

Addressing Tips | Address Accuracy

- Improving the accuracy of your addresses begins with the way in which addresses are recorded. Structuring the fields of your database in conjunction with addressing requirements will improve the performance of your address list. The [Addressing Guidelines](#) in the Postal Guide is a valuable reference tool and may be obtained on the Canada Post website. The employees recording the addressing information should also be trained in the essentials of proper addressing.
- Ongoing maintenance of the address lists is essential. By providing your customers with an opportunity to update their addressing information (i.e. Change of Address insert cards, Business Reply Mail, etc.) and verifying the accuracy of these addresses, you improve the performance of your mailing lists.
- Removing foreign and in-house addresses from the database before running the *Address Validation and Correction* software will reduce the time required to run the software and will result in fewer invalid and non-correctable addresses.
- Printing a list of the addresses that are invalid can help you identify those addresses which may need to have additional, different or modified information in order to be deemed valid.
- Renting lists that are Address Accuracy compliant reduces the effort required to correct invalid addresses and may ultimately reduce your costs.
- Updating all your databases when correcting an address ensures that you will not have different addresses for the same customer.
- Designing forms to allow for all possible addressing types will allow you to capture all the necessary addressing components. Refer to the [Addressing Guidelines](#) for details on address types and formats.
- PO Box and Rural Route Information:** When directing mail to a postal box in a post office, use "PO BOX". When the delivery point is along a rural route use "COMP" (compartment) and not "BOX" so that this will not be confused with a postal box in a post office (example, SITE 2 COMP 6).
- Including the following information in training material for personnel recording addresses will reduce some common addressing errors:
 - Numeric street names in Alberta typically do not end in "st", "nd", "rd" or "th".

32 AVE not 32nd AVE
3 STREET not 3rd STREET
 - Hyphens have specific applications (see below), and should not be used to fill in blank spaces:

(a) to link a unit number and a civic number,
100-252 BLOOR ST W means
252 BLOOR ST WEST SUITE 100

(b) in Quebec, where they are part of the official municipality name,
ST-SAUVEUR-DES-MONTS
 - Unit numbers always require something that will identify them as such.

124 MAIN ST UNIT 4 or 4-124 MAIN ST
not
124 MAIN ST 4
 - Knowing a few correct spellings and including official punctuation helps to improve accuracy.

SAINT JOHN NB not
ST. JOHN or SAINT or ST JOHN'S

ST. JOHN'S NF not
ST JOHN'S or SAINT JOHN'S

ST CATHARINES ON not
ST. CATHERINES or ST CATHARINE'S
- Alternate Municipality Name:** When communities amalgamate, customers sometimes continue to use the old name. Municipalities may provide Canada Post with both the official name and a valid alternate name which may be used. The Postal Code Address Data product also contains a listing of invalid alternate municipality names that may be used for reference only and are not to be used for addressing.
- 13/18-Character Abbreviations:** Municipalities with names longer than 13 characters provide Canada Post with official 13-and/or 18-character abbreviations for those mailers whose database fields cannot accommodate longer names. These abbreviations are found on the Postal Code Address Data products and on our [website](#).

