

## Key Benefits of AppendX: Online Address Hygiene

- Identify undeliverable addresses, seasonal/vacant properties, and business addresses in residential areas
- Save money in printing and mail-house fulfillment
- Get exact addresses to improve deliverability
- Control mailing waste and save on postage
- Make better mailing selections and file maintenance decisions
- Reach out to new markets, such as rural addresses
- By adding a title or "current resident" to your mailing you will increase your first class mail delivery

Whether front range printing Online Address Hygiene is used alone or in a group, it will improve your ability to identify and capture your target audience.

Why is online address hygiene so important? front range printing is finding that up to 20 percent of records are identified to be undeliverable, seasonal or vacant. In addition, up to 5 percent of records are identified as small to mid-size businesses, which may require different promotion and messaging than a consumer campaign. Just imagine the savings you can enjoy simply by keeping your data clean.

### Data Consolidation and Standardization

front range printing ensures that your addresses are standardized to meet the United States Postal Service requirements.

### NCOA: The National Change of Address

Updates mailing lists with the latest change of address filed with the USPS.

### MaxCOA: Maximum Change of Address

Updates mailing lists with the latest change of address data filed with the USPS PLUS two previous addresses and provides move data for the last 60 months.

### DSF: The Delivery Sequence File

Checks mailing lists against the complete, exact address for every delivery point served by the USPS.

### DSF: The Delivery Sequence File – Second Generation

Checks and corrects mailing lists against the complete, exact address for every delivery point served by the USPS.

### LACS: The Locatable Address Conversion System

Updates mailing lists of rural addresses to city-style addresses.

### CASS: Coding Accuracy Support System

This system improves the accuracy of 5-digit ZIP, ZIP+4, carrier route, and delivery point bar codes.

### Deceased Processing

Enables mailers to eliminate deceased individuals from their mailings and prevents disturbing members of the deceased's household with unwanted mail.

**For more information on how front range printing can help you ensure your message is delivered to the right place visit [frppromotions.com](http://frppromotions.com) or contact us TODAY at 970-226-3311**

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