



15 Catamount Drive, Milton, VT 05468 t 802 864 0723 f 802 864 8256 www.villanti.com

CUSTOMER _____ **JOB DESCRIPTION** _____

JOB NUMBER _____ **VILLANTI CONTACT** _____

DATA PROCESSING PROCEDURES/INSTRUCTIONS:

DATA FILES:

Data files will be accepted in any record based PC format (EX: Excel, dbf, csv, txt, etc.)

Number of unique lists expected _____

Expected quantity of each list:

Select Records to Mail to:

US only US and CANADA All records Other:

Explain:

Select Case Preference:

Records in upper/lower case Records in all Upper (USPS preference)

Will we use additional fields other than Name and address: NO YES

(EX: Customer id, keycodes, etc.) Explain: _____

Additional data processing instructions:

Explain:

NCOA - What is NCOA:

The National Change of Address (NCOA) database, is a data file containing over 160 million change-of-address records that have been submitted to the USPS via a change of address form (COA) for processing (any moves greater than 18 months from the date we run NCOA will not be updated). This database contains change of address data gathered from the USPS on individuals, families and businesses that have moved. If a match is made against the NCOA file, we will update the information with the **current address**.

Villanti is required to run all data through NCOA unless we have verification from the customer (a copy of the NCOA report), that this process has been completed within 95 days of the mail date.

Would you like an email of the NCOA report NO YES

MERGE/PURGE

Merge/Purge takes your multiple contact databases, merges all of the contents into one file and deletes any duplicates (either by name or by address)

If there are multiple codes or lists please provide the priority order for merge/purge: _____

Type of merge you would like us to perform: Select one (see below for explanation)

None per name/address per last name/address address only

Ex: name/ address - (Jimmy Jones, John Smith and Mary Smith living at 123 Main St will all receive the mailing)

Ex: last name/ address - (Jimmy Jones will receive the mailing and either John or Mary Smith will as well but not both)

Ex: address only - only one record will receive the mailing

***A merge report will be emailed to the customer for review prior to presorting the data**

CASS Certification: (Coding Accuracy Support System) - Address validation –

CASS- is used by the USPS to evaluate the accuracy of addresses in your mailing lists. Villanti processes all lists through CASS to clean your list and update any that appear to be incorrect. This process helps ensure deliverability to the correct address and maintains postal discounts.

***A report will be emailed to customer with the UAAs–(Undeliverable-as-addressed).**

Prior to presorting the data, customer must choose to:

mail undeliverables, as is do not mail to UAAs customer will review UAA file and make adjustment prior to presort – (Changes can be made to data for a fee.)

***After customer approves the final merge report and undeliverable reports, we will proceed to presorting the job.**

After presorting is complete, the final mail file will be emailed to the customer for final review, along with the final mail counts and postage due. With the customer's approval of the final mail file we will proceed with the job.

(Final files will only be sent if it is a house list, rented files will not be sent to the customer)

ADDITIONAL REQUIREMENTS

SUBMITTED BY: _____

DATE: _____