



NIPCC
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The Forever Promotion

Adam Collinson

Director of Address Intelligence

GrayHair Software

Introduction

ADAM COLLINSON

- Current: 25+ years in the Postal Industry – focus on address related software, processes and issues
- Career:
 - Programmer / Developer in R&D department of a Bio-medical instrument company
 - FastForward / NCOALink: Lead Developer: licensed developer, distributor, and service provider
 - Postal Solution Consultant
 - Currently: Director of Address Intelligence for GrayHair Software
- MTAC (Mailable Technical Advisory Committee)
 - Representative for AMEE
 - Elected Industry Focus Area Leader: Data, Technology, Addressing
- acollinson@grayhairsoftware.com



The Forever Promotion

Benefits

- Applies to all classes and shapes of mail
- No time limit
- No volume requirements
- Reduced postage rates applied to the pieces
- Reduced or eliminated fees
- Increased delivery performance (speed and rate of delivery)
 - Greater Customer Satisfaction – and retention
 - Increased Revenue Flow
 - Increased Response Rates

What Could This
Promotion Be?



The Forever Promotion– Address Quality & Intelligence

Benefits

- Qualify for lower postage rates
 - Automation rate discounts
 - ACS Fees
- Increased delivery performance (speed and rate of delivery)
 - Automated processing
 - All the way to sortation to the delivery point, no manual services nor knowledge needed
 - Faster Delivery
 - More is delivered
 - Maintain customer contact

Examples:

- FC Single Piece
 - \$0.82 Full Rate
 - \$0.621 Automation 5-Digit
 - \$0.002 Seamless
 - \$0.005 Full Service
- A 1% improvement in Quality can have a 3% impact on value to the mailer
- A 2% improvement in deficient addresses can have a 1.5% impact on value to the mailer
- Free ACS, even on residual pieces (vs. \$0.22 for FC)

The Forever Promotion– Address Quality & Intelligence

Benefits

- Deliverable Name & Addresses
 - Suppress vs Increase Delivery Probability
- Compliant
 - Industry Specific regulations
 - Financial, Healthcare, Government, Insurance,...
- Business Need
 - Mailing Address (all mail vs. packages only)
 - Shipping Address
 - Physical Address

Examples:

- Alternative Addressing with specific type of address => 40+% Undeliverable
- Switch to Alternative Addressing to increase deliverability and response rate.
- Type of address – restrictions on Change of Address, forwarding times, ...
- Use **ALL** the data to impact future mailings



Historical UAA Information and Trends

<https://postalpro.usps.com/address-quality-solutions/undeliverable-addressed-uaa-mail>

	First-Class					Marketing*				Other			
	Forwarded		Not Delivered			Forwarded		Not Delivered		Forwarded		Not Delivered	
	Volume**	% Mailed	Volume**	% Mailed	% As Waste	Volume**	% Mailed	Volume**	% Mailed	Volume**	% Mailed	Volume**	% Mailed
FY2014	927,991	1.44%	1,450,121	2.25%	4.60%	22,905	0.028%	4,010,686	4.99%	59,629	0.57%	143,965	1.37%
FY2015	921,637	1.46%	1,471,100	2.32%	6.36%	17,260	0.022%	3,867,789	4.83%	54,777	0.51%	144,435	1.34%
FY2016	902,159	1.45%	1,448,971	2.33%	7.11%	17,347	0.021%	4,266,698	5.27%	47,759	0.43%	144,753	1.30%
FY2017	821,573	1.38%	1,332,687	2.23%	7.61%	15,221	0.019%	3,808,619	4.86%	46,984	0.41%	137,312	1.21%
FY2018	785,161	1.37%	1,333,267	2.32%	9.48%	15,431	0.020%	3,601,358	4.66%	43,665	0.38%	135,701	1.17%
FY2019	792,594	1.42%	1,474,229	2.65%	11.51%	15,507	0.020%	3,592,824	4.75%	40,998	0.36%	141,523	1.26%
FY2020	733,792	1.39%	1,492,831	2.82%	16.43%	13,481	0.021%	2,891,769	4.51%	36,000	0.30%	127,163	1.05%
FY2021	773,344	1.52%	1,497,335	2.94%	14.38%	13,196	0.020%	3,154,070	4.76%	32,821	0.28%	119,332	1.02%
FY2022	734,948	1.50%	1,517,152	3.09%	15.75%	11,597	0.017%	3,145,314	4.69%	28,265	0.26%	117,487	1.06%
FY2023	556,802	1.21%	1,565,064	3.39%	16.33%	9,126	0.015%	2,144,145	3.61%	18,337	0.17%	91,239	0.86%
FY2024	461,153	1.04%	1,635,203	3.68%	18.96%	7,512	0.013%	2,011,777	3.50%	14,774	0.14%	94,221	0.90%
FY2025	410,549	0.97%	1,485,009	3.52%	20.79%	5,849	0.010%	1,961,510	3.46%	12,624	0.13%	83,906	0.86%
*NOTE: not all UAA Marketing mail is counted by the USPS													
** Volume in (000)													
			Best 4 Years										
			Middle 4 Years										
			Worst 4 Years - with worst year in Bold										



What Is A Perfect Address?

USPS (DISCOUNTS)

- Complete
- Correct
- Current

MAILER

- Complete
- Correct
- Current
- Current (format)
- Correct (for mail)

BUSINESS

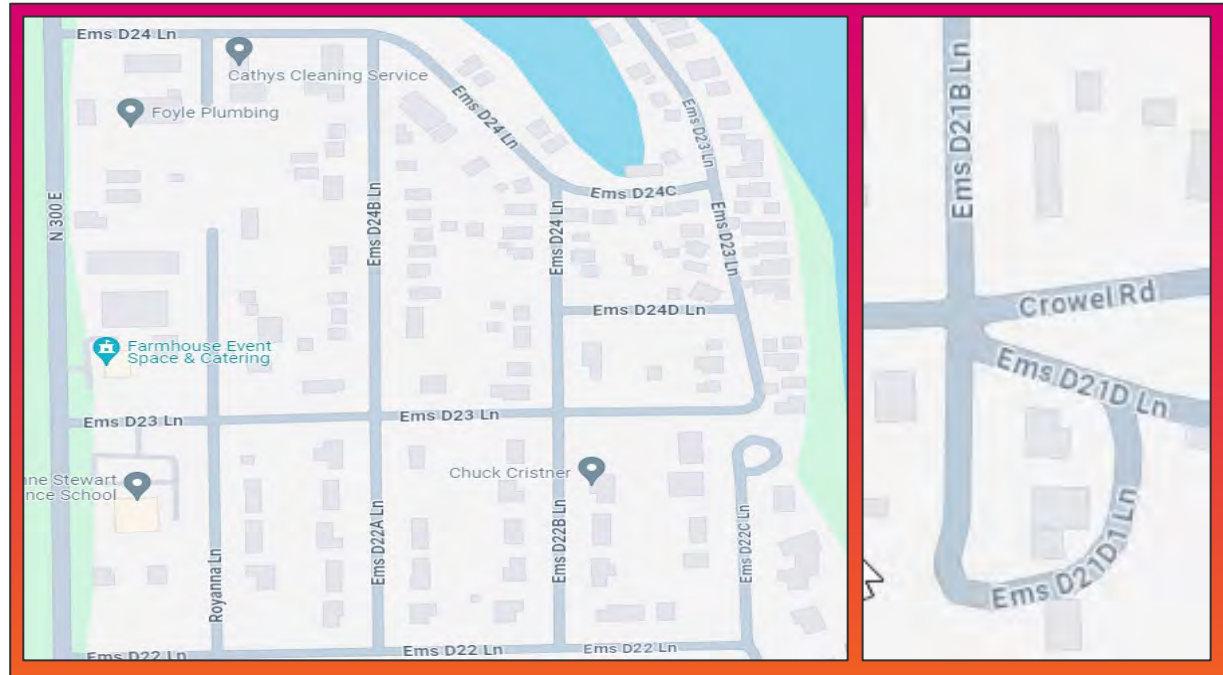
- Complete
- Correct
- Current
- Current (format)
- Correct for intended use (mailing vs. shipping vs. physical)
- Compliant with industry specific regulations (Financial, Healthcare, Telco, Government,...)
- Correct for the intended recipient
- Credible (Fraud Risk)

A perfect address can vary from business to business, mailer to mailer, and even mailing campaign to mailing campaign.



Sources of Address Information (and Errors)

- Except for USPS addresses, the USPS does not create the addresses – the USPS provides guidelines for addresses (Publication 28)
- Builders, Communities, Complexes
- 300,000+ Carriers record and update the nature of the address
 - Carrier Edit Book & MDD device
 - Types of information:
 - Delivery initiated
 - Property has gone vacant
 - Delivery Suspended
 - Business name (for businesses at an address with Secondary Address information)
- Mail recipients provide New Addresses when they Move. USPS accepts what is provided.
- Data entry / address capture



Google Images, Syracuse IN

EMS D...	Dewalt Lake	EMS T...	Tippecanoe Lake
EMS B...	Little Barbee Lake	EMS R...	Ridinger Lake
EMS W...	Webster Lake	EMS C...	Big Chapman Lake

Some Key Address Characteristics

- Valid for delivery
 - By anyone (USPS, UPS, Fedex,...)
 - Via a 3rd Party
 - By the USPS only
 - By non-USPS only
- What can be delivered – All mail, packages only, all but packages
- Change of Address:
 - Who: Anyone, no one, limited / restricted
 - Type: Individual, Family, Business
 - How Long the USPS forwards: 12 months, 6 months, 30 days
- Signatures:
 - From the recipient
 - From someone other than the recipient
 - From a signature on file



R777/9 Phantom Routes

What are they:

- Addresses in an area the USPS does not delivery to:
 - Rural addresses spaced far apart or very few in number
 - Within ¼ mile of a Post Office™
- USPS® elects that the 1 free form of mail delivery will be a PO BOX

About these street addresses:

- CASS can code them to a DPV=Y, but will not assign a ZIP+4®
- **COA's not allowed to nor from**
- 70-80% Deliverability Rate thanks to Postal Clerk's efforts

Detection:

- Enhanced DPV® Code R or DPV Footnote R7
 - Specific address flagged
- CRRT of R777/9
 - Address falls in a known range

Potential Mailer Actions:

- Accept as Physical address
- Ask for PO BOX style Mailing address

From an Industry Database & Mailing Review:

NoStats:

- 3% of addresses
- 15% of ACS NIXIE's

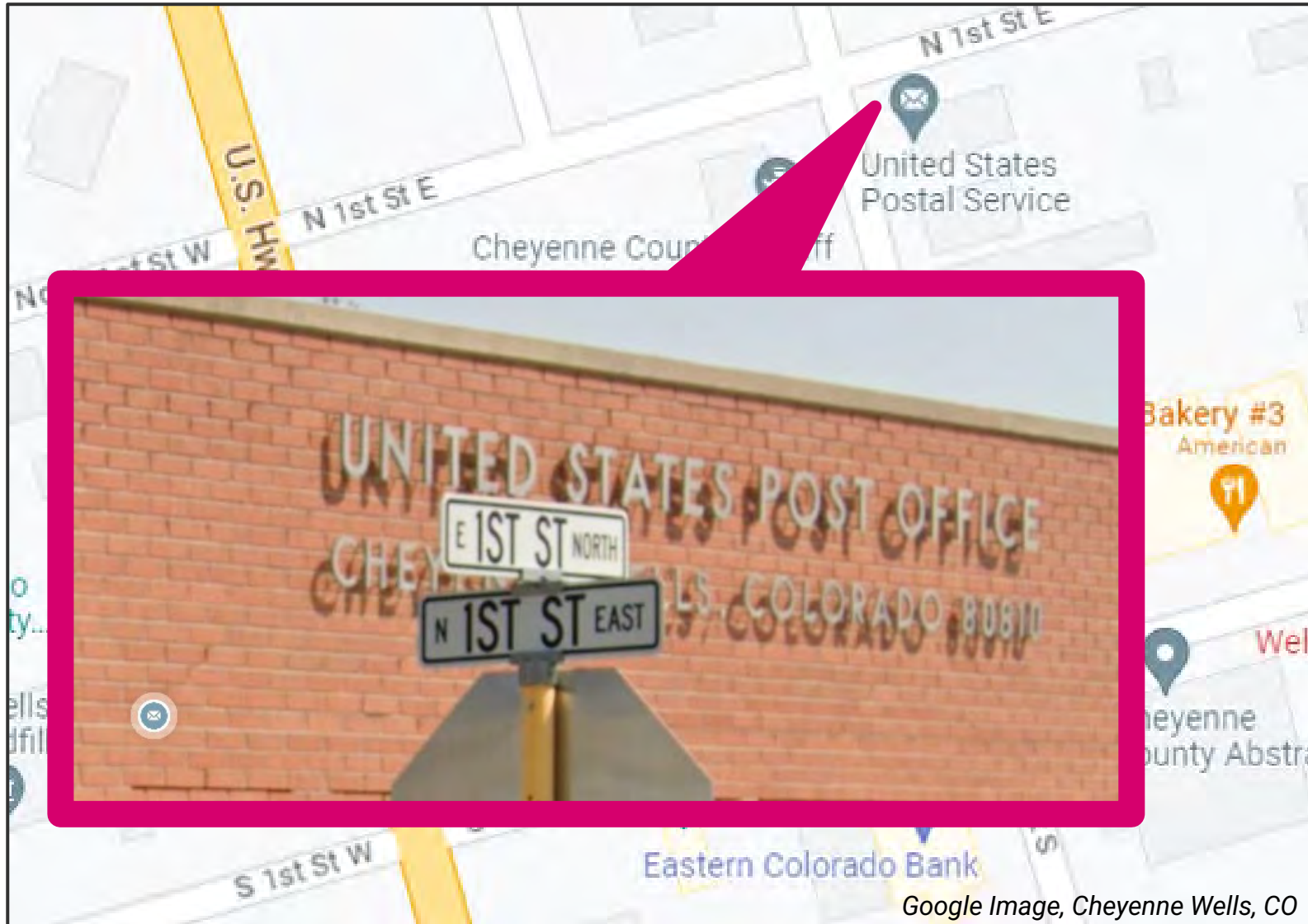
NoStats Reason 05 (due to R777/9):

- up to 0.5% of addresses
- 3% of returns

Currently 1,102,032 R7 addresses (or ~1 in 153)



The Importance Of Capturing All The Address Elements



Cheyenne Wells, CO

E 1ST ST N

E 1ST ST S

N 1ST ST E

N 1ST ST W

W 1ST ST N

S 1ST ST E

S 1ST ST W

Important Information about the Street Addresses in this Area:

- Valid Physical Addresses
- Invalid Mailing Addresses
 - Yet >70% Still Delivered
- COA's not allowed to nor from

Google Image, Cheyenne Wells, CO

Deficient-As-Addressed (DAA)

Time to Re-evaluate Mailing / Fixing

- High Level Evaluation: DPV Codes:
 - Y- USPS all address elements present and validated for a valid **destination** (not delivery)
 - S – Secondary data present but not validated. By DPV Footnote:
 - CC: not needed
 - C1: needed
 - D – Secondary needed and missing
 - N – Primary Number in range, but not validate
 - NULL – Bigger issue:
 - Primary out of range
 - No such street
 - Invalid City, State, ZIP
 - Foreign Address
 - ...

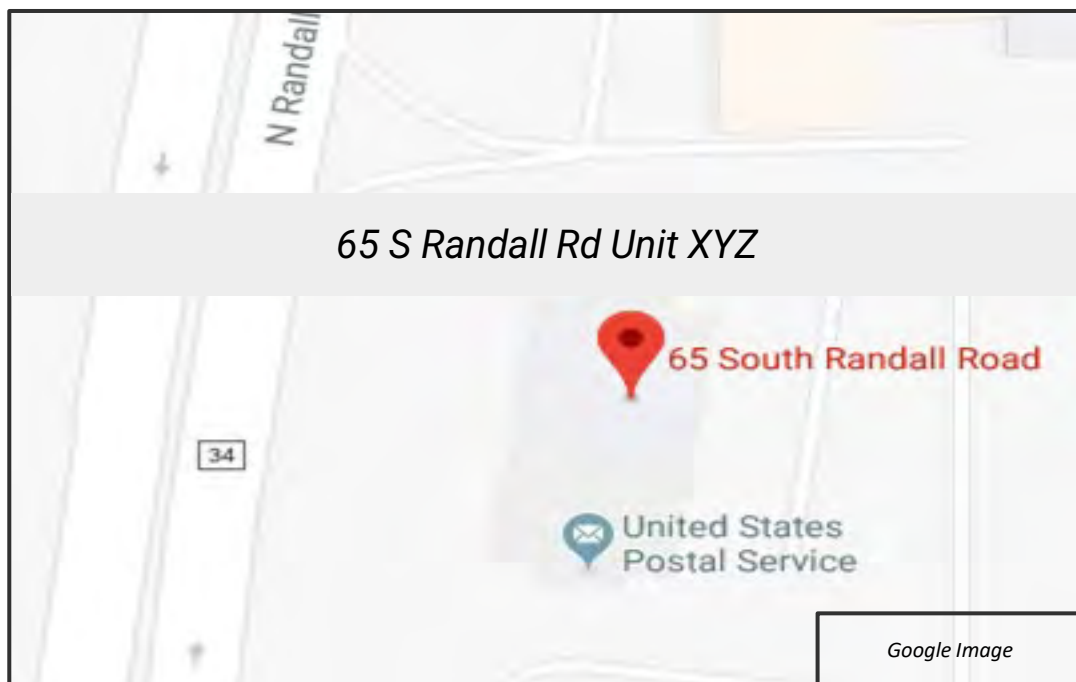
FC: no Indication of a COA at time of mailing - resulting in an ACS NIXIE						
	NIXIE%	DPVY	DPVS	DPVD	DPVN	DPVNull
2021	0.640%	0.503%	3.919%	1.337%	8.485%	1.149%
2022	1.188%	0.963%	5.166%	8.888%	12.132%	0.981%
2023	0.917%	0.712%	3.661%	6.990%	10.411%	1.341%
2024	2.293%	1.824%	5.541%	11.829%	25.344%	4.032%
Likelihood of NIXIE compared to DPV=Y: S: x4.4 CC: x3.9 C1: x9.0 D: x5.2 N: x15.2 Null: x1.9 Y but an R777/9: x10.8						
NOTE: with Marketing mail, the increases have been even higher. In one case, a 15% rate increased to 45%						



PO BOX & PO BOX Street Address (PBSA)

PO BOX: Over 22 million available across 30,683 facilities

- Street name of "PO BOX"
- CRRT starts with "B", Record Type "P"
- COA from PO Box™ for Box Owner only
- USPS® Delivery only



Potential Mailer Actions

PO BOX or PBSA:

- Accept as Mailing address, but not as a Physical address
- Impacts selection of Shipping Services

PBSA: Over 11 million available across 8,615 facilities deemed "competitive"

- No unique, visual indicator in the address
- DPV Footnote = PB, CART = C770-9
- COA not allowed to, but required from
- All carriers can deliver to the Post Office and USPS® does final delivery via the PO Box
 - USPS uses "Signature on File"

CMRA – Commercial Mail Receiving Agency

13,658+ Commercial Mail Receiving Agencies

- Supposed to use “PMB” or “#” as secondary designators
- USPS® **does not** manage secondary values
- DPV® Footnote of RR or R1
 - Some CMRA’s require the PMB for delivery
- Virtual CMRA’s (no physical boxes)
 - CMRA is using a PO BOX (PO BOX 324 PMB 12345)
- Change of Address:
 - COA allowed to (restrictions on what mailers can get)
 - COA not allowed from
 - CMRAs to re-address and re-mail for 6 months
- Some special cases where CMRAs redirect to a foreign country
- Supposed to include Business Address Centers

Potential Mailer Actions:

- Accept as Mailing address, but not as a Physical address
- Ensure presence of PMB value
- Keep old address around
- Ask for additional methods of contact



Examples

Address	Enh. DPV	Deliverable	Install Address	Legal, Physical Address	COA
xx EMS D18A1 LN Syracuse IN	Y	Y	Y	Y	Y
xx 1/2 B 1/4 Rd Grand Junction CO	Y	Y	Y	Y	Y
xxxx 8 1/2 8 3/4 ST, Cumberland WI	Y	Y	Y	Y	Y
xx First, Anatone WA => xx Fir St, Anatone WA	Blank/R	N/N(R777/9)	N/Y	N/Y	N/N
Valid address within a few blocks of Post Office	R if an R777/9	N if an R777/9	Y	Y	N if an R777/9
65 S Randall Rd Unit xxx, North Aurora IL	Y	Y	N (PBSA)	N	Y (Restricted)
xxx W 75 th St Unit xxx, Naperville IL	Y	Y/N (CMRA missing PMB)	Y/N (who for?)	Y/N (who for?)	Y/N (who for?)
xxxx Gopost #xxxxx-xxxx	Y	Only Packages	N	N	N



Making Informed Address / Mailing Decisions

Not Delivered:

Mail Volume	Mail Type	Industry Averages	Best Practice Averages	Savings Potential
100,000,000	Operational	2 – 4%	0.5 – 1%	\$1.875M
300,000,000	Marketing (Consumer)	5 – 10%	< 2%	\$8.437M
50,000,000	Marketing (SMB)	10 – 25%	5 – 8%	\$3.750M

HUGE NOTE FOR MAILERS:

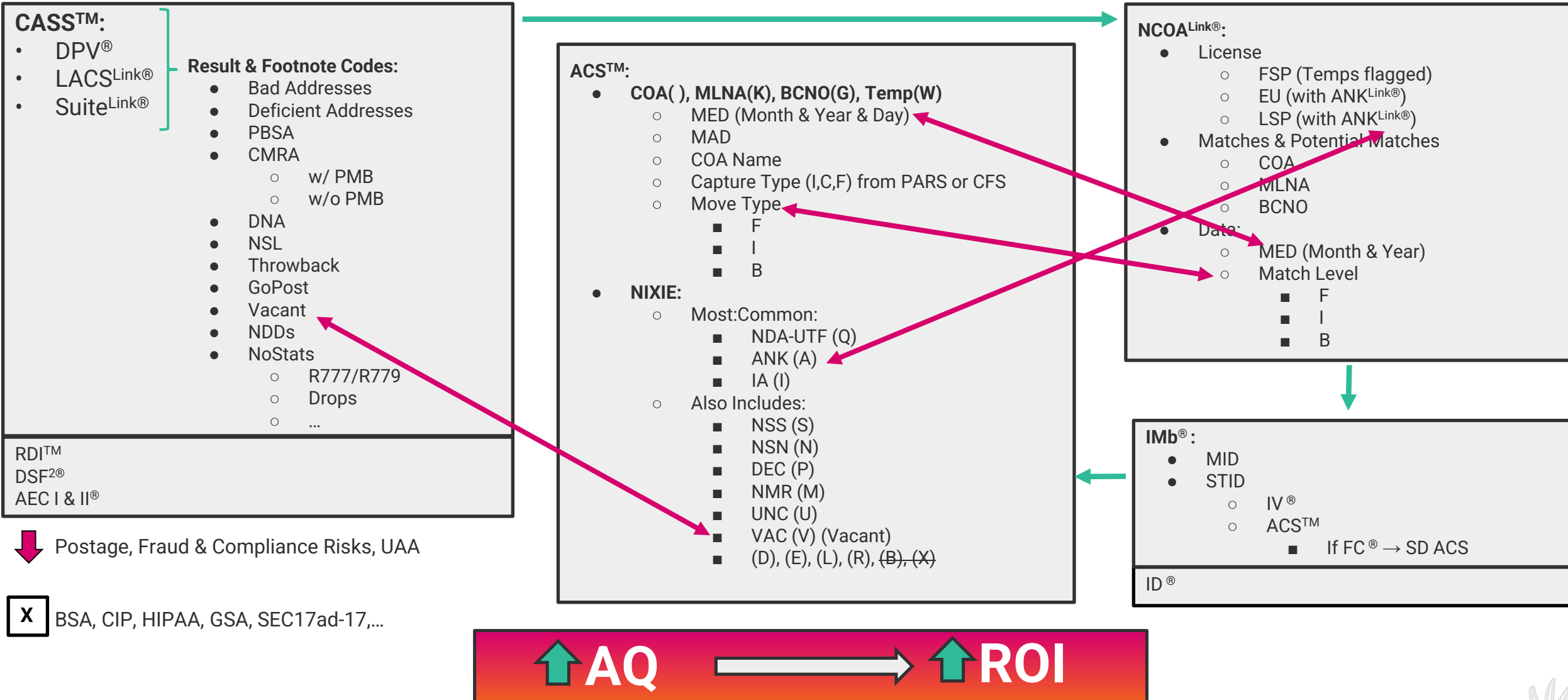
These numbers do not include the UAA (deficient / wrong addresses) that Carriers and Clerks are able to figure out and complete delivery.

- Delivery will be inconsistent
- Delivery rates by issue can vary from 75 to 90+%
- Issues prevent detection of important address information:
 - Discounted Postage Qualification
 - COA's
 - Compliance with Industry Specific Regulations

EXAMPLE	TOTAL UAA	First-Class	Industry Average (USPS)	Address Quality Mailers (Industry)	ACS Users (USPS)
		UAA Rate	4.49%	1.51%	
		COA's	80%	25%	27%
		NIXIE's	20%	75%	73%



Address Quality Review – in the weeds



Address Quality Review – And Remember

When asked, “Do we need to use all the tools and data in all our address related processes?” The answer is:

IT DEPENDS!

Why?

Because NOTHING is 100%





Thank You!

Feel free to reach out to me:

Adam Collinson

Director of Address Intelligence

Grayhair Software

- acollinson@grayhairsoftware.com
- engage@grayhairsoftware.com