



Develop smarter, knowledge-based marketing programs...Merge/Purge.

ImageCrusher™ Merge/Purge Solution

With high demands being placed on many direct marketing professionals, such as increased postage and printing costs, tight deadlines and more, accurately eliminating duplicate records is imperative to your bottom line.

Anchor's ImageCrusher™ software is a flexible system that handles both consumer and business records, capturing even the most complicated record matches so you can eliminate duplicate mailings, consolidate customer data and improve your overall marketing performance.

Using this indepth system, Anchor will identify duplicate records at an individual, household or company level based upon your marketing criteria, and consolidate all details under a single record.

Any data on your file such as: Social Security #, gender or telephone # may be included in the duplicate identification process. Go beyond name and address comparison to incorporate all additional data that may aid in determining matches across several different files.

Let Anchor's ImageCrusher™ software help you meet customer expectations, satisfy their needs, improve customer loyalty, and improve your return on investment.

Key Features:

- Accurately identify duplicate records
- Customize the duplicate identification process with complete flexibility in data selection
- Link individuals at a household, individual or company level
- Match consumer and business records in the same run
- Flag duplicates and receive a sample output for review
- Accurate, indepth matching logic with complete, easy to read reports
- Fast turnaround times

Key Benefits:

- Reduce postage and printing costs
- Increase ROI
- Identify and analyze multi-buyers
- Customize the duplicate identification process to meet your requirements
- Easy to read analysis reports
- Develop smarter marketing campaigns based on reported data
- Receive better matches by selecting any data elements
- Resolve all issues with access to dedicated customer support

For more information call:
1-800-452-2357

Or visit us on the web at:
www.anchorcomputer.com

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Duplicate Identification Options

Whether simple or complex, a Merge/Purge is only as effective as it's matching logic. Customizing Merge/Purge criteria to meet your requirements will yield the best results for your campaign, database, promotion, and more. Anchor's flexible matching logic will match duplicates on both consumer and/or business records using matching criteria you select from a menu of options. Matches can be by unique individual, household or company.

MATCHING OPTIONS

EXACT MATCH

A match that is identical. This means the records match without any discrepancies.

Example:

Jane Doe	123 Anywhere Lane	Bigtown, ST 11111
Jane Doe	123 Anywhere Lane	Bigtown, ST 11111

ADDRESS VARIATIONS (NUMERIC)

Identify duplicates allowing for variations in the house numbers.

Example:

Jane Doe	123 Anywhere Lane	Bigtown, ST 11111
Jane Doe	103 Anywhere Lane	Bigtown, ST 11111

STREET NAME VARIATIONS

Matching criteria allowing differences in the Street Name. This can include abbreviations, misspellings, completely different street names and more.

Example:

Jane Doe	123 Some Hwy	Bigtown, ST 11111
Jane Doe	123 Some Where Hwy	Bigtown, ST 11111

PERSONAL NAME VARIATIONS

Duplicate identification comparing full first name versus first initial, as well as, nickname table utilization and more.

Example:

Geraldine Doe	123 Somewhere Lane	Bigtown, ST 11111
Jerri Doe	123 Somewhere Lane	Bigtown, ST 11111

LAST NAME SPELLING AND LENGTH VARIATIONS

Allow for different spellings of the Last Name including names with a different numbers of characters.

Example:

Jane Schwartz	123 Somewhere Lane	Bigtown, ST 11111
Jane Shwartz	123 Somewhere Lane	Bigtown, ST 11111

DUPLICATES WITH DIFFERENT ZIP CODES WITHIN SAME SECTIONAL CENTER

Use matching logic to identify duplicates across Zip Code. Compare first, last or company name and address with differences in the last two digits of the Zip Codes.

Example:

Jane Doe	123 Anywhere Lane	Bigtown, ST 11111
Jane Doe	123 Anywhere Lane	Bigtown, ST 111 78

BUSINESS NAME & ADDRESS VARIATIONS

Anchor's advanced Merge/Purge was designed to recognize business duplicates as well as household and individual duplicates. Match companies by the individual contact name, company name, address, zip codes, abbreviations, and more.

Example:

Jane Doe Corporation	345 Main St	Bigtown, ST 11111
Jane Doe Corporation	123 Main St	Bigtown, ST 11111

POBOX MATCH & ADDRESS MATCH

Identify duplicate records using Post Office Boxes versus Street Addresses.

Example:

Jane Doe	ABCCompany POBox 12345	Bigtown, ST 11111
Jane Doe	ABCCorp 423 Main St.	Bigtown, ST 11111

The above options are a sampling from our menu, many other selection criteria are available. Call for details.