



Address Resolution Service (ARS): Fixes your Undeliverable As Addressed (UAA) records.

Almost every database has records deemed UAA by the USPS[®]. ARS employs state-of-the-art technology and unparalleled database access to hunt down and correct address data that has been deemed undeliverable by standard CASS and DPV encoding. We submit these records electronically and addresses that can be corrected are quickly returned the next business day for easy re-integration into your mailing lists.

Why let potential useful address data go to waste? To increase the reach of your mailings without sacrificing their deliverability, the choice is simple: Address Resolution Service.

Features and Benefits

- Restores valuable UAA address data for higher mailing volume without reduction in deliverability rates
- Uses best-in-class database resources from Experian
- Rate of restored addresses averages 30 percent
- Includes Apartment Append Service
- Increased ROI potential from accurately targeting more mail recipients

After we CASS certify and DPV your database, we'll submit those UAA records for ARS and return them to you so you can update them internally. It sure beats omitting the records from the mailing. Omitting them will save postage and labor, but you'll lose contact with would-be customers. Mailing to them *without* ARS will mean you incur higher postage rates and the high likelihood that they'll be returned as

UAA...assuming they're not simply trashed by the Postal Service™.

It makes sense to try and restore these UAA records to their proper, mailable format. An average of 30% of UAA records submitted can be returned to peak deliverability.

ARS employs the address correction resources of Experian to compare your submitted names and addresses to a wide variety of

database resources.

Using complex matching algorithms, matches are found and added to a list of corrected data that is returned to you—along with a new CASS report that ensures mailpieces sent to those addresses will receive the **discounted postage rates** they deserve.

Missing apartment or suite number details are found and appended, as well!

Contact us for an estimate TODAY!