



SmartMoverSM

Change of Address Processing

Move-Update Processing - Real Time, *Any Time*

Melissa Data's flagship SmartMover Web service allows you to build routines for individual or business change-of-address updates into custom applications. Using a SOAP toolkit and the programming language of choice, NCOA data is available on demand 24/7, with no software to install or maintain.

The benefits of cleaning up a mailing list and running it through the USPS® NCOA^{Link}® file before mailing are well documented... especially when you consider that your list is deteriorating at a rate of 15% - a year, the result of bad, outdated address information. And, now with imposed penalties in affect as of May 11, 2009, it will cost you .07 cents per piece for every piece in a noncompliant Standard mailing, and loss of discounts on First-ClassTM mailings.

Undeliverable-as-addressed (UAA) mail costs the USPS more than \$1.8 billion each year to process according to published reports. And the USPS revealed that more than six billion mail pieces are disposed of every year because of poor address quality. An estimated 43 million Americans move each year. 17% change their residence each year, and nearly 20 percent of all businesses change locations. How many are in your mailing list?

Benefits you can measure

- Lower postage, printing & mail preparation costs
- Avoid penalties and lost discounts for noncompliant mailings
- Meet new USPS requirements for First-Class & Standard discounts
- Increase response & ROI
- Don't lose contact with your valuable customers
- Secure Socket Layer for secure communications
- Manage standardized contact data faster and more efficiently
- Review Return codes for additional move address information

2 Ways to achieve real-time SmartMover Web processing:

1. Add it to your Data Quality Web Service (DQWS) subscription
2. Pay as you go with a la carte service

Either way, SmartMover processing is available at your fingertips, at your convenience, 24/7 with features that let you...

- Integrate move-update processing seamlessly into your custom applications
- Submit all file types without any layout or formatting
- Review and print summary reports and CASSTM form 3553 automatically generated

FREE TRIAL



Ask a customer service rep about this unique opportunity to actually try our SmartMover Web service... absolutely FREE!

Call Now...
1-800-MELISSA
or visit www.MelissaData.com/realtime

See backside for step-by-step instructions to getting started with SmartMover Web service.



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Getting started with SmartMover Web service

Change-of-Address processing has special requirements from the USPS® which affected the way we designed the service. They require that all parties using NCOA^{Link} must complete a Processing Acknowledgement Form (PAF) which we will keep on file for seven years. The USPS also requires that the service be used to process mailing lists of at least 100 records and not for periodic maintenance of a database.

So, here are the steps for getting started with SmartMover Web service.

1. Create a SmartMover Web service account with your Melissa Data sales representative. You will be assigned a UserID for your account.
2. Your sales representative will send you a PAF form to fill out and fax back to us.
3. For each mailing list you want to process, you will use our TicketService web service to issue you a TicketID with at least 100 credits. Those credits are decremented from your account and the issued ticket will expire at midnight the next day.
4. You can then use your UserID and TicketID to process addresses in SmartMover until you run out of credits on that ticket or the ticket expires. After a ticket expires, all unused credits are lost.

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