LACS
Locatable Address Conversion System*

Improve mail deliverability and convert rural addresses to street addresses.

LACS

In city and non-rural areas, most addresses have the standard street address format - number, street and apartment number.

However in rural areas an address may consist of a rural route and box as it's address. Finding the actual physical location of the person or household can be almost impossible.

As 911 services expand their coverage areas, the old rural addresses lead to response difficulties that could be life-threatening. As a result, the United States Postal Service (USPS®) created a database of approximately 5 million records that converts these addresses into named street addresses with house numbers.

Since the USPS is not required to deliver mail to the pre-conversion address after one year, it is important to update files using the LACS service. LACS processing typically provides up to 3% incremental cost savings. This is in addition to savings from NCOA, Nixie and DSF^2™ processing.

Key Features:

The output from Locatable Address Conversion System (LACS) processing will include the following information per USPS requirements:

❑ The original address as it was presented.

❑ The standardized original address with correct ZIP + 4 Code and Delivery Point Code (DPC) information whenever possible.

❑ PS Form 3553.

❑ A National Deliverability Index (NDI) report.

❑ When a LACS match is made we will append the following information:

  ○ The converted address.
  ○ The correct ZIP + 4/DPC Code for the converted address.
  ○ The type of record matched on the LACS file.

Key Benefits:

❑ Deliverability is enhanced through improvement of address quality from Standardization.

❑ ZIP + 4/DPC Codes are appended, corrected or verified.

❑ Provides CASS™ Qualification of list as required for Postal Discounts.

❑ National Deliverability Index (NDI) report shows how your list measures up to USPS standards.

❑ Address Type codes are appended to each record allowing segmentation to reduce undeliverable mail.

❑ Merge/Purge effectiveness is increased.

❑ Customer File accuracy is enhanced.

For More Information
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Examples of LACS Conversions...

Preconversion Address	New Address

Rural with box number to street type addresses (split)

John Smith RR2 Box 10 Anytown US 12345	John Smith 242 Union Road Anytown US 12345
Peter Wong RR2 Box 10 Anytown US 12345	Peter Wong 244 Union Road Anytown US 12345

Street and street type address (split)

John Smith 22 New Highway Anytown US 12345	John Smith 22 New Highway Front Anytown US 12345
Peter Wong 22 New Highway Anytown US 12345	Peter Wong 22 New Highway Rear Anytown US 12345

Rural with box to street type address

Name Ignored RR1 Box 179 Anytown US 12345	242 Flatbush Road Anytown US 12345

Street to street type address

Name Ignored 4442 Pine Island Rd Anytown US 12345	4442 NW 85 Ave Anytown US 12345

Rural with no box number to street type addresses

John Smith RR1 Anytown US 12345	John Smith 888 Acorn Rd Anytown US 12345
Peter Wong RR1 Anytown US 12345	Peter Wong 900 Acorn Rd Anytown US 12345

LACS processing can improve your deliverability and save mailing costs up to 3%.

Obtain the most accurate, mailable and current addresses on your customers and prospects by using LACS and other Anchor services.

Flexible 24/7 Turnaround Times

You choose your turnaround time, all at competitive prices:

◆ **Ready In Minutes, Max 3 Hours**

◆ **Next Day AM (In By 8PM Out By 9AM),**

 Or 15 Hour Service, (Whichever Is First)

◆ **Next Day PM Service**

 Or 20 Hour Service, (Whichever Is First)

◆ **3 Day Service**

Turnaround times may vary, based upon file size and service selected. Times shown are Eastern Standard Time.

About Anchor ...

Anchor Computer is a leading provider of software and services for the direct marketing industry. Anchor provides a complete array of address hygiene processing, business and consumer file enhancement, databases, merge/purge, modeling, and document personalization software & services.

*Anchor Computer is a non-exclusive licensee of the United States Postal Service for NCOA, DSF², LACS & FASTforward®. Pricing of these products and services is neither established, controlled, nor approved by the United States Postal Service.

ANCHOR COMPUTER

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