



# Apartment+ Processing

“We mail to urban addresses . . . since using Apartment+ Processing, mail deliverability has improved significantly.”  
VP, Database Marketing

Improve mail deliverability and save on postage!

## Apartment+ Processing

According to the Postal Service™, missing apartment/suite or rural route box numbers are a common undeliverable mail problem. Including apartment/suite or rural route box numbers in your address file will dramatically improve mail deliverability in urban multi-unit dwellings and in rural areas.

Apartment+ Processing attempts to add Missing Apartment/suite numbers or rural route box numbers to your address files. Tests have determined Apartment+ Processing typically appends a third of the records missing apartment /suite or rural route box numbers. On a National file, that typically represents 0.3% of the file.

Furthermore, NCOA<sup>Link™</sup> change-of-address processing uses apartment/ suite or rural route box numbers as strict criteria for a match to the USPS® change-of-address file. If your input record is missing address information in the form of an apartment/suite or rural route box number, no match can be made.

Apartment+ minimizes postage cost and the loss caused by the mail piece not reaching the desired destination.

## Deliverability Problems & Solutions:

According to the United States Postal Service®, up to 33% of all mail contains addressing errors. Here's a breakdown of those errors:

8.6%	Addressee Moved	<b>Anchor Solutions</b>
8.9%	Directional/Suffix Incorrect or Missing	NCOA <sup>Link™</sup> *
6.2%	Street Name and Number Incorrect or Invalid	CASS™*
4.7%	ZIP Code® or City Incorrect	CASS™
4.7%	Apartment Number or Rural Route Box # Missing	CASS™
33.1%	Total	<b>APT+</b>

## Apartment+ = Guaranteed Economic Benefit

Use Apt+ and only pay for the apartment/suite numbers provided!

### Mailing Assumption

Process	Input Volume	%	Matched Records	Processing Fee	Mailing Cost Avoided
				\$0.07 Per Match	\$0.50 Each
Apt+	1,000,000	.3%	3,000	\$210	\$1,500

**ROI = 1000% ON FIRST MAILING!**

TOTAL NET SAVINGS ON FIRST MAILING ... \$1,290  
TOTAL \$ SAVED ON EACH SUBSEQUENT MAILING ... \$1,500

### For More Information

Call: 888-728-6262  
Email: E@AnchorComputer.com  
Web: www.AnchorComputer.com

Innovative Solutions For Marketers



# Anchor Services

## About Anchor ...

*Anchor Computer is a leading provider of software and services for the Direct Marketing industry.*

*Anchor has for the last 3 decades provided the highest level of customer service, quality and technology at competitive prices.*

*Our commitment to client satisfaction remains steadfast as we continue to serve many clients, including several industry giants.*

## Database Marketing

Database Design & Construction

Database Maintenance & Analysis

Database Modeling

Database Analysis

## Merge/Purge

Merge/Purge

Presort

Inkjet

Targeting

## List Rental Fulfillment

List Enhancement

List Maintenance

## Flexible 24/7 Turnaround Times ...

*You choose your turnaround time, all at competitive prices:*

**Ready In Minutes, or Next Day  
(Max 3 Hours)**

*Turnaround times may vary, based upon file size and service selected.  
Times shown are Eastern Standard Time.*

## Online Services

### Address Hygiene

NCOA<sup>Link™</sup> - USPS® Change Of Address

MaxCOA - Change Of Address

LACS\* - Locatable Address Conversion

DSF<sup>2™</sup>\* - Delivery Sequence File

DMA/MPS - Do Not Mail Suppression

FASTforward®\* - Change of Address

CASS™ - Address Standardization

Deceased Processing

### Phone Services - Consumer & Business

Phone Verify & Append

Reverse Phone Append

DNC - Wireless-

Emergency Number Suppression Tools

POS Append Services

Area Code Update

### E Mail Services

Email Hygiene

Email Append

Email Distribution

Email Campaign Management

### Mailing Lists

Consumer, Business & Occupant Lists

List Rental Fulfillment

### Database Enhancement -

Consumer & Business

Data Enhancement - Multi-Source

Merge/Purge

GeoCoding

Dealer Radius Processing

### Canadian Processing

National Change Of Address

Address Accuracy

Merge/Purge

Postal Presortation

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