

Poster Deliverability

Improving Poster Compliance by ensuring the poster is received

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Oct. 14 • 10 a.m. to 11 a.m.

Session Preview

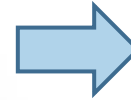
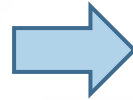
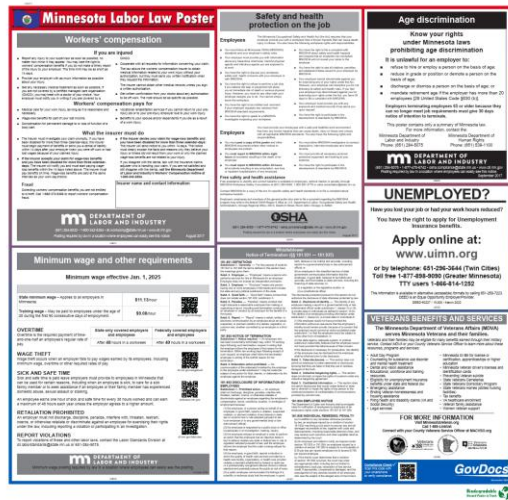
Our Goal for this session

Discuss and learn more about how GovDocs can improve poster deliverability through new tool innovations

Quick Overview – What we'll cover this hour:

1. Deliverability 101
2. Managing Address Accuracy (Group Discussion)
3. Using Address Validation Tools
 - a. How it works
 - b. Demo
4. Surface Address Errors
 - a. Prototype Review
5. Carrier vs. Communication – What is important?
6. Wrap-Up

Deliverability: Fundamental for Poster Compliance



How do we ensure your posters are **delivered** and **received** by your locations with the **highest accuracy**?

Deliverability:

How do we improve delivery metrics?



Address



Method



Communication

All three areas contribute to delivery and received rates.

Deliverability:

How do we improve delivery metrics?



All *three* areas contribute to delivery and received rates.
Let's dig into the location's **Address** as a component of deliverability.

Managing Address Accuracy

Correct, "Good" addresses are critical to poster deliveries

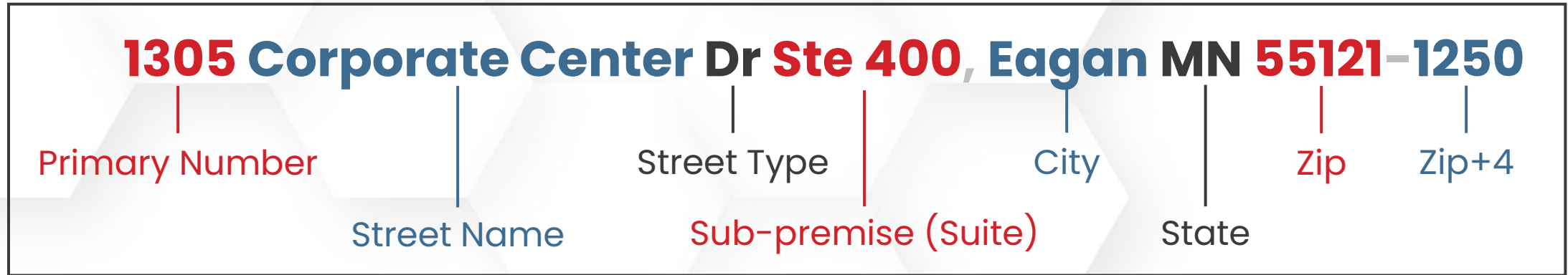
How do you manage your location addresses today?

Let's Discuss!

- How many locations do you each oversee/manage?
- Do you feel deliverability is a challenge for you?
 - Why?
- Who maintains location address information?
- How do you verify addresses are correct?
- Do you feel GovDocs helps you solve address issues?



Using Address Validation Tools



How does GovDocs check for “bad” addresses? And how does GovDocs fix them?

- We utilize third party, best-in-class address validation tools.
- Addresses are validated against USPS/Canada Post databases.
- If errors are encountered, address errors are shown by address part.
- If addresses can be “corrected”, address suggestions are given.

How does it work? Demo Time!

Edit GD Restaurant Group - G0002



Attention

Store Manager

Address 1*

205 Barnette Street

Address 2

Address 2

Suite Number is required but missing.

City*

Fairbanks

State/Province/Territory

Alaska

Postal Code*

99701

County

United States

I confirm that the above address is correct and address verification errors should be ignored.

Save

Cancel

Edit GD Restaurant Group - G0001



Confirm Your Address

We found the following error in your current address. Please review our recommended address changes to improve the deliverability of your poster shipments.

Current address: [Edit Address](#)

1234 Main Street
Anchorage, AK 99503

GovDocs recommendation:

1234 Main St
Eagle River, AK 99503-1122

Confirm

Surfacing Address Errors

Knowledge is Power

How will your company know which addresses have deliverability issues?

Beyond Validation...

- Alerts for when you have address issues
- Filter to locations with errors
- Export error list/details to CSV
- Fix the issues easily with improved validation tools

Let's take a look...






New Experience, In Development!

GovDocs Postings ▾ Locations ⁴ Shipments Updates Posters | Annie ▾

Filter By Locale ▾ Showing 120 Locations CSVs ↓ Search

There are 4 locations that need address corrections in order to ensure poster delivery. [Click here to view these locations.](#)

| Name ⌵ | Address ⌵ | Update Service ? | City/County ? | Note |
|----------------------------------|---|---|---|------|
| GD Restaurant Group Inc. - G0001 | 1234 Main Street Anchorage, AK 99503 Attn: Location Manager | <ul style="list-style-type: none">All on One English Update Service - 1 ServiceAlaska State-on-One Poster Kit Update Service - 1 ServiceFederal Right to Work with E-verify Poster Update Service - 1 Service |  | |
| GD Restaurant Group Inc. - G0002 | 205 Barnette St Fairbanks, AK 99701 Attn: Location Manager | <ul style="list-style-type: none">All on One English Update Service - 1 ServiceFederal-on-One Poster Kit Update Service - 1 ServiceFederal Right to Work with E-verify Poster Update Service - 1 Service |  | |
| GD Restaurant Group | 4001 Phoenix Ave | <ul style="list-style-type: none">All on One English Update Service - 1 Service |  | |

Carrier vs. Communication

What is important?



Address



Method



Communication

We've talked about Addresses, but GovDocs is working on improvements to *Shipping Methods & Communication/Tracking.*

What's important to your company?

Wrap-Up & Next Steps

Thank You Again!

Next Steps:

- Address Validation is scheduled for release in Q4!
- We will use today's learnings to guide how we build, implement, and launch these new features.
- We will also use today's learnings to inform the 2026 GovDocs Roadmap
- 2026 Roadmap Overview will be available in **December**

