

SOLVING THE CHALLENGE OF UNDELIVERABLE MAIL: GOING BEYOND NCOA

The Industry-Wide Challenge

Undeliverable mail is an expensive problem. Each year, the broader marketing industry spends roughly \$20 billion on mailings that never reach their intended recipient. Not only is this a waste of printing, production, and postage expenses, it also translates into larger problems for nonprofits: 1) lost donations, and 2) lost donors; you can't mail people you can't find!

The United States Postal Service (USPS) reports about 18 percent of the U.S. population moves annually, and 40 percent of those moves are not reported to USPS through a National Change of Address (NCOA) update. Unreported moves, along with constituents that have incorrect or unknown addresses, can lead to significant volumes of undeliverable mail.

Regular NCOA updates and CASS certification* improves deliverability to donors whose moves are reported to the USPS, while also fulfilling the requirements for nonprofits to mail under reduced postage rates. However, there is a significant opportunity for nonprofits to improve their fundraising results if they are able to obtain updated address information for donors who did not report their move to USPS.

The Merkle RMG Solution

Merkle RMG pairs the required NCOA processing and CASS certification with our **Proprietary Address Correction and Enhancement service (PACE)**. PACE leverages thousands of continually updated sources of consumer data and public records, and links these disparate data points through a series of algorithms to find the most accurate mailing address for each individual donor.

In head-to-head testing, PACE consistently outperforms NCOA by 300–500 percent and other internal data resource products by 100–150 percent. Taking only three days to process and return your file, our solution improves the number of mailable addresses in your database ensuring the maximum number of your fundraising appeals reach their intended individual.

Our PACE service ...

- Utilizes 29,000+ external data sources containing 10.5 billion instances of identifying data
- References 35 years of archived history
- Yields results at a 99.9 percent confidence level on 270 million individual records
- Delivers within 72 hours to include processing, quality checks, and output reporting
- Dramatically improves the hygiene of your database, increasing the number of donors receiving your fundraising appeals
- Is a flexible service that can be applied strategically to improve areas of your program (lapsed donor records, bad address records, quarterly maintenance, to name a few)
- Seamlessly integrates to become a cost-effective part of your production process
- Offers economies of scale, with pricing based on throughput
- Keeps house files current and updates lapsed and deeply lapsed files

• **CASS Certification** (*Coding Accuracy Support System*) Validates accuracy and consistency of carrier route, ZIP and delivery point codes that appear on mail pieces; evaluates accuracy of vendor's address-matching software.



Get Started

Merkle RMG can help your nonprofit keep PACE with donor moves to ensure they are receiving your important fundraising communications.

For pricing and to learn more about how Merkle RMG's **Proprietary Address Correction and Enhancement service (PACE)** can benefit your nonprofit, contact Amy Bobrick, Vice President of Strategy, at **(301) 790-4468** or **ambobrick@merkleinc.com**.