

Data Cleansing + Optimization

Improve deliverability, reduce cost,
and speed delivery

Keeping a mailing process cost-effective and compliant takes more than stuffing envelopes. RevSpring cleanses and validates address data, handles undeliverable mail correctly, and optimizes every mailing, protecting your deliverability, postage budget, and regulatory standing.

Benefits

CASS standardization

Standardize addresses to qualify for discounted postage rates.

NCOA scrubbing

18 or 48 months of National Change of Address move updates.

Address Element Correction

AEC recovers unqualified addresses that fail CASS.

USPS ACS return mail

Electronic return-mail notices with secure destruction.

Duplicate & balance suppression

Stop paying to mail redundant, low-, or zero-balance pieces.

Presort & commingle

Lower postage and speed delivery through optimized mail prep.

Built for compliance

Regulation F's safe-harbor guidance allows only one address on a template, and the *Hunstein* ruling exposes collectors to litigation when the printed return address belongs to a third-party provider. RevSpring recommends migrating from Return Mail Service to USPS Address Correction Service (ACS), so you can use your own unique return address, a key regulatory consideration.

At a glance: Return Mail Service vs. USPS ACS

Both services process and destroy undeliverable mail, explain non-delivery, and update your database, but ACS adds control and richer data, at no additional cost.

	RevSpring Return Mail Service	USPS ACS
Undeliverable mail	Sent to RevSpring return address to be scanned and destroyed	Returned to USPS, who scans and destroys
Notification	RevSpring scans the pieces and provides an undeliverable report	USPS reports to RevSpring, who provides a report to you
Reason for non-delivery	Limited information	Richer data on the reason
Change of address	All pieces forwarded	Control over whether pieces are forwarded
Your own return address	Not supported	Supported · key regulatory advantage

Migrate to ACS with no added cost

USPS ACS incurs no additional cost and is easy to activate. This data-driven return process operates in near real-time and keeps your consumer mailing information constantly up to date. To take advantage of USPS ACS, contact your RevSpring Account Manager to coordinate the migration.



Optimize your mailing data

Contact us today to clean up deliverability, cut postage cost, and reduce regulatory risk.

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