This document provides information to help you determine how best to update your internal database with the NCOA^Link® results. You should assess your own business needs and data practices to identify how to handle the output data based on internal business rules and requirements.

There are several sections in this layout; however, for updating after NCOA^Link processing, you only need to use data from the following three sections:

Input Data
Standardized Data
Change of Address Data

If the COA_DelAdr is populated, use the COA_ Address fields
Records coded with 'M' in the COA_DlvCod are forwardable moves (COA_Rtncd=A, 91 or 92*). In almost all cases, the new address provided should replace the input address. When we find a match to the NCOA database, we return a move date in the COA_Movdat field. If you have a field in your database that indicates the date the record was last updated with address information, you may want to consider whether or not to update to the new address we provide because what you have may be more current.

If the COA_DelAdr is not populated, use the Std_ Address fields…Usually**
NCOA^Link® Nixies are addresses where
- the PO Box has closed (COA_Rtncd=03*) / (COA_DlvCod=G)
- the contact has moved and left no forwarding address (COA_Rtncd=02*) / (COA_DlvCod=K)
- the contact has moved to a foreign address (COA_Rtncd=01*) / (COA_DlvCod=F)

An address coded as a Nixie doesn't mean the address itself is bad, just that the person or business you associated with that address is no longer there. You will have to decide if you want to take further action internally to get a better address for the contact, flag the record with a specific indicator or do something else.

When deciding how to deal with Nixies, you will want to consider which is most important to you, the contact at the address or the address itself. If your data is made up of members or

subscribers, then the contact is likely most important to you. In that case, you may want to code the Nixies as no longer at that address, and perhaps make an effort to locate a current address. Conversely, if you are a supplier of pool chemicals, the address with the pool is likely more important than the person who lives there. You might consider continuing to send to the address, but title slug, "New Neighbors".

A 'P' found in the COA_DlvCod field means one of two things: either there is a Temporary Move for the occupant and NCOA^{Link} does not provide new address information for Temporary Moves, or the USPS has a new address for the resident or business, but the new address cannot be confirmed as a valid delivery point at this time. The latter can occur with new construction and often records flagged with a 'P' will get a new address the next time the record is run through NCOA$^{Link®}$ processing. (COA_Rtncd=05, 14 or 19*).

An 'L' in the COA_DlvCod field indicates a USPS LACS$^{Link®}$ conversion. The contact has not moved; however, their rural address may be changed to a street-style address for 911 purposes, or their existing city-style address may have been renamed or renumbered. Continuing to mail to the original address may result in the mail not getting delivered.

A 'T' in the COA_DlvCod field means the business suite number was added to the existing address.

Delivery Point Validation
A delivery point refers to the location at which mail is delivered. Delivery Point Validation™ (DPV®) is the process of *verifying* that an address actually exists and is one to which the Post Office delivers mail – right down to the apartment or suite number.

A DPV_Flag of 'N' or blank indicates the address is not a valid delivery point. The address may be valid, and UPS may deliver packages there, but it is not one to which the USPS delivers mail. There are some rural areas that are required to have their mail delivered to PO Boxes, and having a street address will result in a DPV_Flag of 'N' or blank. An incomplete or invalid address may also result in a DPV_Flag of 'N' or blank.

Vacant Addresses
Addresses that have been vacant for 90 days or more are identified with a 'Y' in the DPV_Vacant field. You will need to decide how you want to update these records in your system, indicating they are vacant and whether or not to mail to the addresses. It does take a while for the vacant indicator to be removed from the NCOA$^{Link®}$ master file once the address is occupied.

Move Date
COA_MovDat will contain a date in YYYYMM format corresponding to when the move became effective. If you have a field in your database that indicates the date an address was last updated, you may want to compare that date with the date in this field to determine whether or not to take the new address we returned.

Move Type

The Move Type field provides the <u>type of match</u> that was made between your list and the USPS NCOA database. It <u>does not</u> indicate the type of move that was filed with the Postal Service.

- If COA_MovTyp is 'F' (Family), the match was made on last name and address.
- If COA_MovTyp is 'I' (Individual), the match was made on the full name and address.
- If COA_MovTyp is 'B' (Business), the match was made on the business name and address.

If you mail healthcare, financial, or other sensitive information, and you have a Family match, you may want to use an additional method to verify the new address.

Other Helpful Fields

Additional fields you likely will find helpful are

- DPV Footnotes (DPV_Ftnts) - more in-depth information about the *quality of the address itself*
- Status/Error Code Field (Std_Status) – the most comprehensive information about *address quality*

* NCOA^{Link} will provide a return code (COA_RtnCod) for each record that is processed. Return codes provide more in-depth information about the matching results between your input file and the NCOA database. The value in the return code can be used to determine if a match has been made, and if so, whether or not a new address will be returned; what elements of the name or address prevented a match from being made; or if no match was found. See the full list of NCOA^{Link} Return Codes as an additional aid in your update process.

** In some cases, you need to choose whether or not to update using the Std_ address fields based on your rules and requirements. For example, we do not recommend you use the standardized address if the DPV_Flag indicates the delivery point was not validated (delivery points that cannot be validated will have an 'N' or be blank in the DPV_Flag field). Also, if the Std_Status code indicates there were no substantial changes to the address, you might not want to update to preserve extraneous info or unusual punctuations that standardization would strip.