

LSC offers rapid turnaround international postal data hygiene to meet the business demand for access to resources on an as-needed, same day/next day basis. Global commerce demands fast responsiveness. LSC's Global Address Standardization service is the answer.



High-performance & cost-effective Global Address Processing

Same day/next day access to accurate global address data

Support for both single-byte and multi-byte name and address data (e.g., Japanese, Chinese)

Improved mail delivery & company image

Lower costs due to fewer undeliverable returns

Increased ROI

List Services Corporation (LSC) Global Address Processing Solutions: Real-Time Address Standardization is at the core of our unique data management technology and we offer it to you to benefit your business. Our Safe Harbor compliant, high-performance process determines the accuracy of an address, and whether it's correctable. It then corrects addresses and formats them to the unique requirements of each country's postal system.

Available Features:

International Address Standardization service corrects addresses and formats them to the unique requirements of each country's postal system

Qualitative Codes are assigned to every address processed. The code indicates the accuracy of the address, specifies whether or not the address could be corrected, and classifies the address as deliverable, undeliverable or uncorrectable. This allows pinpoint accuracy in determining which addresses can be successfully delivered to your prospects.

Suppression file processing is available which provides you the opportunity to process your files so that addresses to which you do not want to mail are omitted from the output files. (e.g., processing against the Canadian Marketing Association's pander/do-not-mail file).

Also consider...

- **Language Code Assignment:** Appending a geography-based language code assists in market-driven targeted mailings catering to your prospective customers' language.
- **Genderization:** Identifying the gender associated with individual names, providing the benefit of addressing the prospective customers with the correct salutation, for example.
- **Canadian National Change of Address:** Remain in contact with the estimated 1.7 million Canadian individuals and businesses move each year. (see our *Canada-specific data sheet* for more details)
- Please ask us about additional services available to cater to your specific international postal data processing needs...

The LSC Address Standardization system supports address formats for every country in the world. In addition, each country's postal service provides postal code data to varying levels of geographical detail, depending on the postal system in use in that country.