



Thank you for trusting the Thysse team with your direct mail project.

We understand the value of your data and would like to do our part to help you keep it accurate and up to date. Please review the attached reports and contact your Thysse representative if you have any questions or would like additional information.

CASS CERTIFICATION FAIL LIST

CASS (Coding Accuracy Support System) software validates your records with the USPS national database. (We are returning the fixed and the not fixed files.)

- Validated records are given a Zip +4 qualifying them for automated postage rate savings.
- Complete records that do not qualify are still mailed, but at a slightly higher postage rate.
- Most are likely to be delivered, but there is risk of non-delivery depending upon the reason for lack of verification.
- We are returning this list as a service to you and recommend that you review the list and update or delete contact information as needed.

Why are the records failing CASS validation?

There is a long list of potential reasons, but here are the most common:

- Incorrect city/zip match, missing pre or post directional (north, south, east, west).
- Incorrect abbreviations.
- Incorrect or incomplete suffix (ie: St instead of Avenue or Road).
- New building not yet in the USPS database, etc.

To help you keep your postage down and deliver a more sustainable mail campaign we will be using the newest codes that the USPS has implemented to better evaluate addresses as mailable. We will be removing those records containing addresses that will not mail. You will be saving postage by removing mailing pieces that will not provide you a return on your mailing investment. This will not only save on postage but also reduce waste mail in the postal mail stream.

Postal paperwork is available upon request. Contact your Thysse representative for additional information.

NCOA-MOVE UPDATES

(National Change of Address)

- Contains the NEW address of all contacts that have moved in the past 48 months as well as the original address.
- You'll want to replace the existing address with the new address in your data source so you do not lose touch with these contacts.
- After 48 months, we can no longer provide the new address. (these mostly fall into the non-forwardable list provided) Your address a correct address but no longer for the individual listed with it.
- **Phantom routes** are routes that the post office no longer provides direct door delivery. These addresses may have been assigned a PO Box by their local post office

ENTIRE LIST WITH ALL ADDRESS CORRECTIONS AND UPDATES

- In case you have the ability to import contacts, such as into a Customer Relationship Management (CRM) software program, we have provided a complete spreadsheet so you can do so.
- This automated process is considerably easier than manual adjustments, but please be sure to double-check your import results carefully and make sure you can "undo" if you run into any issues before you attempt to import, just in case!

