



Data Services

CDS List Qualification

Overview

Willowbend qualifies mailing lists for newspapers who wish to own a CDS file from the USPS. The CDS file provides the newspaper with an accurate list of every address in the selected Zip Codes by Carrier Route type and is a valuable asset in competing for mailing business and for maintaining an accurate list of potential subscribers. CDS means “Computerized Delivery Sequenced” file.

Benefits

Mailing is an expensive process and whether it is TMC or selective mailing, entering undeliverable mailing pieces is a waste of money. Also, a CDS list is the best source for determining new housing starts in a market without relying on observation from field personnel. Updates ranging from weekly to annual can be specified with the USPS and provide addresses in a standardized format. Willowbend’s data services organization is one of the largest CDS qualifiers in the country.

Requirements

- A list of the Zip Codes and Carrier Route Types to qualify is required.
- A decision whether businesses are desired for the City routes must be made.
- Providing a subscriber address file reduces the charges for this service.

Deliverables

Willowbend will process the request with the USPS using its in-house address file as the basis and will provide:

- A transfer of the CDS files to the newspaper upon qualification
- Willowbend can maintain the relationship with the USPS and host the CDS file if desirable, providing updates to the newspaper as they are received.

Contact Willowbend Corporation for more information

Sthompson@willowbend.com

972.248.0451 x 226