



## 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 mail' suppression** — identifies records of people on the Canadian Marketing Association's 'Do not mail' 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.
- **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 is mandatory for all standard and premium services.
- 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 and 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
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

- Contact the Data Solutions Centre to get started by emailing [data.solutionscentre@canadapost.ca](mailto:data.solutionscentre@canadapost.ca), and you will be contacted within 24 hours. For premium services, contact your Canada Post representative or send an email to Data Solutions Centre and the team will get you connected with one of our data advisors to identify your needs and requirements.
- In order for Canada Post to cleanse your data, you will 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 gather your requirements and provide you a price estimate based on your needs.
- As soon as you approve the order and 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

- In order for us to receive your customer file, we will be sending you a Connect invite which will provide you the ability to upload your file and share in a secure manner. 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.
- 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)
Excel, Comma delimited (.csv) with string qualifier, Dbase (.dbf), Tab delimited (.txt), Pipe-delimited (.txt)	Civicparsed*	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
	Unparsed	Record with unparsed address form	Record ID   Address   Muni   Prov   PC   First Name   Last Name
	Unparsed2	Record with unparsed address form 2	Record ID   Address1   Address2   Muni   Prov   PC   First Name   Last Name

\* To achieve the most accurate output files, all Data Management services' output files will be in the address format of Unparsed or Unparsed2.

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 one output file through a secure service, in the following format:

File format	Address format	Description	Sample (using pipe delimited file type)
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



Txt, pipe- delimited, character encoding: UTF-8, header information	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   Ru- ral_to_Civic   Name_Address_Vali- dation   Suite_Infilled   old add1   old add2   old city   old prv   old pstcde
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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](http://canadapost.ca/addressaccuracy).