

# Solving the Challenge of **UNDELIVERABLE MAIL**

## The Industry-Wide Challenge

Undeliverable mail is an expensive problem. Every year, the broader marketing industry spends \$20 billion on mailings that never reach their intended recipient. This is a waste of printing, production and postage expenses, and also translates into larger problems for nonprofits: 1) lost donations, and 2) the inadvertent flagging of active or recently lapsed donors as bad addresses never to be mailed again.

According to the United States Postal Service (USPS), about 18 percent of the U.S. population moves annually, and 40 percent of those moves go unreported to USPS's NCOA (National Change of Address) database.\* Along with records that have incorrect or unknown addresses, this leads to significant volumes of undeliverable as addressed (UAA) mail.

Regular NCOA updates and CASS certification\*\* improve deliverability to individuals who reported their move, and they fulfill requirements for nonprofits to mail under reduced postage rates. However, nonprofits have an opportunity to improve their fundraising results if they are able to find addresses for donors who did not report their move to USPS. But how?

## The Merkle RMG Solution

Merkle Response Management Group (RMG) offers several address improvement services to identify, remedy and reduce UAA mail. These services are part of Rapport, our suite of solutions designed to help nonprofits improve year-over-year retention by delivering exceptional donor experiences that strengthen donor connections to their mission.

Our service offering includes industry-essential NCOA processing and CASS certification. This ensures that nonprofits update their mail files as required, and that their address data stays aligned with the most current NCOA records.

Merkle RMG further strengthens your data with our Proprietary Address Improvement Services (PAIS). PAIS leverages thousands of continually updated sources of consumer data and public records and uses a complex algorithm to find the most accurate address for a specific donor. It consistently outperforms NCOA<sup>LINK</sup> by 300–500 percent and other IDR products by 100–150 percent, which translates to less UAA mail and more pieces reaching their intended donor. PAIS can be run for a specific file, on a set schedule, or as an annual data hygiene service.

For mail that's returned, Merkle RMG offers look-up and re-mail services. We'll find a better mailing address for undeliverable pieces and re-mail them to the corrected address. This service is strongly recommended for high-dollar mailings — helping to ensure a nonprofit's best donors receive the most important mail pieces.

### Merkle RMG's address improvement services...

- Dramatically improve ROI by reducing waste and helping increase donation revenue
- Utilize 29,000+ external data sources containing 270 million+ individual records
- Identify correct addresses with a 99.9 percent confidence level
- Deliver within 72 hours to include processing, quality checks, and output reporting
- Seamlessly integrate to become a standard, cost-effective part of your production process
- Offer economies of scale, with pricing based on throughput
- Keep house files current and update lapsed and deeply lapsed files



## Get Started

Using your own data, Merkle RMG can help you assess your nonprofit's savings and revenue potential with our address improvement services.

Contact Bill Sayre, President, at **301-797-4099**, or via email at [bsayre@merkleinc.com](mailto:bsayre@merkleinc.com) to discover how our solution can uniquely benefit your organization.

**\*NCOA<sup>LINK</sup> System** (National Change of Address) Makes reported change-of-address information available to mailers; helps update in-house mail files and reduce the number of undeliverable mail pieces before mailing.

**\*\*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.