

# LICENSING ANNOUNCEMENT

NOVEMBER 27, 2015

## NCOA<sup>Link</sup>® NAME PRESENTATION

**Primary Audience:** All NCOA<sup>Link</sup> Licensees

The provision of change-of-address information is controlled by strict name and address matching logic. NCOA<sup>Link</sup> and NCOA<sup>Link</sup> MPE processing will only provide new address information when queried with a specific algorithm of the name and old address from a mailer's list or mailpiece, which matches the information on the NCOA<sup>Link</sup> Product. It is the responsibility of the Licensee to determine the name order and presentation correctly and to develop a process to handle the names properly. The software should be able to interchange the order to make a match. It is optional if a Licensee chooses to run a setup job before processing to determine the order or presentation of the name.

Below are suggestions to assist in the presentation of names on mailing lists and mailpieces.

- The Zero Table is provided weekly as an option for NCOA<sup>Link</sup> MPE processing only. The MPE 00 table is a cumulative file containing all of the ZIP + 4<sup>®</sup> codes in an 18-month period that have an active COA on file. It must be synchronized with the weekly NCOA<sup>Link</sup> data updates. The 00 table should present enough time to determine the name order on the mailpiece so necessary adjustments can be made. The percentage of matches made to NCOA<sup>Link</sup> MPE processing is less than two percent.
- Before processing mailing lists and mailpieces, discuss the name order with clients to ensure the NCOA<sup>Link</sup> results are accurate.
- Work with your NCOA<sup>Link</sup> software vendor on developing a mechanism that will query names in reverse order.

If you have any further questions regarding this notice, please submit them in writing to [ncoalink@usps.gov](mailto:ncoalink@usps.gov).