

CASS Certified Address Verification System

Optional add-on product for verifying U.S. addresses

What is a CASS certified address and how does it help me?

CASS is a United States Postal Service (USPS) acronym that stands for Coding Accuracy Support System. The term CASS is commonly used by the USPS when they refer to the verification status of an address list. In order for an address to receive CASS certification the following conditions must be met:

1. Address must be checked against the USPS Address Matching System
2. Match must be found for the address provided
3. Correct 11-digit Delivery Point ZIP code (ZIP+4) must be added
4. Delivery point barcode must be added to the address label to receive bulk mailing rates

How would this system correct a member-entered address to make it CASS certified?

An address might be entered as follows:

300 First Avenue South
Suite 300
St. Petersburg, Florida 33701

The CASS-corrected address would automatically update to:

300 1st Ave S
Ste 300
Saint Petersburg, FL 33701-4246

How does the address verification system work?

Available for all U.S.-based addresses, the address verification system's CASS-certified validation engine provides corrected address suggestions in the preferred USPS format. The engine also provides multiple suggestions if an exact address match is not found, allowing the user to select the most appropriate, valid address.

In addition to address verification of manually entered addresses, customers can mass update all primary addresses on a quarterly basis by running them through the CASS-certified validation engine with just a single click. When activated, the system will update primary addresses whenever an exact address match is found.

Also, all verified addresses display an easily recognizable "Address Verified" icon next to the address, and exports of community directory data, online store shipping information, and résumé addresses include a column that identifies the addresses that have been "verified."

Within YourMembership.com, the address verification system is integrated into: the community directory database of member and non-member primary addresses; the online store's shipping addresses at checkout; and the career center's résumé addresses.

What fees are associated with this optional add-on?

One-Time Setup Fee: \$395 (includes mass update of primary addresses)
Annual Fee: \$595

CASS is part of YourMembership.com's Performance Pack — learn more about the Performance Pack and the cost savings it delivers for several popular add-ons.