

PreSmart Solutions Announces ResolvePlus™ 2.0: Transforming Undeliverable Address Data into Actionable Records

Expanded features help organizations remove high-risk address data to reduce direct mail waste, improve delivery accuracy, and deliver operational efficiency

SHELTON, CT, UNITED STATES, June 3, 2026 /EINPresswire.com/ -- [PreSmart Solutions](#) today



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Frank Lynn, Executive Vice President, Mail Intelligence and Strategy

announced PreSmart [ResolvePlus™](#) 2.0, the next progression of its industry-unique remediation technology. ResolvePlus 2.0 expands beyond traditional address validation by providing likely street matches, confidence scoring, root-cause analysis, and enhanced transparency into why records fail postal validation.

As organizations prepare for the July 12, 2026, USPS postal increase, ResolvePlus 2.0 is delivering quantifiable results through a deeper level of address resolution, greater correction clarity, and expanded intelligence that helps organizations reduce manual research efforts and operational workload tied to bad address data.

A Recent Example

A large healthcare company with 3 million+ members needed to send out a critical informational mailing. The address data was in four unique lists, totaling 2,350,562 records, and included many multi-unit high-rise apartment buildings. PreSmart helped the organization avoid mailing nearly 28,000 undeliverable records, generating more than \$31,000 in direct cost avoidance from one mailing alone.

Additional results included:

- ResolvePlus successfully improved or remediated more than 22,500 problematic records for mailing eligibility
- Identified over 52,000 high-risk multi-unit delivery point records for review
- Appended more than 18,500 apartment or secondary address details to improve delivery

accuracy

- Provided additional enhanced remediation insights including likely street matches, confidence scoring, and root-cause analysis to support faster internal decision-making

“The elevated results and clarity now available with ResolvePlus 2.0 represent a major step forward in how organizations can proactively reduce direct mail waste before production,” said Frank Lynn, EVP of Mail Strategy & Solutions. “Organizations can spend less time researching bad addresses and focus on improving customer/member engagement and campaign response rates”.

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