor Computer is a non-exclusive licensee of the United States Postal Service for NCOA, DSF², LACS & FASTforward®. Pricing of these products and services is neither established, controlled, nor approved by the United States Postal Service.

