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Shada et al.

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(54) **METHOD AND SYSTEM FOR CREATING A COMPREHENSIVE UNDELIVERABLE-AS-ADDRESSED DATABASE FOR THE IMPROVEMENT OF THE ACCURACY OF MARKETING MAILING LISTS**

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(51) **Int. Cl.**
G07G 1/12 (2006.01)
G06F 7/00 (2006.01)

(52) **U.S. Cl.** **705/24**; 340/5.91

(58) **Field of Classification Search** 705/401, 705/26, 24; 340/5.91
See application file for complete search history.

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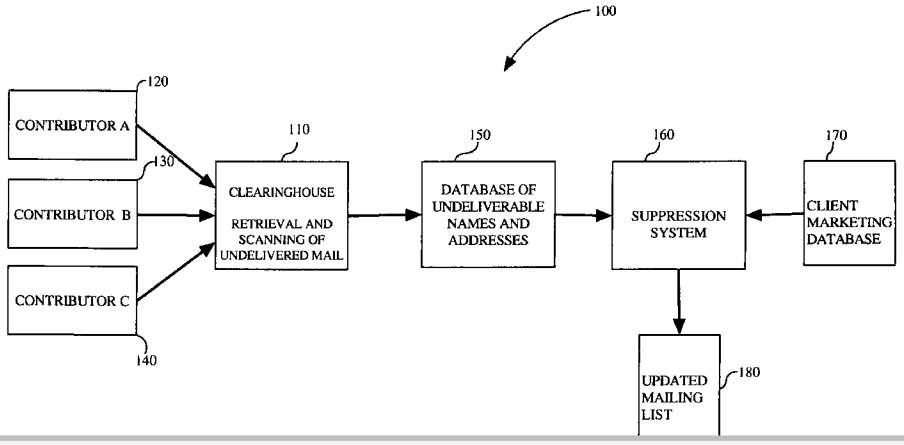
(57) **ABSTRACT**

The present invention is directed to a method and system for generating a comprehensive undeliverable-as-addressed database and receiving mailing lists which may be analyzed to determine confirmed undeliverable-as-addressed records within a mailing list. Items of mail found to be undeliverable subsequent to mailing may be received at one or more processing locations, and consolidated into a single clearinghouse. The names and address of the intended recipient may be retrieved through scanning of the address via an optical character recognition software system or manually entered and may be stored in a consolidated database of confirmed undeliverable as addressed mail. Prior to mailing marketing materials, a mailing list may be compared with the consolidated database of confirmed undeliverable-as-addressed mail to determine confirmed undeliverable-as-addressed records. The undeliverable-as-addressed records may be flagged or alternatively removed from the mailing list.

16 Claims, 4 Drawing Sheets



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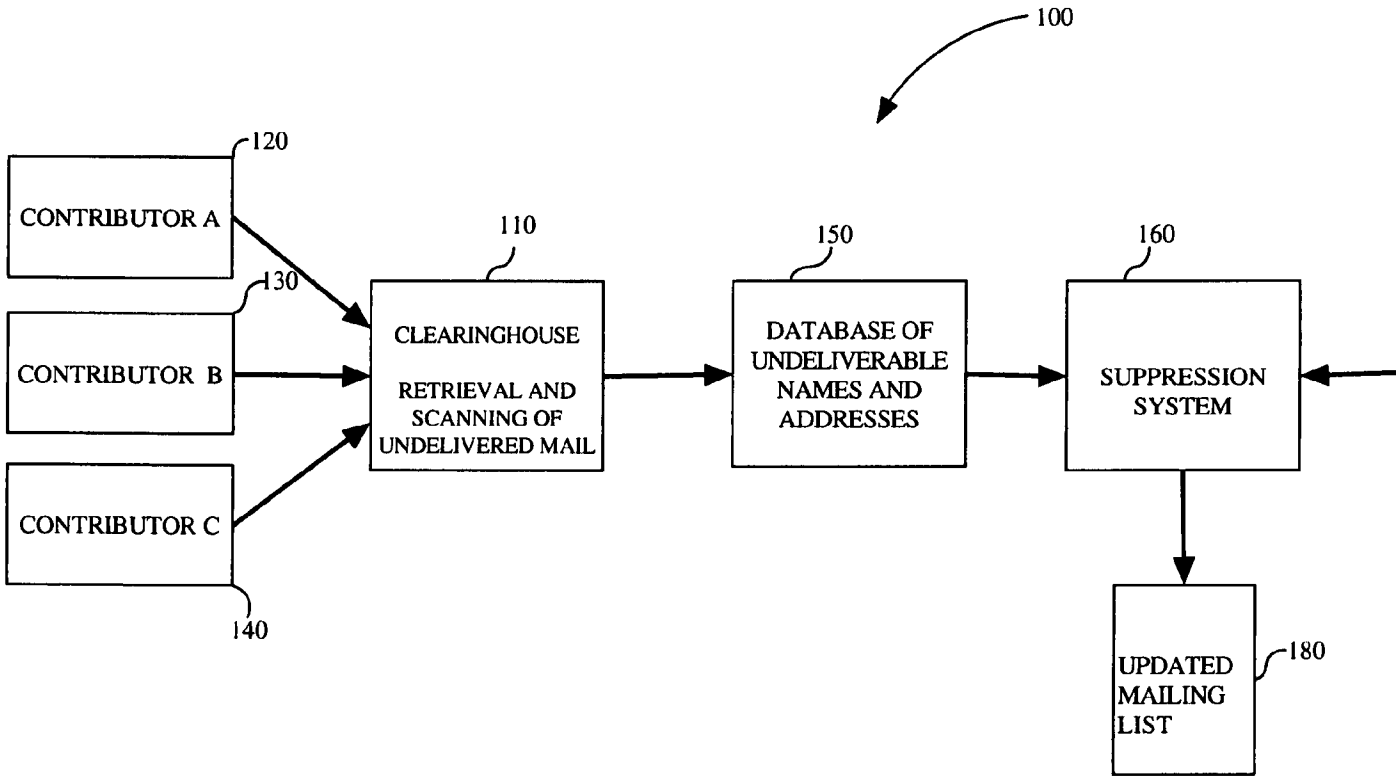

FIG. 1

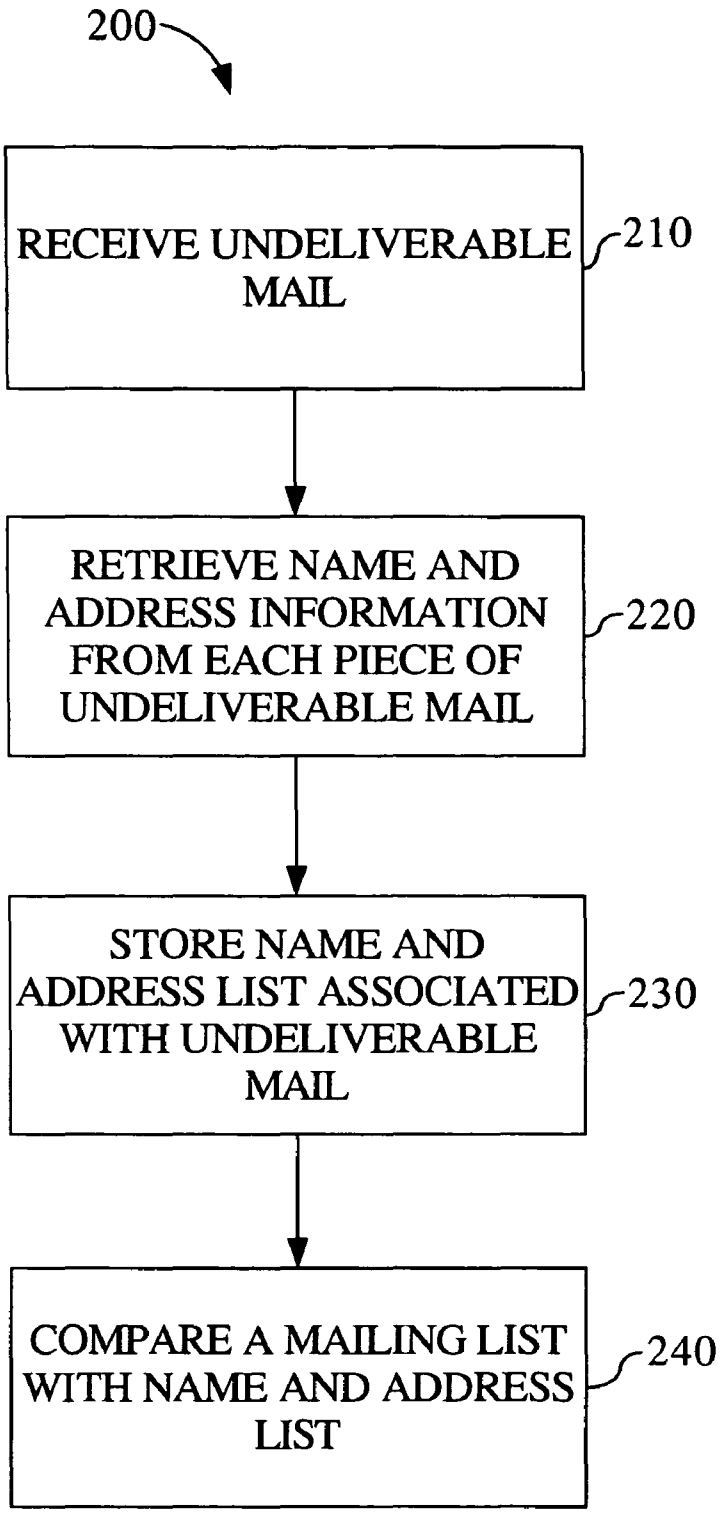

FIG. 2

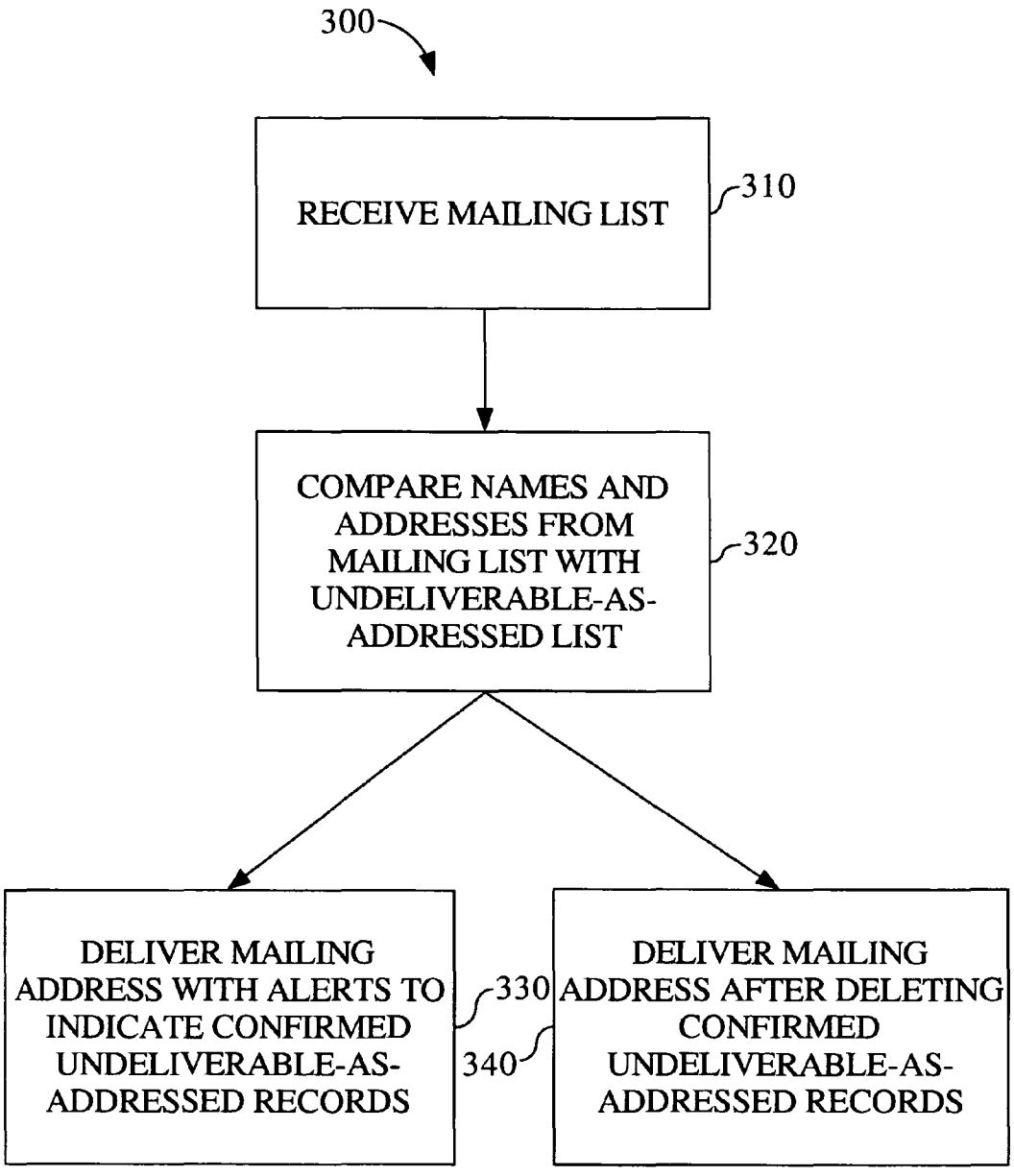

FIG. 3

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