



How NCOA works

More than 45 million Americans change their addresses each year. Many of them are customers of yours; unfortunately, not all have informed you of their move. If an address is incorrect, missing information or the recipient has moved, the mail piece may be undeliverable. This costs time, effort and money in postage and in producing the mail piece. To ensure your mail reaches the proper destination, it is important to update your address lists.

National Change of Address (NCOA) can help your mailings reach their intended recipients at the first attempt and help reduce cost, time, and undeliverable mail.

NCOA is a data base product of the United States Postal Service (USPS) used to provide updated and accurate addresses for individuals, families, and businesses.

The addresses in the database are specifically designed to match the USPS requirements.

It is a secure dataset of approximately 160 million permanent change-of-address (COA) records consisting of names and addresses of individuals, families and businesses who have filed a change-of-address with the USPS. It is maintained by the United States Postal Service. Access to it is licensed to service providers and made available to mailers.

The rewards of using NCOA are improved discounts on postage and reduced:

- returned mail.
- undeliverable mail.
- mailing cost of bad addresses for postage, materials (paper and envelopes), and production labor.
- time and money spent re-mailing a second time.

Use of NCOA minimizes the number of UAA (Undeliverable As Addressed) mail pieces saving time and money.

Supply your address file to P&D electronically for NCOA service and an updated file will be returned to you.

