



SmartMover®

U.S. and Canadian Change-of-Address Web Service

Each year, over 40 million Americans and 1.2 million Canadians move. Think of what this means for the state of your mailing list. You could be wasting thousands of dollars on mail that never reaches your intended recipients. SmartMover is a change-of-address Web service that helps ensure your mailing lists are up-to-date with new addresses -- before your mail, cutting down on wasted printing and postage.

SmartMover works by comparing the names and addresses on your mailing list against the USPS® NCOA^{Link}® database (over 160 million change of address records for the last 48 months), the Canada Post NCOA database (over 10 million change-of-address records for the last 72 months) or both. If there is a match, you will receive the new address to mail to. The process happens in real-time, so your list is updated quickly with no per-job minimums. In addition, SmartMover will help you meet the USPS Move-Update requirements for First-Class™ and Marketing Mail™ discounts. If you are a mailer looking to cut costs and improve deliverability, get a free trial of SmartMover today!

Benefits:

- Lower postage, printing & mail preparation expenses
- Avoid penalties & lost discounts for noncompliant mailings
- Meet USPS requirements for First-Class & Standard discounts
- Increase response rates & ROI
- Increase number of mail pieces reaching intended destination

Features:

- CASS™ form 3553 automatically generated (U.S. only)
- Produces return codes with additional move address info
- Accepts full name or a parsed name
- Customize filtering based on move status
- Secure Socket Layer for secure communications



Get Started Today!

>> Request a Free Trial: www.melissa.com/smartmover

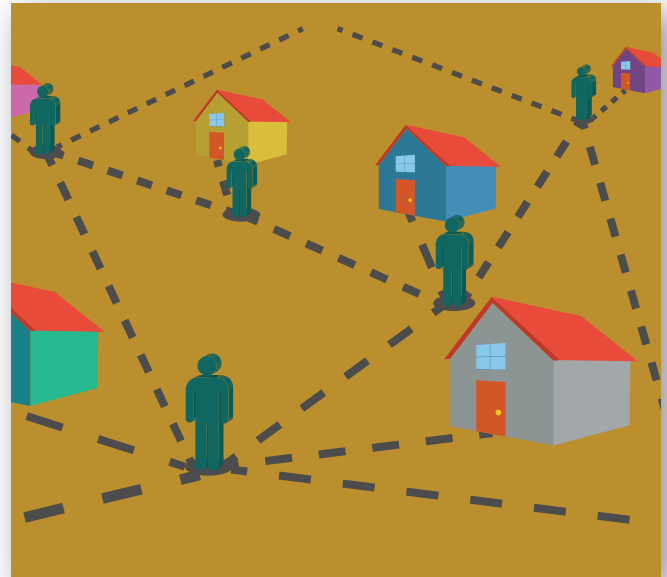
Getting Started with SmartMover

There are three ways to consume SmartMover:

- 1. MAILERS+4®** - SmartMover is available as an add-on to MAILERS+4, our easy-to-use postal automation and bulk mail software program. Learn more about MAILERS+4 by going to www.melissadata.com/mp4
- 2. Data Quality Components for Microsoft® SSIS** - SmartMover is a featured component in our suite of custom data cleansing transformation components for Microsoft SQL® Server Integration Services. Learn more at www.melissadata.com/ssis
- 3. A La Carte** - You can also pay-as-you-go with our a-la-carte service.

Adheres to USPS Specs

We designed SmartMover to adhere to the unique Change-of-Address requirements specified by The Postal Service®. USPS requires that all parties using NCOA^{Link®} processing must complete a Processing Acknowledgement Form (PAF) to be kept on file for seven years to process mailing lists of at least 100 records and not for periodic maintenance of a database.



About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. More than 10,000 clients worldwide in arenas such as retail, education, healthcare, insurance, finance, and government, rely on Melissa data quality and ID verification software, including data matching, validation, and enhancement services to gain critical insight and drive meaningful customer relationships.

Melissa

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