PreSmart Solutions Offer Free Address Review to Help Reduce Undeliverable Mail

Free address review with PreSmart ResolvePlus™ provides an actionable Address Quality Scorecard that flags address risks before printing and mailing

SHELTON, CT, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- PreSmart Solutions, an address data company focused on helping organizations improve address quality before direct mail enters production, today announced a new initiative offering organizations a free, no-obligation Address Quality Review of up to 5,000 address records.

Available at PreSmartSolutions.com, the review uses PreSmart's industry-unique ResolvePlus™ technology to provide an Address Quality Scorecard that gives organizations an easy-to-understand snapshot of their address data. The addresses are categorized according to potential deliverability issues, with recommendations for correcting problem addresses before anything is printed or mailed.

The Red category identifies addresses that are likely to be undeliverable and should not be mailed. Yellow addresses present potential address risk that should be reviewed, and Green addresses are ready to mail.

When clients begin using the PreSmart platform, their combined Red List results typically average approximately 3.1%, representing wasted budget dollars and lost customer or member engagement. Today, that combined rate has been reduced to approximately 1.6%. Because address data is constantly changing, ongoing list maintenance is essential to preserving those improvements and preventing address quality from declining over time.

"We can talk to clients about the importance of address quality and the costs associated with undeliverable mail, but the most meaningful information is in their own data," said Frank Lynn, Executive Vice President, Mail Intelligence & Strategy at PreSmart Solutions. "That is why we are

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> *Frank Lynn, Executive Vice President, Mail Intelligence and Strategy*

making this address review available at no cost. Run the data, see the score and understand the opportunity before the next mailing goes into production."

PreSmart ResolvePlus extends traditional address processing by resubmitting records that present address problems, identifying the underlying issue and providing a strategy to correct the address whenever possible. The objective is straightforward: identify the problem, provide a strategy to correct it, and make a better mailing decision before anything is printed and mailed.

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