

— PRE-FLIGHT REFERENCE

NCOA · CASS · DPV cheat sheet.

The three address-validation passes that gate every drop. NCOA updates the *recipient*. CASS standardizes the *format*. DPV confirms the *delivery point* exists. All three are required for full automation discounts — and all three run in sequence on every drop, not on initial list ingest only.

NCOA

NATIONAL CHANGE OF ADDRESS

WHAT IT IS

A **USPS-licensed match** against the 48-month registry of permanent change-of-address filings — updates, forwards, or drops every record where the recipient has moved.

WHAT IT CATCHES

- Permanent moves with forwarding address (forwarded)
- Moves past the 18-month forwarding window (drop)
- Records flagged deceased
- Records flagged prison / institution
- Closed PO Boxes with no forwarding

When it runs: First, on every drop. The USPS Move Update Standard requires a pass within **95 days** of mailing.

CASS

CODING ACCURACY SUPPORT SYSTEM

WHAT IT IS

A **USPS-administered certification** that the address has been parsed, standardized to USPS format, validated against the AIS database, and tagged with ZIP+4 and a delivery-point code.

WHAT IT CATCHES

- Non-standard formatting (Avenue / Ave / AVE)
- Missing or wrong ZIP / ZIP+4
- Suite / apartment notation in the wrong place
- Ambiguous matches (multiple AIS hits)
- Addresses with no AIS match (likely typos)

When it runs: Second, in sequence with NCOA. Produces the **Form 3553** required for automation rates.

DPV

DELIVERY POINT VALIDATION

WHAT IT IS

The check that confirms an address corresponds to a **real, deliverable mailbox**. CASS confirms the format is right; DPV confirms a real delivery point matches.

WHAT IT CATCHES

- Typos that pass CASS format ("Maon" vs "Main")
- Vacant or non-deliverable addresses
- Apartment numbers that don't exist at the unit
- Streets that exist but with no deliverable points
- Addresses returning a fail code from USPS AIS

When it runs: Third, alongside CASS. High DPV-fail rates trace to a bad data source — fix upstream.

The 7-step list-hygiene order. Run on every drop.

Records that fail any step never make it to press. The sequence matters — later steps depend on the earlier output.

01

NCOA

Update the recipient. 48-month move match.

02

CASS

Standardize. Append ZIP+4 + DPC.

03

DPV

Confirm a real deliverable point.

04

Dedup

Householding or individual level by campaign.

05

Suppression

DMA, deceased, prison, internal already-mailed.

06

Email val.

For omni-channel records carrying email.

07

Final QA

Manifest reconciles or you stop.

WHAT THIS SAVES

A 50,000-piece drop with full hygiene runs at roughly **89–91% deliverability**. The same drop without it runs at **75–80%**. On a \$0.65 all-in cost per piece, that's **\$4,500–\$8,000 per drop** spent on undeliverable mail. A shop running 40 drops a year saves **\$200K–\$300K annually** just by running the checklist. The data fees that produce the savings: roughly **\$20K**.

Every drop on DirectMail.io passes all three before press queue.

NCOA, CASS, DPV automatic on every list, every drop — not on initial ingest only. The seven-step pre-flight

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