



CANADIAN NCOA*

...“Anchor was able to process our Canadian files online 24/7 and get them back to us in minutes!”
VP, Direct Marketing

Reduce your Canadian undeliverable mail and save money on postage and production!

ADDRESS ACCURACY & NCOA

To qualify for lower postage rates using Incentive Lettermail, Addressed Admail or Publication Mail, mailers must meet certain Canada Post "Address Accuracy" requirements.

Canada's address accuracy standard is 95%, which means that at least 95% of the addresses on a database must be valid addresses. A rate adjustment is applied to the portion of mail with inaccurate addresses.

Address Accuracy processing standardizes a mailing list and a Statement of Accuracy (SOA) is provided to report the percentage of accurate addresses to Canada Post.

NCOA processing identifies people on mailing lists that have moved. Standardizing your address files will result in a better NCOA match rate. This translates into savings on undeliverable-as-addressed mail.

The NCOA database is the most accurate and up-to-date mover information available in Canada and contains 36 months of data.

Each year approximately 1.7 million individuals, families and businesses move in Canada, of those about 1.2 million file a Change Of Address Notification (COAN) form with Canada Post Corporation (CPC).

Key Features:

- Standardizes and processes a mailing list through Canada Post recognized Address Validation and Correction software.
- Corrects street addresses, city names, province codes, and postal codes (but not the occupant) automatically and with 99% confidence.
- Fields are added to the record to store correct and standardized addresses that meet Canada Post specifications. The original address data is not changed.
- NCOA compares your file to Canada Post's master file of individuals, families and businesses that have moved during the past 36 months.
- When a mover is found, we'll add fields to records to indicate the move type (individual, family, or business) and the move date (year, month, day).
- Reports provided:
 - A Statement of Accuracy report.
 - A Summary NCOA report.

Key Benefits:

- Reduces the costs associated with undeliverable mail - less printing, less material, less mail preparation and less postage.
- Increases the likelihood of mail reaching intended recipients and improves overall response rates.
- Keeps address files current and accurate by tracking people that move.
- Produces measurable results showing how many customers have moved.
- Typical match rates are between 3% to 6% of movers per year, although we have experienced up to 10%.
- NCOA is the most cost-effective and accurate way to update your mailing list with Canadian Change-Of-Address information.
- 24/7 online processing. All you need is a browser, no software download required.
- Flexible turnaround times in minutes, hours or days to meet your individual requirements.
- Special pricing available to qualified resellers.

For More Information

Call: 888-728-6262
Email: E@AnchorComputer.com
Web: www.AnchorComputer.com

Innovative Solutions For Marketers



CANADIAN NCOA*

NATIONAL CHANGE OF ADDRESS

The Canadian National Change Of Address (NCOA) file is a consolidated database of move information containing just over 5 million records filed with Canada Post Corporation. Approximately 1.7 million Canadian individuals, families and businesses move each year. Of those, approximately 1.2 million Canadians file a Change Of Address Notification (COAN) form with Canada Post when they move. This information is captured electronically by Canada Post and made

available (only for individual movers who provided their consent) to Anchor as a non-exclusive Canada Post NCOA licensee. Individual records are retained on file for a 36 month period from the move effective date and the file is updated monthly. Each record contains the relocating postal customers name along with an old and new address. New mover address information is only provided to mailers when the NCOA and input name and address match.

NCOA NIXIES

Records of individuals that do not want Canada Post to assist in notifying mailers of their new address are called NIXIES. NIXIES result from individuals who check a box on a Change of Address Notification form, which appears next to this paragraph: "I do not want Canada Post to

provide this new address to businesses and other organizations, including direct mailers." Canadian NCOA reporting includes a summary of the total number and percentage of individuals (NIXIES) on a file that opted-out of being listed in the Canada Post NCOA database.

WHY IS CANADIAN MAIL UNDELIVERABLE?

Canada has identified many reasons for undeliverable mail:

The First Line of the Address:

- Address unknown to carrier
- Addressee temporarily away
- Addressee's name misspelled
- Addressee's street address errors
- Missing address line or street name
- No such or incorrect number
- Missing house number/PO Box

The Last Line of the Address:

- Incorrect or missing Postal Code
- Incorrect or missing city and/or province

Other Reasons for Undeliverability:

- Forward order expired
- Moved, left no address/box closed, left no order
- Address vacant
- No mail receptacle

Address Accuracy - Address Standardization	
MAIN FILE	STANDARDIZED ADDRESS
Jessika Artichuk 3208 Carriage Hill Place Gloucester, Ontario K1T 3X2	Jessika Artichuk 3208 Carriage Hill Pl Gloucester, ON K1T 3X2

Canadian NCOA Match, New Address Is Provided		
MAIN FILE	NCOA DATABASE	NEW ADDRESS
Jessika Artichuk 3208 Carriage Hill Pl Gloucester, ON K1T 3X2	Jessika Artichuk 3208 Carriage Hill Pl Gloucester, ON K1T 3X2	Jessika Artichuk 177 Willow Creek Cir Nepean, ON K2G 7A5

Canadian NCOA NIXIES Do Not Provide New Addresses		
MAIN FILE	NCOA DATABASE	
James Lang 295 Hymus Blvd Pointe Claire QC H9R 1G6	NO	NO
Pierre Leduc 102-2750 Carousel Cres Gloucester ON K1T 125	NEW ADDRESS	NEW ADDRESS
C. Dole 2127 Wolfrey Ave Toronto ON M4K IL4	IN DATABASE	RETURNED

Flexible 24/7 Turnaround Times . . .

Our Website Is Easy To Use, Just Point & Click . . .

Competitive Prices, No Obligation Quotes . . .

Dedicated Client & Technical Support . . .

*Anchor Computer is a non-exclusive licensee of Canada Post Corporation for NCOA. Pricing for this service is neither established, controlled, nor approved by Canada Post Corporation.



Anchor Online Services...fast, cost effective and efficient!