

Direct Marketing Applications

CODE-1 Plus®



- Cleans, codes, and standardizes address information for increased deliverability and postal discounts/incentives
- Real-time or high-speed batch processing
- Append Census geocodes using the Geographic Coding Plus option
- CASS-certified solution
- DPV (Delivery Point Validation)
- Client Server/Internet enabled



A comprehensive software solution that validates and standardizes address data, CODE-1 Plus is a most efficient and accurate address matching product for U.S. data quality and direct marketing. CODE-1 Plus increases direct marketing effectiveness and customer satisfaction by helping provide on-time delivery of mailings, goods and services. Coding Accuracy Support System (CASS)-certified by the United States Postal Service (USPS), CODE-1 Plus validates, corrects, and formats address data. By verifying address information, companies qualify for significant postal discounts and eliminate the operational costs associated with improper delivery. This powerful solution is also available via hosted service (HotData) or in client-server mode.

HANDLES COMPLEX ADDRESS ELEMENTS

Using an advanced proprietary matching process, CODE-1 Plus deals with each unique element of an address for complete address accuracy. Items such as suffixes, directionals, apartment numbers, suite numbers, post office boxes, and rural/highway contract route addresses, as well as city names and prestige city names, do not confuse the system. This is ideal when mailing to large cities or areas, such as the Western region of the United States, where complex addresses are common due to variables like apartment numbers and highway addresses.

The program is able to do all this through the use of unique matching algorithms.

CODE-1 Plus with DPV

The USPS has developed Delivery Point Validation (DPV), a new offering that will help mailers validate the accuracy of their address data down to the physical delivery point. This new technology is available to customers through licensed CASS vendors. Group 1 is licensing DPV as a component of CODE-1 Plus, its industry leading address data quality solution.

Currently, customers can process their address records using commercial address-matching software products that standardize address record and assign postal codes, including ZIP Codes, ZIP+4 Codes, and carrier route codes utilizing data provided by the USPS. However, the current address-matching software products are unable to validate addresses at the specific delivery-point level - they can only confirm whether an address falls within the low-to-high address range encoded for the named street.

By incorporating DPV into the matching process, mailers and marketers will be able to

determine whether the address exists, down to the apartment or suite number. DPV will allow customers to validate that the address information they have is an address served by the USPS. DPV will reduce undeliverable-as-addressed mail volume that results from inaccurate addresses, saving postage and processing costs for mailers while reducing processing and delivery costs for the USPS that result from inaccurate address information.

The DPV product is a secure dataset of the nearly 150 million addressed delivered to by the USPS. DPV is able to identify addresses that lack necessary apartment or suite numbers and can validate the accuracy of an existing address. DPV does not contain addresses not supported by the USPS and it cannot create address lists or correct private mailbox number information.

DPV is available immediately for licensing with CODE-1 Plus.

Group 1 is a non-exclusive Licensee of the United States Postal Service. The price at which Group 1 is offering DPV is not established, controlled, or approved by the USPS or the United States government.

These computations are far superior to those techniques used in other address-correction software, so dealing with complex addresses is easy. For example, CODE-1 Plus can process house numbers containing hyphens, fractions, alphanumeric characters, and 10-digit grid addresses. In addition to the most accurate addressing, CODE-1 Plus makes efficient use of memory and conserves disk storage for postal master files.

SAVE TIME AND MONEY

CODE-1 Plus includes the database of address ranges from the United States Postal Service's ZIP+4 file, which is updated monthly. So the information businesses get from CODE-1 Plus is always current.

The program cleans, codes and standardizes the address information, according to USPS standards, in a single pass of the data file.

The business and operational benefits include:

- Accurate addresses
- Higher response rates from customers and prospects because mail pieces are more professional in appearance
- Increased processing efficiency within computerized mailing and marketing operations
- Prompt mail delivery
- An improved bottom line as a result of postal discounts and incentives

MEETS CASS REQUIREMENTS

CODE-1 Plus is certified by the USPS as meeting all requirements of the Coding Accuracy Support System (CASS).

CODE-1 Plus standardizes each address to conform to USPS standards. The program does this by:

- Adding missing address information
- Standardizing city names and two-character state abbreviations
- Correcting misspelled address elements
- Converting addresses into a format

CODE-1 Plus will perform all of these corrective functions even if the address is unmatched against the postal master files. For example, an unmatched input of 123 SUHON ROAD APARTMENT 3 would be standardized as 123 SUHON RD APT 3.

Additional CODE-1 Plus features include:

- Comprehensive reporting capabilities
- DPV (Delivery Point Validation)
- Auxillary file processing
- Z4 Change
- Real-time, batch, and Client Server
- Monthly database updates
- USPS form 3553
- Java, COM, VB, C++ interfaces
- Industry leading workflow interface

PART OF THE COMPLETE MAILING SOLUTION

Group 1 Software's suite of direct marketing tools allow businesses to maximize postage savings and improve operational efficiencies. CODE-1 Plus works with Group 1's MailStream Plus, POSTNET Barcoding Plus, and other products to provide a complete solution.

Integrating CODE-1 Plus

CODE-1 Plus also offers dynamically linked library (DLL) functionality. This feature, along with Group 1's Application Programming Interface (API), lets you add CODE-1 Plus functionality to other applications. Now you can integrate CODE-1 Plus with your accounting, telemarketing or order entry systems, so businesses can correct address information during the data entry process—eliminating costly errors and saving time.



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