



SmartClean RETURNED FILE FORMATS Mailing List Files

Customer File:

The following fields will be appended to the customer's original delimited record layout:
(Maximum field lengths are in parentheses ())

NCOA fields (Will be blank if NCOA Processing was not requested)

- NCOA_Moved (1)
 - Y indicates that the consumer has moved
 - N indicates that the consumer has not moved
- NCOA_NewAddress (1)
 - Y indicates that the consumer has a new address
 - N indicates that a new address is not available (new address field contains original address)

Name and Address fields (Represents current address for the consumer in CASS certified format)

- CASS_FName - Consumer First Name (25)
- CASS_LName - Consumer Last Name (25)
- CASS_BName - Business Name (65)
- CASS_Address1 - The current street address for the consumer (60)
- CASS_Address2 - The secondary address for the consumer (60)
- CASS_City - The current city for the consumer (25)
- CASS_State - The current state for the consumer (2)
- CASS_Zip - The current 9 digit zip code for the consumer (10)
- Miscellaneous1 - A field identified by the customer for output (60)
- Miscellaneous2 - A field identified by the customer for output (60)
- Miscellaneous3 - A field identified by the customer for output (60)
- Miscellaneous4 - A field identified by the customer for output (60)
- Miscellaneous5 - A field identified by the customer for output (60)
- Miscellaneous6 - A field identified by the customer for output (60)

Delivery Codes

- CASS_Carrte - The 4 character Carrier Route Code (4)
- CASS_DPC - The 3 character Delivery Point Code (2 char + check digit) (3)
- Sectional Center - The USPS Sectional Center Code

Suppression Flags (Will be blank if suppression match not requested)

- MPS Flag - Y = Matches DMA Mail Preference Service (DMAChoice) File (1)
- Dec Flag - Y = Matches Deceased File (1)
- Prison Flag - Y = Matches Prison File (1)
- HouseSuppress Flag - Y = Matches House Suppression File (1)
- Duplicate Flag - Y = Record Removed – Matches Higher Priority (lower #) Record (1)
- MultiBuyer Count - Number of Times Individual Appears on Lower Priority (higher #) lists (2)
- Keycode - Keycode Assigned to Record (15)
- IMSConsumer ID -IMS assigned Unique Individual Number (11)
- Priority Code -Merge/Purge Priority (2)

Letter Shop File:

The following fields will be output to a net mailing file (Duplicates, Suppressions, No Fwd Address – removed):

- ID - A sequential number representing the file sequence (11)
- Priority Code - File Priority for the Merge/Purge (2)
- Prefix - Identified Name Prefix (Mr., Mrs., etc) (25)
- FName - Consumer First Name (25)
- MName - Consumer Middle Name (25)
- LName - Consumer Last Name (25)
- Suffix - Consumer Name Suffix (Dr., PHD, etc) (25)
- BName - Business Name (65)
- JTitle - Job Title (60)
- Address1 - The current street address for the consumer (60)
- Address2 - The secondary address for the consumer (60)
- City - The current city for the consumer (25)
- State - The current state for the consumer (2)
- Zip - The current 9 digit zip code for the consumer (10)
- Country - Country (50)
- Miscellaneous1 - A field identified by the customer for output (60)
- Miscellaneous2 - A field identified by the customer for output (60)
- Miscellaneous3 - A field identified by the customer for output (60)
- Miscellaneous4 - A field identified by the customer for output (60)
- Miscellaneous5 - A field identified by the customer for output (60)
- Miscellaneous6 - A field identified by the customer for output (60)
- CASS_Carrte - The 4 character Carrier Route Code (4)
- CASS_DPC - The 3 character Delivery Point Code (2 char + check digit) (3)
- Sectional Center - The USPS Sectional Center Code
- KeyCode - The Assigned Keycode (15)

Reports:

The following reports will be prepared as a PDF:

- Detail Count Report - Statistical counts by list (Priority Code)
- Sectional Center Report - A count of records by Sectional Center
- State Code Report - A count of records by State

Telephone Lists

For Wireless Identification Services, two files, in the original format will be returned. One will contain the numbers identified as Landlines and the other will contain the numbers identified as Wireless.

Email Lists

For Email List Cleaning Services, two files, in the original format will be returned. One will contain the clean addresses and the other will contain the addresses that matched the DMA's Do Not Email File.