

ADDRESS ACCURACY PROGRAM

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ANSWERS:

Address Accuracy

1. What is an address and what makes it accurate?

An address is the information required to identify the specific location of a residence/business and/or the destination where a recipient receives mail. An address is deemed accurate when all components are present correct and match information on Canada Post's database.

2. Who determines a mail recipient's address?

Street numbers and names, usually referred to as civic addresses, are determined by municipal authorities. Canada Post records street numbers and names, as supplied by city or town officials.

3. What is Address Accuracy and why is it important?

Address Accuracy is a Canada Post program designed to improve delivery by encouraging mailers to accurately address mail. Address Accuracy also enables Canada Post Customers to benefit from incentive postage rates.

Consistent and accurate addressing:

- Reduces costs and improves Return on Investment - Clean mailing lists will result in fewer undeliverable and returned mail pieces and reduce costs associated with printing, preparing and sending mail that can't be delivered.
- Increases Response Rates - Through proper and frequent data cleansing, mail items will get to the desired audience and increase the likelihood that it will be read and responded to.
- Improves Receivable Cycles - Invoices that are returned have a longer cycle for receivables.
- Improves Subscriber Satisfaction - Subscriptions that can't be filled and ordered result in remail costs or loss of subscribers.
- Decreases Environmental Impact - Proper data-cleansing practices can reduce the number of items that are wasted, which is good for the environment.

For customers, this translates into a more efficient service and lower costs. Accurate addressing helps ensure the mail is delivered on time, the first time, and every time.

4. What is the Address Accuracy Program?

Address Accuracy is a program designed to improve delivery by encouraging

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Customers to accurately address mail. Every item must be addressed to a specific individual or company, or to a non-personalized descriptor, such as "OCCUPANT" or similar wording. Every item must display a complete mailing address, including any required suite or unit information as well as the valid Postal Code for that address. If the mailing address is not complete, the mail may be delayed for deemed undeliverable and possibly returned.

The Address Accuracy Program improves mail processing and delivery service by increasing the percentage of mail that is properly addressed. Using special Address Accuracy software, mailing lists and/or databases are compared against Canada Post's address database before the mail is inducted. This process validates and corrects mailing lists, helps Customers determine how accurate their mailing list is, and allows them to produce a *Statement of Accuracy*.

The Address Accuracy Program includes the following four requirements:

- Address Accuracy standard level of 95% (Refer to Q&A #7)
- Adjustment to the cost of the mailing based on the difference between the mailer's score and 95% (Refer to Q&A #8/9)
- *Statement of Accuracy* is required at a minimum of once a year (Refer to Q&A 12-20)
- Recognized software must be used for validation and correction and for generating a *Statement of Accuracy* (Refer to Q&A 21-28)

5. **Who should participate in the Address Accuracy Program?**

Customers who utilize Incentive Lettermail, Addressed Admail and/or Publications Mail must meet the Address Accuracy Program requirements.

6. **What impact does Address Accuracy have on the service a Customer selects?**

A Customer who selects **Incentive Lettermail** services is often mailing invoices. Reaching the target audience can be critical to the mailer's cash flow or financial projections. Customer satisfaction can also be affected as fees may apply to late payments regardless of the fact the delay may have been caused by an incorrect address.

A Customer who selects **Addressed Admail** is often: promoting merchandise or services, announcing a sales event or trying to produce consumer interest. This Customer generally invests in the advertisement with the expectation that this will result in future sales. Reaching the target audience can have a significant effect on the expected return on investment.

Customers who select **Publications Mail** have an interest in reaching their customers within a selected time frame. Customers who receive their publication late will be dissatisfied. This can lead to the loss of future sales for the mailer.

7. **What is the Address Accuracy standard?**

The standard level for Address Accuracy is 95%, which means that 95% of the

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urban and rural addresses on the Customer's database or mailing list are determined to be accurate when compared to the Canada Post database. This percentage is always calculated to one decimal place.

If the percentage on the *Statement of Accuracy* (SOA) produced by Canada Post-recognized software is less than 95%, an adjustment will be applied to the cost of the mailing at the time the *Order (Statement of Mailing)* is completed.

8. **What is the penalty if the 95% Address Accuracy standard is not achieved and how is it calculated?**

If the percentage on the *Statement of Accuracy* (SOA) produced by [Canada Post-recognized software](#) is less than 95%, an adjustment will be applied to the cost of the mailing at the time the *Order (Statement of Mailing)* is completed.

Failure to record the Address Accuracy percentage and expiry date on the *Order (Statement of Mailing)* will result in the application of an adjustment to the cost of the mailing using the National Average Address Accuracy percentage of 56%.

Incentive Lettermail

The adjustment rate for Incentive Lettermail Customers varies due to the progressive rating of mail categories within the product. The maximum is \$0.05 per item.

Adjustments are calculated as follows:

$$\frac{\text{Volume of Mail} \times (95\% \text{ minus Customer's Actual Address Accuracy } \%) \times \text{Maximum} \times \$0.05}{\text{Adjustment}} = \text{Total Adjustment}$$

* Adjustment rate, when added to the incentive price, cannot exceed current Lettermail full price

Addressed Admail and Publications Mail

The adjustment rate for Addressed Admail and Publications Mail is \$0.05 per item.

Adjustments are calculated as follows:

$$\text{Volume of Mail} \times (95\% \text{ minus Customer's Actual Address Accuracy } \%) \times \$0.05 = \text{Total Adjustment}$$

9. **What is the Point of Call Address Data product and how does it differ from Postal Code Address Data?**

Postal Code Address Data is a series of ranges defined by Postal Codes.

- K1A 1A1 = 1-99 Main Street, Ottawa, ON
- All addresses within the range are considered valid

Point of Call Address Data is a series of ranges defined by specific addresses within a Postal Code.

- e.g. K1A 1A1 = 1-43 & 47-99 Main Street, Ottawa, ON
- Recognizes that 45 Main Street does not exist, and is thus invalid

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This additional level of granularity makes the Point of Call Address Data product a more accurate database against which to cleanse mailing lists.

Statement of Accuracy (SOA)

10. How is a Statement of Accuracy obtained?

A *Statement of Accuracy* can be obtained by comparing a database or mailing list to Canada Post’s address data and generating a report. This is done by processing the database or mailing list through Canada Post Address Accuracy recognized software or by using a mail service provider who offers this service. A list of recognized software providers can be obtained by accessing www.canadapost.ca/am.

11. What information is found on a Statement of Accuracy?

The *Statement of Accuracy* (SOA) is used to report the percentage of accurate addresses in a database or on a mailing list. The SOA must be produced a minimum of once a year but Customers are encouraged to run the SOA more frequently to help reduce the number of undeliverable mail items.

A *Statement of Accuracy* (SOA) includes the following information:

STATEMENT OF ACCURACY (SOA)	
1. Customer Name and Address	<ul style="list-style-type: none"> The Customer’s company name and mailing address.
2. Canada Post Customer Number	<ul style="list-style-type: none"> The Customer’s seven-digit number found on their Canada Post contract.
3. Total Number of Records Processed	<ul style="list-style-type: none"> The total number of records (or addresses) included in the evaluation, which must be equal to or greater than the number of items being deposited.
4. Address Accuracy Level	<ul style="list-style-type: none"> The Address Accuracy level indicates the percentage of accurate urban and rural addresses. This percentage is always calculated to one decimal place.
4.1 Questionable Apartment Addresses	<ul style="list-style-type: none"> If a mailing address does not have a unit number and there are no unit numbers available in the Canada Post database, the address is recognized as Valid but reported as Questionable.
4.2 Questionable Rural Addresses	<ul style="list-style-type: none"> If the mailing address is recognized as Valid based solely on the Postal Code, the address is reported as Questionable. In order to be complete, rural addresses must include delivery mode (e.g. RR) or civic/street range or PO Box.

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5. Address Accuracy Expiry Date: yyyy/mm/dd	<ul style="list-style-type: none"> The expiry date of the Address Accuracy percentage is always one year from the date the SOA was produced.
6. Software Company Name and Software Version	<ul style="list-style-type: none"> The name of the software company used to evaluate the database and the software version are required. Only current versions produced by recognized software are accepted.
7. Canada Post Address Data Used: yyyy/mm/dd	<ul style="list-style-type: none"> The effective date of the Address Data used (current version required).

12. Why should a *Statement of Accuracy* be produced?

A *Statement of Accuracy* (SOA) is used to report the percentage of accurate addresses in a database or on a mailing list. Both urban and rural addresses are included in the calculation. A SOA is one of the required elements of the Address Accuracy Program. Customers are requested to keep a valid copy on file in the event that Canada Post requests a copy.

13. How often must a *Statement of Accuracy* be produced?

A *Statement of Accuracy* (SOA) must be produced a minimum of once a year for each database and/or mailing list, but it is encouraged to run the SOA more frequently to help reduce the number of undeliverable mail items. If databases and/or mailing lists are updated, it would be beneficial to run a new *Statement of Accuracy* to prevent mailing to addresses that are undeliverable.

Customers are requested to keep a valid copy of the SOA on file in the event that Canada Post requests a copy.

14. If an address remains static for over one year, is there really any need to run Address Accuracy more frequently?

Yes. Due to municipal amalgamations, 911 initiatives (civic addressing), urban growth, etc., addresses do not remain static.

15. How should the Address Accuracy percentage for a database or mailing list be reported?

Customers must record their Address Accuracy percentage and expiry date obtained from their *Statement of Accuracy* (SOA) on their *Order (Statement of Mailing)*.

Failure to record the Address Accuracy percentage and expiry date on the *Order (Statement of Mailing)* will result in the application of an adjustment to the cost of the mailing using the National Average Address Accuracy percentage of 56%.

16. What constitutes a "questionable" address?

A "questionable" address is one which is not complete or fully accurate, but in

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some instances may still be deliverable. A multi-unit residential apartment address is questionable if the mailing address is missing a unit number and there are no unit numbers available in the Canada Post database. A rural address is questionable if it cannot be validated based on all of the civic address components present and is therefore validated based on the Postal Code only.

By flagging these addresses as "questionable", mailers will recognize that they may need to verify or update them.

17. Are rural addresses affected by Point of Call Address Accuracy?

The Point of Call Address Data product does not contain all rural delivery points. However, as long as the Postal Code is valid, rural addresses are not considered incomplete or invalid. Where Canada Post has civic addresses for rural delivery areas, the address is flagged as "questionable."

18. What is the *Statement of Accuracy Blended Level Method*?

If a mailer has more than one existing *Statement of Accuracy (SOA)* for various separate databases or mailing lists, the mailer may combine the accuracy rates of each to obtain a blended level average.

For example, a mailer has an SOA of 95% for a database of 11,000 records and also has another SOA at 90% for 12,000 records. The following calculation would take place:

	11,000 x 95.0% = 10,450
	<u>12,000 x 90.0% = 10,800</u>
Total	23,000 21,250

Therefore, 21,250 divided by the total 23,000 = 92.4% Address Accuracy blended level. This percentage may be used when combining the records of all databases for a single mailing. The earliest expiry date (from the various *Statements of Accuracy*) must be used on the *Order (Statement of Mailing)*.

Address Accuracy Software

19. What is the Software Evaluation and Recognition Program (SERP)?

The Software Evaluation and Recognition Program is a Canada Post testing program to evaluate and recognize software packages that:

- Validate an address against Canada Post's Point of Call (range-based) Address Database (POCAD);
- Perform accurate address correction on those addresses for which correction is attempted;
- Reject non-correctable addresses without attempting correction; and
- Produce a standard *Statement of Accuracy*.

For software to be recognized as part of SERP, POCAD must be licensed from Canada Post strictly for producing and preparing a mailing list or database and *Statement of Accuracy* for the purposes of preparing mail for delivery by Canada

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Post.

SERP recognition indicates that Canada Post has evaluated the software and found it to meet the criteria referred to above. The Program does not evaluate any subjective criteria such as a speed of operation or customer support.

Once recognized, the list of recognized software or services is updated and published on the Canada Post website to assist mailers in selecting Address Accuracy software products or services. The list of Canada Post-recognized software can be accessed at www.canadapost.ca/am

Companies interested in having their software recognized can contact:

SERP EVALUATOR
 CANADA POST CORPORATION
 B0225-2701 RIVERSIDE DR
 OTTAWA ON K1A 0B1
 E-MAIL ADDRESS: lennox.clue@canadapost.ca

20. What is the best software available?

Customers can follow these steps to determine the best software for them:

- Talk to people in the industry to try to obtain the best software program;
- Test at least 1,000 to 3,000 addresses to ensure the software is compatible
- Use the software program to correct the list to the system's capability;
- Make whatever manual corrections are necessary; and
- Run another validation check on the updated list to obtain a new level of accuracy and produce a *Statement of Accuracy*

21. Where can a list of Address Accuracy recognized software providers be found?

A complete listing of Canada Post-recognized software providers can be accessed at www.canadapost.ca/am

22. Why does the Address Accuracy Software update files monthly when a *Statement of Accuracy* is only required once a year?

All software providers have to update their software to meet all of their customers' needs. The most current data has to be available to those customers who run Address Accuracy on every mailing. It should be noted that Canada Post's data is constantly changing as new addresses are created or removed as a result of new housing developments, people moving and/or businesses relocating.

23. What is the definition of a valid address?

Where a software package is able to detect all address components, the address should be categorized as valid. Unidentifiable address components may be retained as part of the address as additional delivery information.

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24. What is the definition of a non-correctable address?

Depending on the type of address, certain address components provide a uniqueness that cannot be corrected (e.g. civic number for a range address). The address is determined to be non-correctable, if these components are:

- Missing;
- Inconsistent with other components: or
- Outside the range found in Canada Post's Point of Call Address Data.

25. Do invalid addresses impact the deliverability of the mail?

It is important for Customers to validate, correct and update their mailing lists or databases to fully realize the benefits in terms of mail deliverability and return on investment. Canada Post will continue to deliver mail items with invalid addresses if there is sufficient correct address information to ensure a high confidence of accurate delivery.

Support Available

26. To whom should questions or concerns be raised on how software is validating or correcting addresses?

A Customer's agreement is with the software provider and not Canada Post. A Customer should first raise their concerns with the provider. Canada Post will become involved only upon evidence that the Customer has made every effort to work with the provider.

27. How can an individual address be verified when the software identifies it as invalid?

Addresses with missing or incorrect information, such as suite or unit numbers, are considered invalid and non-correctable by Address Accuracy software. To correct these addresses Customers will need to contact the mail recipients directly to obtain the information to correct these addresses.

It should be noted that Canada Post's Postal Code lookup tool should not be used to verify and correct suite or unit numbers. This tool uses Postal Code range data and was designed for consumer purposes only in order to provide Postal Codes.

28. How should Canada Post be notified of an address that is verified by the mail recipient to be correct but is still considered invalid by Address Accuracy software?

Customers should send an email to AMSINQ@canadapos.ca, Address Management, to report any anomalies on Canada Post's database.

Customer Transition Period for Point of Call Address Accuracy

29. How is the Point of Call Address Accuracy transition period being managed?

On January 17, 2011, Canada Post and recognized software providers introduced enhanced Address Accuracy software, which is used to validate and correct mailing lists and to produce a *Statement of Accuracy*. The enhanced software uses the Point of Call (range based) Address Data, which has more detail than the previous Postal Code range Address Data.

A transition period was provided to give mailers time to update their mailing lists. For the duration of this transition period, Address Accuracy software flags "invalid" multi-unit residential apartment and large urban business addresses, but these addresses do not count against a mailer's score. All other invalid addresses count against the score.

Effective January 13, 2012, the transition period for excluding invalid multi-unit residential apartment addresses will end and invalid residential apartment addresses will count against Address Accuracy scores.

The transition period for excluding invalid large urban business addresses from Address Accuracy scores ends January 2013. No further extensions will be provided after January 2013.

30. What constitutes an "Excluded" address during the transition period?

Multi-unit residential apartment and large urban business addresses are considered "Excluded" if the mailing address is missing a unit number or has the wrong unit number and the unit number is available in the Canada Post database. These addresses are considered invalid; however, they do not count against the Address Accuracy score during the transition period.

31. When does the transition period end for excluding multi-unit residential apartment addresses?

Effective January 13, 2012, the transition period for excluding invalid multi-unit residential apartment addresses will end and invalid residential apartment addresses will count against Address Accuracy scores.

32. When does the transition period end for excluded large urban business building addresses?

The transition period for excluding invalid large urban business addresses from their Address Accuracy scores ends January 2013.

Customers are encouraged to correct these invalid addresses before they count against their Address Accuracy score. It should be noted that no further extensions will be provided after January 2013.

33. What is the definition of a large urban business building?

A large urban business building is a building large enough to have its own unique Postal Code. The criteria used by Canada Post to determine this is that the building contains 10 or more business tenants and all businesses share a common entrance. Unique business codes are not assigned in rural areas.