

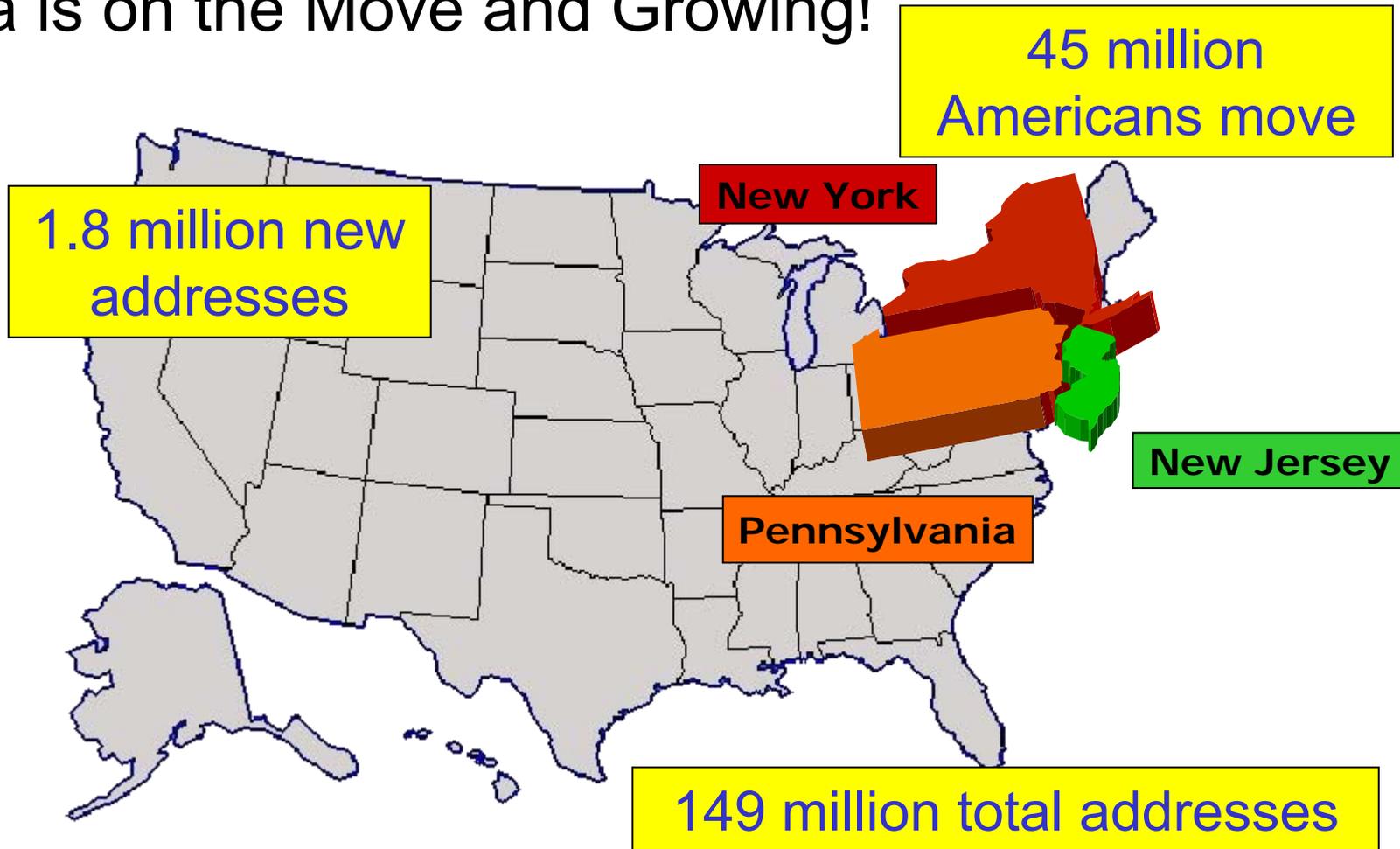


Move Update

The Move Update Case



America is on the Move and Growing!



What is Move Update?



Move Update describes the process of periodically matching a mailer's address records with customer-filed Change-of-Address orders received and maintained by the Postal Service.

***Move Update =
Fewer Forwarded and Returned Mailpieces***

Who Must Use Move Update?



- Move Update is required for mailpieces claiming Presorted or Automation prices for First-Class Mail®
- Move Update required for all mailpieces claiming Standard Mail prices
- To meet the Move Update standard, mailers must be using addresses on mailpieces that have been updated using an approved method within 95 days prior to the mailing date

Move Update Methods



Pre-Approved Methods

- Ancillary Service Endorsements
- ACS™, OneCode ACS®, and Full-Service ACS
- NCOA^{Link}®
- *FASTforward*® Multiline Optical Character Reader

Move Update Methods



NCOA^{Link}®

- ❑ NCOALink® is an address correction service provided to mailers through companies licensed by the Postal Service™.
- ❑ Computer software purchased, leased, or developed by the licensee is used to access the NCOALink® database.

- Updated change-of-address information for the entire country is provided on a regular basis to the licensee by the Postal Service™ through the NCOALink® database.
- The licensees match mailing lists submitted to them by mailers on tape or disk against the information contained in the NCOALink® database.
- If a match is made, NCOALink® can correct the address before it is printed.

The NCOALink® process improves mail deliverability by providing mailers with current, standard, delivery point coded addresses for individual, family, and business moves.

Move Update Acceptance and Verification

Move Update Changes

Effective Nov. 23, 2008



- ❑ Increased frequency of Move Update from 185 days to 95 days for First-Class Mail® Presorted mailings
- ❑ Move Update required for all mailpieces claiming Standard Mail® prices (letters, flats, parcels and Not Flat-Machinables)
- ❑ To meet the Move Update standard, mailers must be using addresses that have been updated using an approved method within 95 days prior to the mailing date

Move Update Non-compliance Penalties

Effective January 4, 2010

Just a reminder that the United States Postal Service® (USPS®) plans to implement postage penalties on mailings not meeting the [Move Update](#) requirements in 2010. These penalties will become effective January 4, 2010. These Move Update requirements have been in place for quite some time for First-Class presort mailings, and in November 2008, these requirements were extended to Standard Mail. Although the requirements have been in place for a while, there was no postage penalty attached to mailings determined to be non-compliant, but that will change starting in January.

There will be two potential penalties assessed for non-compliant mailings starting in January. The Move Update Assessment (i.e. Move Update methods have been used on the mailing, but there are addresses with errors) charge will be \$.07 per piece on a percentage of pieces in First-Class and Standard Mail mailings that fail Performance-Based Verifications at the time of mail acceptance. There is also a non-compliance (i.e. no Move Update methods have been used on the mailing) charge of \$.07, applicable to ALL of the pieces in a mailing, for Standard Mail mailings that are determined to be non-compliant.

The Performance-Based Verification is performed at the time of mail acceptance using [MERLIN](#)® (Mailing Evaluation Readability Lookup Instrument) equipment. The MERLIN equipment scans the address on the sampled mailpieces and transmits this information to the National Customer Support Center (NCSC) in Memphis. The NCSC then processes this information against the [NCOALink](#)® database, transmits this data to [PostalOne!](#)®, where it is compiled and output in the form of a verification worksheet.

The Move Update verification worksheet/report calculates a change of address error rate for the sample tested. The calculation is based upon the number of pieces sampled, and from within this sample, the number for which a change-of-address should have been applied but was not. The

number of mailpieces that were correctly updated will determine the passing percentage.

The verification worksheet, along with copies of the failed mailpieces, should be made available to the mailer. If your mailings have been verified using MERLIN equipment during the past year, and you have not received any of these verification reports or sample mailpieces, you should contact your local [Business Mail Acceptance](#) unit.

Obviously these penalties could be substantial, so we strongly encourage our clients to review their mailing processes to insure compliance with the Move Update requirements. [Publication 363](#) contains the complete details of the Move Update requirements. The USPS also has a [Move Update Mailer Advisement Policy](#) that explains some of the testing in more detail.



SourceLink

- A top 15 U.S. direct marketing firm
- The largest variable printer for the U.S. government
 - Social Security Annual Statements (SIPEBES)
600,000-700,000 produced daily
 - Title 16
 - Title 2
 - Medicare



SOURCELINK®



Thank You