

Specifications

Data Management Services options

Standard services

- **Address Accuracy** – validates and corrects key mailing address elements in your records
- **Duplicate identification** – identifies address duplicates or name and address duplicates
- **National Change of Address (NCOA)** – access 72 months’ worth of mover information (including residential and business moves and deceased estates)
- **CMA’s Do Not Contact suppression** – identifies records of people on the Canadian Marketing Association’s Do Not Contact list

Premium services

- **Name and address validation** – validates consumer or business name and address records against a proprietary Canada Post database to provide insights on whether an individual or business has received mail within the last 90 days
- **Suite infill** – identifies consumer or business name and address records with missing suite numbers and appends missing suite information where available
- **Residential rural to civic conversion** – identifies rural addresses that have been converted to civic addressing and appends new civic address where available
- **Deceased suppression** – identifies deceased contacts in your name and address records by matching it to a master database of deceased Canadians (national coverage of English-speaking Canada)
- **Data append** – the overlaying of Canada Post’s name, telephone number, demographic and/or interest data on to a business’s customer file to gain a deeper understanding of a consumer’s, household’s or business’s characteristics.

Terms

- All standard and premium services are fee-based
- Address Accuracy is a pre-requisite and mandatory for all standard and premium services
- Repeat customers can leverage an existing Canada Post Address Accuracy report for any standard and/or premium services within 30 days of Canada Post providing a Statement of Accuracy; Standard Address Accuracy fees will apply after 30 days
- All standard services require 3-5 days file delivery (up to 3 million records) once all agreements and customer files are received
- All premium services require 5-7 days file delivery (up to 3 million records) once all agreements and customer files are received

Service option details

Service	Pre-requisite	SLA (up to 3M records)	Names required	Availability (residential/business)	Run process
Address Accuracy	None	3-5 days	No	Both	All records
NCOA	Address Accuracy	3-5 days	Yes	Both	All records
Duplicate identification	Address Accuracy	3-5 days	No	Both	All records
CMA suppression	Address Accuracy	3-5 days	No	Residential	Valid records
Name & address validation	Address Accuracy	5-7 days	Yes	Both	Valid records
Suite infill	Address Accuracy	5-7 days	Yes	Both	All records
Rural to civic conversion	Address Accuracy	5-7 days	Yes	Residential	Invalid records
Deceased suppression	Address Accuracy	5-7 days	Yes	Residential	All records
Data append	Address Accuracy	5-7 days	No	Both	Valid records

Data Management Services 4-step process

Step 1: Contact the data and targeting experts

- To contact the Data Solutions Centre please submit an online inquiry and you will be contacted within 24 hours. For Premium Services, you can contact your Canada Post representative or our Data Solutions Centre will transfer you to one of our Data Advisors to identify your needs and requirements.
- You will also require a Commercial Customer number "ACCOUNT" status and credit in good standing

Step 2: Finalize your order

To have your order processed...

- The Data Solutions Centre will help you finalize the details of your order and you will receive a price estimate.
- As soon as you approve the order/agree to pricing, you will sign the Data Management Services Agreement
- Note: Your order will be processed only once we have all signed agreements and final customer file(s) from you

Step 3: Provide your file

- Send us your customer file. If more than one file is received, additional fees will be applied per file. You can provide up to 5 files in the same file format. File delivery and pickup will be facilitated using a secure service
- Your customer file must have a minimum of the following data columns:
 - ID number (it does not have to be unique)
 - Address line 1
 - City
 - Province
 - Postal code
- An additional 10 columns of data are acceptable
- Files that are not provided in the acceptable file formats may incur additional charges

File format	Address format	Description	Sample (using pipe delimited file type)
<ul style="list-style-type: none"> Excel, Comma delimited (.csv) with string qualifier, Dbase (.dbf), Tab delimited (.txt), Pipe-delimited (.txt) 	Civiparsed*	Record with address in parsed form	Record ID Unit Type Unit Number Street Number Street Number Suffix Street Name Street Type Street Direction Municipality Province Postal Code First Name Last Name Business Name
	Unparsed	Record with unparsed address form	Record ID Address Muni Prov PC First Name Last Name Business Name
	Unparsed2	Record with unparsed address form 2	Record ID Address1 Address2 Muni Prov PC First Name Last Name Business Name

* To achieve the most accurate output files, all Data Management Services' output files will be in the Address Format of Unparsed or Unparsed 2

Note: For electronic communication where security, privacy and confidentiality are not major concerns, such as transmission of order forms and postal code files, regular email will be used between Canada Post and all other parties.

Step 4: Your order is ready

- Your processed customer file will be ready in a minimum of 3-5 business days for standard services and 5-7 business days for premium services (up to 3 million records) from the time your order is finalized; for customer files greater than 3 million records, a quote for estimated file delivery will be provided to you
- Canada Post will deliver 1 output file through a secure service, in the following format:

File Format	Address Format	Description	Sample (using pipe delimited file type)
<ul style="list-style-type: none"> txt, pipe-delimited, character encoding: UTF-8, header information 	Unparsed	Record with unparsed address form	Record ID new_add1 new_city new_prv new_pstcde First Name Last Name Misc... Status NCOA NCOA_cntry Duplicates CMA Deceased Rural_to_Civic Name_Address_Validation Suite_Infilled old_add1 old_city old_prv old_pstcde
	Unparsed2	Record with unparsed address form 2	Record ID new_add1 new_add2 new_city new_prv new_pstcde First Name Last Name Misc... Status NCOA NCOA_cntry Duplicates CMA Deceased Rural_to_Civic Name_Address_Validation Suite_Infilled old_add1 old_add2 old_city old_prv old_pstcde

Note:

- Only services requested in Schedule A in the Data Management Service Agreement will be populated in the final output file. The file will be returned to you in the file format that you've provided (with the exception of Civicparsed)
- File and Address formats that require a different final output file than Unparsed or Unparsed2 may incur additional charges
- For additional information on Address Accuracy and your Statement of Accuracy, please refer to canadapost.ca/addressaccuracy