



DIRECT COMMUNICATIONS, INC.

532 CENTRAL DRIVE

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Procedures for exporting data for NCOA processing

- 1) Export Data fields that have headers and that are uniform and consistent – first name, last name, company, address1, address2, city, state, zip, id number...etc. Ensure that there are no more than three address lines. (City, State, and Zip do not count as an address line).
- 2) Provide name for database & number of records.
- 3) Allow two complete business days for NCOA processing – the time may be less in most cases.
- 4) Please send the data base to the following email address – Attention Kathy Flores – info@rocketdirectmail.com. Or you could use our file submission tool on our website: www.rocketdirectmail.com and click on file upload. Follow the directions on the website. If you have any questions please give us a call at 757-463-9161.
- 5) Rocket will do an address correction prior to sending the data for NCOA as only addresses with zip+4 can be submitted for NCOA processing.

Returning the Updated data to ODU

- 1) The new database will be returned with the updated data – which will have the NCOA date field and Date Moved field added. The NCOA field will be useful if the address is used for another discount mailing within 90 days.
- 2) The updated list will be returned to the email address from which it was received.
- 3) The name of the database will be the same, but with an NCOA updated file extension.

Sincerely,

Kathy Flores, Rocket Direct