DSF²®

WHAT IS DSF²?

DSF² data is a comprehensive repository of over 165 million address records in the USPS®address database. This tool identifies whether a ZIP + 4® coded address is currently represented in the USPS delivery point file as a known address. It furnishes vital walk sequence details required by mailers to secure USPS delivery sequence postal discounts. Additionally, DSF² imparts extra address insights such as Delivery Mode type, Residential, Business, Seasonal, and Vacant Indicators that empower informed mailing and business decisions.

Deliverable Address Identification

Affordable Mail Delivery

Smarter Decisions, Enhanced Results

WHO CAN USE IT?

DSF² primarily benefits saturation mailers, such as large companies with concentrated mailings. These users enjoy postal discounts, cost savings, and maximized revenue. Utility companies, telecommunications companies, mail-delivered newspapers, and local periodical publishers also find value in this processing. But any mailer looking to optimize their mailings can benefit from this processing.

HOW DSF² PROCESSING WORKS

1. **CASS™ Certification:** All records undergo processing via CASS certified software, ensuring standardized address formatting.

2. **NCOA^Link®:** When mailing to specific individuals, for maximum address quality and to ensure compliance with the Move Update Requirement for postage discounts, it is recommended to also process the records through NCOA^Link processing.

KEY BENEFITS:

- **Precise Address Identification** - Accurately identify various address types, including Residential, Business, Vacant, and Seasonal addresses. This precision enhances delivery accuracy and streamlines communication logistics.
- **Cost-Efficient Mail Delivery** - Qualify for High Density and Saturation Discounts, optimizing postal expenses. This feature empowers businesses to efficiently reach their target audience while managing costs effectively.
- **Enhanced Delivery Insights** - Identify attributes like delivery type (Curb, Mail Slot, Cluster Box) for improved recipient satisfaction and operational efficiency.

AS A DSF² LICENSEE, GRAYHAIR'S PRICE FOR DSF² SERVICES ARE NOT ESTABLISHED, CONTROLLED, OR APPROVED BY USPS OR THE UNITED STATES GOVERNMENT. DSF²®, USPS®, CASS™, ZIP + 4®, NCOA^Link® ARE TRADEMARKS OF THE UNITED STATES POSTAL SERVICE.

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