

## Automotive Development Services Data Enhancements:

1. **Deduplication:** Our deduplication processing utilizes sophisticated multiple-data elements parsing to flag even records that may not appear to be exact duplicates but are, in fact, duplicate addresses.
2. **(NCOA) National Change of Address:** 48-month NCOA processing-Individual, Family & Business moves.
3. **\*\*(PCOA) Proprietary Change of Address: Full NCOA plus private sector updates from utility companies, phone carriers, magazines, credit grantors & third-party credit card processors.**
4. **\*\*(USPS LACS, Locatable Address Conversion System): LACS converts (typically rural) renamed or renumbered addresses into USPS-locatable addresses.**
5. **\*\*(USPS DPV, Delivery Point Validation System): DPV helps reduce the amount of undeliverable as addressed (UAA) pieces, resulting in more efficient mail processing and reduced return mail costs. Importantly, DPV will also indicate when a physical address does not exist and should be removed from the mailing list to further save money.**
6. **Email Append: Matches consumer or business email addresses to your data.**
7. **\*\*Reverse Email Append: Data Re-identification matching full Names, Addresses & Demographics.**
8. **Consumer Telephone Append: Append telephone landlines through multi-sourced national files to detect, identify, and append telephone numbers**
9. **\*\*Wireless phone number identification: Because most people use wireless, all numbers are matched against a wireless and ported wireless database.**
10. **\*\*Deceased Flag Procedure: Data is sourced from the Social Security Administration (SSA) Death Masterfile and other proprietary sources. A match occurs when the name and address presented in the data match SSA records.**
11. **(CASS Certification, Coding Accuracy Support System): A USPS system designed to improve the accuracy of carrier routes, five-digit ZIP®, ZIP + 4®, and delivery point codes that appear on mail pieces.**

We take data very seriously. We will clean, enhance, and maintain your existing database, enhancing it yearly and cleaning it quarterly so you always have the most accurate information. Some call it overkill; I say it's another service that sets us apart.

