



PINNACLE LISTS

A division of West Coast Solutions, Inc.

Postal/Phone Terms:

- NCOA means National Change of Address and this ensures that the list is current
- FSA means Forward Station Area (CDA) and SCF means Sectional Center Facility (USA). These are the first 3 digits of the postal or zip code that incorporate a larger geographic region than the entire postal/zip code
- CASS Certified means the Coding Accuracy Support System that is used by the US Postal Service to evaluate the accuracy of an address
- Beacon/FICO scores are credit score measuring tools used by credit houses to measure a consumer's credit worthiness
- Merge/Purge is a process to eliminate duplicate mailing labels
- MSA means Metropolitan Statistical Area. Otherwise known as a City
- Nth Select denotes an intention to run a random select from a list to test its quality
- Postal Walk defines a geographical area defined by the post office based on letter carrier routes. When using the post office to distribute unaddressed mail, a postal walk is usually the narrowest level of specification you can use to geographically target distribution
- Mosaics, Psyte Clusters, or Prizms are psycho-demographic products as they segment the population by lifestyle
- DNC means Do Not Call - In order to call consumers in the USA (pending legislation in Canada as well), it is necessary to register at www.telemarketing.donotcall.gov . You will then be provided with a SAN or registration number that allows you to register up to 5 area codes free of charge
- DUPLICATE RECORDS – Typically, it is difficult to avoid duplication if you are obtaining a number of lists at once. Duplication occurs if the lists are being sent from different vendors. If the lists are being sent from the same vendor, then we can request that they check the lists for duplication. You can also stagger the time you receive the lists from different vendors, and have different list vendors suppress the lists against another to verify for duplication
- DATA ACCURACY - What we usually like to see is an accuracy percentage that falls within the vendor's guarantee. However, data accuracy is not 100%. Consider the following: A recipient of your postcard for fund raising is the spouse of a man who has passed away. The postcard is addressed to her husband. This type of scenario occurs because the woman has retained the phone listing in her husband's name for security reasons

On Time, On Target, Complete List Solutions!

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