



This document provides information to help you determine how best to update your internal database with the NCOA^{Link®} results. It also includes update details for Apartment Append and Proprietary Change of Address (PCOA). You should assess your own business needs and data practices to identify how to handle the output data based on your internal business rules and requirements.

The first fields/columns on the data are your input fields and the data remains unchanged. Input field names that conflict with output field names will be renamed with an Inp_ prefix. When updating your database, use the address fields/columns under the Best Address Data section.

If you requested Apartment Append and/or PCOA:

If the opt_flags field is populated with a 'U', then apartment information has been appended to the Best Address information. If the opt_flags field is populated with a 'P', then a proprietary change of address has been applied. If we found a PCOA match after appending the apartment number, then the opt_flags field will have a 'U' and a 'P'.

Change of Address Found

Records coded with 'M', 'S' or '1' in the COA_DlvCod are forwardable moves. When we find a match to the NCOA or PCOA 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.

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 has not moved, but a suite number was added to the existing address.

NCOA^{Link}® NIXIES

NCOA^{Link}® Nixies are addresses where

- the PO Box has closed (COA_DlvCod=G)
- the contact has moved and left no forwarding address (COA_DlvCod=K)
- the contact has moved to a foreign address (COA_DlvCod=F)

An address may be coded as a Nixie, but that 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, 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.

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.

Additionally, Carrier Routes R777 and R779 are used to flag physical addresses that exist but are not eligible to receive mail and are known as Phantom Routes. These Carrier Routes are assigned during CASS processing and can be coded with **ANY** value in the DPV_Flag field and will have R7 in the DPV_Ftnts field. Mailing to addresses on these routes may result in

undeliverable mail and wasted resources. Consider removing these addresses from your mailing list, contacting the intended recipients directly for a deliverable mailing address, or implementing alternative delivery strategies.

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 identify 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 type of match that was made between your list and the USPS NCOA database. It does not 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 Info for Addresses Not Updated with Apartment Append or New Address

Additional fields you likely will find helpful are:

- DPV Footnotes (DPV_Ftns) - more in-depth information about the *quality of the input address*
- Status/Error Code Field (Status) - the most comprehensive information about *input address quality*
- COA_Rtncd is output by NCOALink processing only. COA_Rtncd field can be used for update decisions when there is no Apartment Append and/or PCOA match.