



# Phone Append +

....."Anchor's Consumer Phone Append Service is one of the most comprehensive offered!"  
..... Director, Database Marketing

## Automated Phone Append +

...the ideal solution to receive faster, more efficient service!

### Anchor Phone Append +

Today's direct marketing environment is more expensive and competitive than ever before. Accurate Phone Append services reduce your marketing costs. Our database and processes are the most comprehensive available.

Services available include Phone Append that appends new phone numbers to your name and address data. We offer higher match rates and dramatically better results to help you achieve your telemarketing objectives. Our Verify and Append services include:

- Time Zone Application**
- Area Code Update**
- DMA Phone Preference Service**

To ensure you receive your phone data quickly and conveniently, we can deliver data to your desktop via the Internet in minutes or choose a turnaround time convenient for you.

You select the turnaround time:

- ✓ **Ready in minutes, Max 3 Hours\***
- ✓ **Next Day AM Or 15 Hour Service**
- ✓ **Next Day PM Or 20 Hour Service**
- ✓ **3 Days**

\*Turnaround time is based on file size & may vary.

### Key Services:

#### CONSUMER AND BUSINESS

- **Phone Append -**  
We append phone numbers to name and address records.
- **Phone Verify -**  
Verifies that your phone numbers are correct.
- **Phone Verify and Append -**  
Verifies that your phone numbers are correct. When phone numbers are not provided, we append the phone number.
- **Reverse Phone Append -**  
We append the name and address to a 10-digit phone number.
- **DMA Phone Preference File**  
We suppress those phone numbers that match the DMA/TPS file and any State Do-Not-Call lists included therein.
- **Area Code Update -**  
We verify or update the area code for each phone number you provide.
- **State Do-Not-Call**  
We suppress those phone numbers that match State Do-Not-Call lists.

### Key Benefits:

- **Fast Turnaround! In Minutes!**
- **Accurate!**
- **Competitive Pricing!**
- Verifying your phone numbers are correct saves you considerable processing and call center costs.
- For Consumer Phone Data, we offer two matching levels...  
**Individual or Household**  
...and two matching criteria choices:  
**Exact Match & Close Match**
- Our Time Zone Application allows you to adhere to Telephone Consumer Privacy Act (TCPA) Regulations limiting calls to between 8AM & 9PM
- Updating Area Codes increases the probability that you reach your customers or prospects.
- The DMA/TPS suppress process avoids your calling resentful, unresponsive consumers thus saving precious marketing dollars and effort.

For more information.....

Call: 888-728-6262

Web: [www.AnchorComputer.com](http://www.AnchorComputer.com)

Email: [E@AnchorComputer.com](mailto:E@AnchorComputer.com)

Innovative Solutions For Direct Marketers



**ANCHOR**  
COMPUTER  
[www.anchorcomputer.com](http://www.anchorcomputer.com)

# Phone Append +

## The Benefit Potential To Call Center Managers

Consumer Phone Append processing matches name and address records to Anchor's database. Phone numbers, including updated area codes are appended on records that match. The process allows for up to five matching parameters ranging from an exact match to a weighted match.

Match rates vary based on many factors such as geographic coverage (i.e. areas with high incidence of unlisted numbers). However, a 35%-65% match rate range is often used for planning purposes.

## Measured Benefit

The cost benefit of improved Consumer Phone Append Match rates is presented in the following table.

ITEM	SERVICE A	SERVICE B
<i>Input records</i>	<i>100,000</i>	<i>100,000</i>
Match Rate	35%	50%
Match Volume	35,000	50,000
\$20/M Hits Service Fee	\$700	\$1,000
\$50/M List Cost	\$5,000	\$5,000
Cost of List & Service	\$5,700	\$6,000
1% Response Rate	350	\$500*
Cost Per Response	\$16.28	\$12.00

\*Total revenue from Service B's 150 additional responses will reduce your cost per response.

### Anchor Phone Services

**Consumer & Business:**

- ◆ Phone Append
- ◆ Phone Verify
- ◆ Phone Verify & Append
- ◆ Reverse Phone Append
- ◆ DMA Phone Preference Service
- ◆ Area Code Update
- ◆ State Do Not Call

### Other E Commerce Services

- Address Hygiene
- Email Services
- Mailing Lists
- Database Enhancement
- Postal Processing - USA
- Postal Processing - Canada
- Custom Processing

### Anchor Online

**NO SOFTWARE REQUIREMENTS!**

Customers only need an internet connection and a PC to use our point and click website.

### Corporate Background

Anchor Computer is a leading supplier of software and data processing services to the direct marketing industry. We provide a complete range of address hygiene, data enhancement, data appending, merge/purge, data modeling, and document personalization software and services.