

Client: American Academy of Pediatrics  
 Project: AM ACADEMY OF PEDIATRICS FALL 2011  
 Job Number: 1B285-6  
 Date: 16-Nov-11 16:25:16

## NCOALink Match Summary



NCOALink Processing Summary Report

Job Processed as Consumer  
 Licensee: Creative Automation Company  
 PAF I.D.: FBBY81392099001037  
 Mailer Company Name: American Academy of Pediatrics  
 List Name: Customer Supplied List(s)  
 Date Processing Completed 2011/11/16  
 List processed are Move Update compliant through 2012/02/19  
 Date File Returned 2011/11/16  
 Master Date 2011/10/31  
 (NP) Normal Process Category  
 (P) Pre-Processes Performed  
 (N) Concurrent Processes Performed  
 (P) Post-Processes Performed  
 (N) Standard Output Returned  
 (S) Matching Logic Applied  
 (C) Data Returned  
 (C) Job Setup for Standard  
 Processes used in obtaining final results: CASS/DSF2/SuiteLink/LACSLink/NCOALink

Total Records Input				585,551	100.00%
DPV Confirmed	529,483	90.42%			
LACSLink Matched	87	0.01%			
SuiteLink Matched	132	0.02%			
Valid Zip Codes	535,629	91.47%			
Zip+4 Matched	535,183	91.39%			
Zip+4 Coded	529,437	90.41%			
Carrier Route Coded	535,506	91.45%			
Standardized Address	535,394	91.43%			
NCOALink Processed				585,551	100.00%
Matched	5,404	0.92%			
Potential Matches	1,187	0.20%			
Unmatched	578,960	98.87%			
Matched Detail				5,404	0.92%
Business	496	9.17%			
Residential					
Family	1,376	25.46%			
Individual	3,532	65.35%			
Total Deliverable Moves				4,124	76.31%
(A ) COA Match	4,068	75.27%			
(91) Secondary Number Dropped From COA	28	0.51%			
(92) Secondary Number Dropped From Input	28	0.51%			
Total Undeliverable Moves				1,280	23.68%
(01) Foreign Move	92	1.70%			
(02) Move Left No Address	556	10.28%			
(03) PO Box Closed No Forwarding Address	183	3.38%			
(05) A New Address Can Not Be Provided	29	0.53%			
(14) New Address Would Not Convert	91	1.68%			
(19) New Address Not Zip+4 or DPV Confirm	329	6.08%			

Move Activity Summary

- Return Codes -	Total	Months 00-03	Months 04-06	Months 07-12	Months 13-18	Months 19 +
(A , 91, 92)	4,124	3,934	115	21	29	25
	100.00%	95.39%	2.78%	0.50%	0.70%	0.60%
(01, 02, 03)	831	88	57	113	119	454
	100.00%	10.58%	6.85%	13.59%	14.32%	54.63%
(05, 14, 19)	449	64	40	46	64	235
	100.00%	14.25%	8.90%	10.24%	14.25%	52.33%