

# ADDRESSING DELIVERABILITY ISSUES

## **What deliverability rate should I expect? What is acceptable?**

The industry average typically quoted is 90%. Reasons for delivery errors are primarily due to the issues addressed below. AccuData guarantees a deliverability rate of 93%.

## **Why are there deceased individuals on my mailing list?**

The main source for the Deceased Suppression file is the Social Security Administration (SSA). Vendors receive quarterly updates of the file and suppress deceased names as part of each compilation process. If an individual did not collect social security benefits through the SSA, they are not included on this deceased file. Most vendors consider individuals with no activity for 48 months "deceased" and remove them from their database.

## **Why are single households receiving multiple mail pieces?**

To avoid this, dedupe the list on the address level not the household level. In vendor compilation procedures, a "duplicate" is defined as an individual containing the same name at the same address. Different surnames at the same address are NOT considered duplicates.

## **Why are there inaccurate addresses and/or names that do not match addresses on my list?**

Part of the vendor list compilation process utilizes the United States Postal Service (USPS). Every month the USPS provides vendors with a Locatable Address Coding System (LACS) file. Most inaccuracies are the result of a local postmaster providing incomplete or inaccurate information. When vendors match against the LACS file there must be an EXACT name and address match. If postmasters submit a variation, this will lead to a non-match and a non-conversion of that address.

## **How are Change Of Addresses (COA) filed?**

When a person completes an NCOA (National Change of Address) request with the post office, they may file either as an "individual" or as a "household". If a "household" move is marked, any same surnames in the household will be moved to the new address.

## **Why is age data sometimes listed as "estimated"?**

A high percentage of vendor files are coded with exact age obtained from date of birth data. When "date of birth" does not exist, vendors apply various data points to "estimate" age. In most cases, the "estimated age" will fall within five years of the exact age. "Estimated" age data is not inaccurate. It is a reliable and accepted industry practice.

## **Why are there inaccuracies in income data?**

In general, most "estimated household income" data is very accurate. Vendors use various methods to estimate or infer income; real estate, marital status, age, presence of children, sale price of home, summarized credit statistics, census demos, etc. When available, actual income data at the individual and household level may be used to validate "estimated income". Errors are generally isolated.