**Business Address**

Standardized address information improves the deliverability of mail, reduces undeliverable-as-addressed mail, and provides cost reduction opportunities. A standardized address is one that is fully spelled out, abbreviated by using the USPS standard abbreviations, and uses the proper format for the address style. The USPS defines a complete address as one that has all the address elements necessary to allow an exact match with the current Postal Service ZIP+4 and City-State Files to obtain the finest level of ZIP+4 and delivery point codes for the delivery address.

Infogroup works to make the business database as deliverable as possible and as location specific as possible. To accomplish this, our data may contain as many as three addresses for each business: location, mailing, and landmark.

- **The location address** is the physical location of the business. In many instances the physical location address is the only address available for mailing. The mailing address does not reference the physical location of a business; it identifies the address which the business has its mail delivered.

- A **mailing address** could be represented as a PO Box or a RR Box address. A mailing address could also appear as a street address if indicated by the addressee as the preferred address for receiving mail.

- The **Landmark address** references the general area in which the business is physically located. Typical landmark addresses include mall and office names (Oakview Mall, Sears Tower, etc.).

Address information is typically gathered from the original compilation source (phone directories, Secretaries of State, web-research, utilities, etc.) and verified during the telephone interview. Moreover, the telephone verification agent will request a specific suite number and a specific mailing address. Address information is also maintained by processing the National Change of Address file monthly.