

# Anchor Address Enhancement *PLUS*



"Using Anchor's Address Enhancement *PLUS* service we were able to correct a significant amount of undeliverable mail *PLUS* identify movers."  
VP, Database Marketing

Improve mail deliverability and address quality, plus enhance change-of-address processing !

## Anchor Address Enhancement *PLUS* (AAE+)

A portion of mail is undeliverable due to missing or incomplete address elements. Address Standardization software (CASS™) may not be able to DPV™ (confirm known address records) to either the primary or secondary addresses.

Anchor's solution uses a proprietary address correction methodology which compares the first name, last name, incomplete address and ZIP Code™ to our MegaBase Consumer File. Using sophisticated logic we correct the address provided on a match. It adds missing apartment/suite or rural route box numbers to your address file.

Using MAXCOA, our proprietary change-of-address database, marketers can locate change-of-address records from movers who may not have notified the USPS®.

Our database of over 2 billion name and address records yields high matches. This system corrects up to 40% of undeliverable as addressed mail.

Reduce your undeliverable mail by 20-40% and optimize your postal discounts.

## Common Mail Delivery Problems & AAE+ Solutions

USPS® states that 23.6% of all mail contains addressing errors. Here's a breakdown of the most common errors:

- 2.4% Addressee Moved
- 6.0% Directional/Suffix Incorrect or Missing
- 5.9% Street Name and Number Incorrect or Invalid
- 4.8% ZIP Code™ or City Incorrect
- 4.5% Apartment Number or Rural Route Box # Missing
- 23.6%

\*USPS® document AEC & AEC II™ Guide, October 2006

## AAE+ Makes Problem Addresses Accurate & Deliverable

- |                                     |  |
|-------------------------------------|--|
| 1. Incomplete Address               | 181 Post Rd<br><u>181 Boston Post Rd</u> |
| 2. Incorrect Street Name            | 18 Box Dr<br><u>18 Bay Dr</u>            |
| 3. Incorrect Primary Number         | 2402 Foster St<br><u>242 Foster St</u>   |
| 4. Street Change                    | 61 UMS<br><u>61 Upper Main St</u>        |
| 5. Missing Apartment Number         | 8 Smith St<br><u>8 Smith St Apt 3</u>    |
| 6. Incorrect PO Box                 | PO Box 232A<br><u>PO Box 232B</u>        |
| 7. Missing or Incorrect Directional | 104 Bay Dr S<br><u>104 Bay Dr E</u>      |
| 8. Enhanced Change-Of-Address       | 10 Main St<br><u>25 Elm St</u>           |

## AAE+=Guaranteed Economic Benefits - Typical Results

Input Volume	Non-ZIP + 4® Non-DPV™	Address Enhancement	Processing \$0.15/Ea	Mailing \$0.50/Ea
1,000,000	50,000	20,000 (20%)	\$3,000	\$10,000

### ROI

20,000 mailed at \$0.50/Ea 4 times yearly = \$40,000 savings in the first year. On just the first mailing that's over a 3-to-1 payoff !

Call: 800-452-2357

For More Information: Email: [e@AnchorComputer.com](mailto:e@AnchorComputer.com)

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



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### About Anchor ...

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

Anchor has for over 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
- Database Modeling
- Database Analysis
- OnLine Access

### Merge/Purge

- Merge/Purge
- Presort
- Inkjet
- Targeting

### List Rental Fulfillment

- List Enhancement
- List Maintenance

### LEADVERIFIER™

- Real Time Lead Verification
- Lead Enhancement With Demographics

### Flexible 24/7 Turnaround Times ...

You choose your turnaround time, all at competitive prices:

#### Ready In Minutes, or Next Day

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
- AAE - Anchor Address Enhancement
- MaxCOA - Change-Of-Address
- LACS<sup>Link™\*</sup> - Address Conversion Tool
- DSF<sup>2™\*</sup> - Identifies Deliverable Addresses and Specific Address Attributes
- DMA/MPS - Do Not Mail Suppression
- CASS<sup>™</sup> - Address Standardization
- Deceased Processing

#### Phone Services - Consumer & Business

- Phone Verify & Append
- Reverse Phone Append
- DNC - Federal/State/DMA
- New Connects
- POS Append Services
- Area Code Update

#### E Mail Services

- Email Hygiene/Change of Address
- Email Append/Reverse Append
- Email Distribution
- Email Campaign Management

#### Mailing Lists

- Consumer, Business & Occupant Lists
- List Rental Fulfillment
- New Movers

#### Database Enhancement - Consumer & Business

- Data Enhancement - Multi-Source
- GeoCoding
- Dealer Radius Processing

#### Canadian Processing

- National Change-Of-Address
- Address Accuracy
- Merge/Purge
- Postal Presortation

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