



# Data Maintenance USA: NCOA Service

## Why is it Important to know that my Customers have moved?

Individuals move home and sometimes they do not inform all the companies that they have moved. This means companies can send marketing and administrative mailings to the wrong address, which means customers miss out, and marketing efforts are wasted.

Furthermore, you may miss out on promoting products and services that appeal to your customers during the first few months of being in a new home.

Finally, it also runs the risk of sensitive information falling into the wrong hands.



# 40M

USPS report that  
40m Americans (15%)  
move each year and  
that 8% of all direct  
mail is wasted!



## What is the Potential Impact on my business?

For example, a financial business with a customer base of 3m who need to send out a regulatory statement once per year:

- 450,000 customers would not receive the statement ( $3m * 15\%$ )
- \$225,000 wasted on print and postage ( $450,000 * \$0.50$  cost for P&P)

For example, a retailer who is promoting coupons to its 5m customer base, that generate \$50 per redemption from a redemption rate of 10%, would be impacted as:

- 750,000 customers do not receive the offer ( $5m * 15\%$ ), equating to 75,000 vouchers not redeemed, and a loss of sales of \$3.75m

## NCOA Service

- Compares name and address data you hold to the NCOA file
- Loqate are able to provide the 48-month service as licenced by USPS or a 24-month service as an alternative
- The 48-month service contains 160m records gathered from the last 4 years of moving history
- This service is supported by full CASS address processing enabling your addresses to meet USPS standards and obtain postal discounts

## Benefits of Applying a New Addresses from NCOA to my Customers and Prospects?

- Costs less than acquiring a new customer
- Increases the number of mail pieces reaching their intended destination
- Maximizes sales opportunities and increases response rates and ROI
- Improves your relationship with your customer
- Helps re-engage with lost or lapsed customers
- Lowers postage, printing & mail preparation expenses

## Why Loqate?

**Loqate is the world's most trusted data specialist in location intelligence for businesses of all sizes and sectors.**

We are a solution brand of GBG - global leader in identity data intelligence.

Our clients receive full support from our team of experts.

Your data is safe. Our platforms and processes are secure and compliant.

Trusted by 19,000 customers and partners worldwide

NORDSTROM

ORACLE®

IBM

RALPH  LAUREN

GoPro

Coca-Cola

L'ORÉAL

kate spade  
NEW YORK

Braintree  
A PayPal Company

極度乾燥(しなさい)  
Superdry.

Michaels

ASOS

SEPHORA