

## Adding recipient data in Stannp.com

When uploading your recipient data file, there's some key considerations to ensure all your mail items reach the intended recipients. This guide provides key information with links to more detailed information available in our 'Knowledge Base'.

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### The steps to uploading and using your data

- Create and upload your recipient data – requirements below
- Map your column headings to Stannp.com
- Import your recipient data
- Add the recipient group to your next direct mail campaign

### Requirements for successful data uploads

- Stannp.com can only process single page data files. Please upload CSV format. Xls/ xlsx formats will be converted to CSV on upload.
- If your file has multiple sheets/ tabs, only the first will be imported
- Make sure recipient data is split into the appropriate separate columns and not all saved in a single cell.
- Remove formulas and blank columns.
- Column headings should be in the first row only.

### Creating custom variable fields

**Automatically add custom data fields:** Upload your CSV data file containing your custom column headings. Map these during the data upload process. These custom headings will automatically save in your 'Data Management' area detailed above.

**Manually add custom data fields:** Login to your Stannp account, go to 'Settings', select 'Data Management'. Then add, edit, toggle 'Display', or delete your custom data fields.

Be careful not to add duplicate custom variables with slightly different names in the future. Example: 'Pet name' and 'Pets name'.

Custom data fields can then be used in the body of your designs.

More information here: [Creating new custom variables](#)

## Regional considerations and requirements

Mail carriers, in each region, set the limits and requirements address layouts, the maximum number of address lines, and the minimum delivery requirements of addresses. Missing certain information and exceeding address lines can impact mail items reaching intended recipients and/ or tracking mail items.

Here is some useful information:

- Printers cannot print 'Private & Confidential' in the address area.
- **Maximum 5 address lines** is advised by USPS.
- Exceeding 5 lines may still send your item but could impact the deliverability if vital address data becomes excluded.
- Addresses should contain the state in the 2-letter format, following the city. Illinois - IL, Arizona - AZ, California - CA etc.
- Stannp.com may shorten elements of the address to match USPS address records and meet USPS requirements for mail items to reach recipients.

## Acquiring data and address verification

### Acquiring data

We can support directly with securing targeted data for your campaign. Please contact the team or your account manager, who will be able to support you with data acquisition.

## Address verification

Mail carriers track and log all address data within their regions around the world.

When you upload data to Stannp.com, it automatically checks the data against the information held by USPS to match and verify each address. If a match is not possible, these will be saved as unverified.

You can still send to unverified addresses and choose to include or exclude these addresses to your campaign. Mail carriers cannot machine sort unverified address mail meaning these must be hand sorted and will incur additional costs to mail to these addresses. Stannp.com will display all costs at checkout for you to review before sending your campaign.

More information can be found here: [Address Verification](#)

If you have any questions about data, or creating your next direct mail campaign, we'd love to support you.

Visit our knowledge base or get in touch via [Stannp.com](#)