



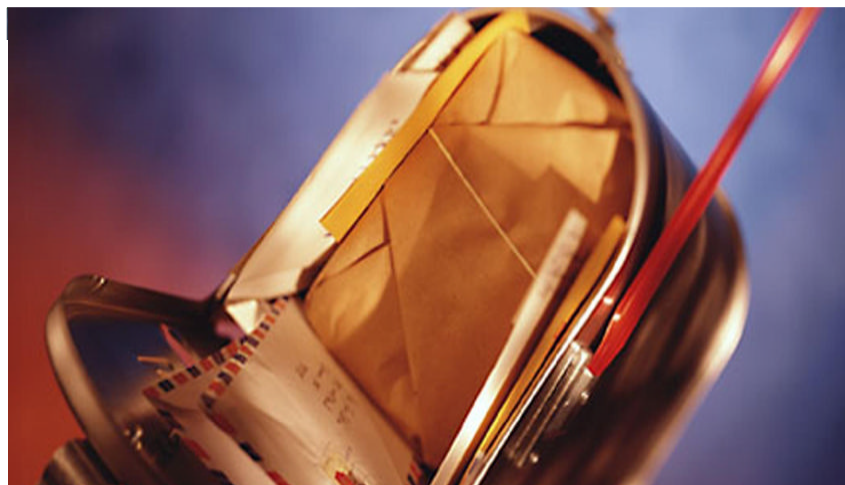
SUPERCLEANSE MAILING LISTS TO IMPROVE MAIL DELIVERABILITY AND YOUR BOTTOM LINE

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W H I T E P A P E R



Industry expert's state that 25% or more of pieces mailed may be undeliverable. Oftentimes, these "undeliverables" are the result of incorrect or missing address information or recipients who have moved. Learn how Anchor's SuperCleansing address hygiene methodology optimizes mail delivery and saves you money.



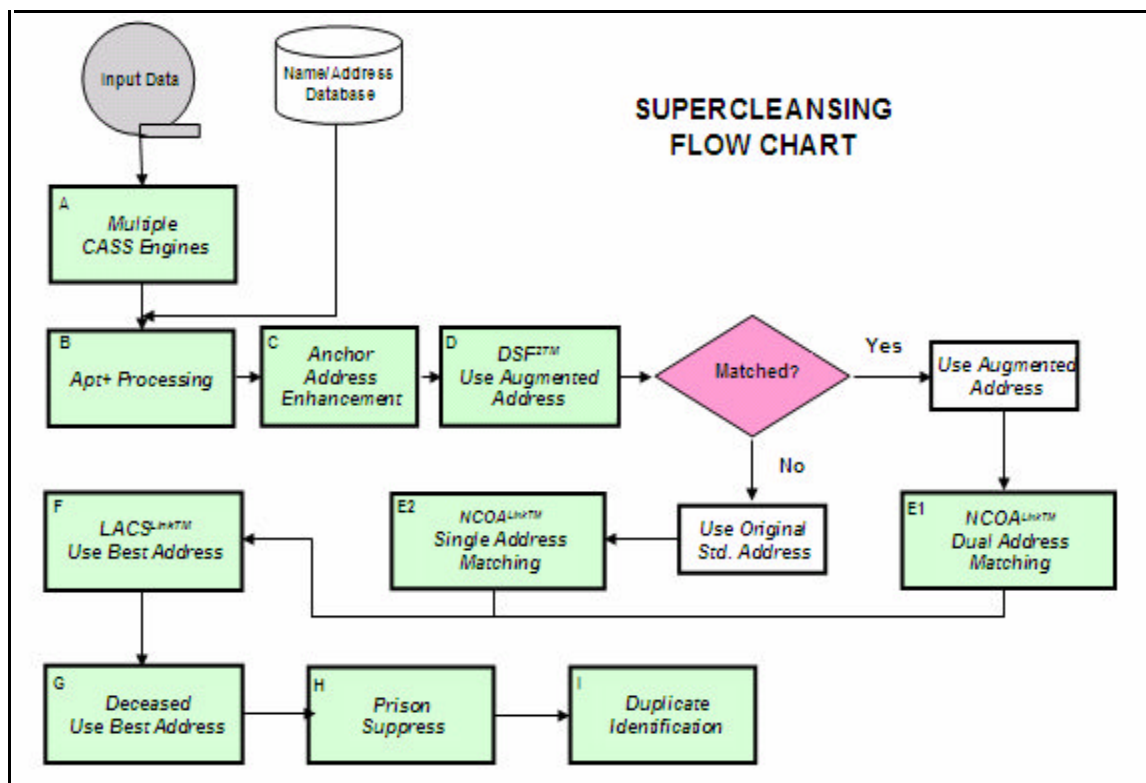
INTRODUCTION

Our experience in address hygiene can help you minimize deliverability problems as a result of misdirected, discarded and inaccurate mailings. Using United States Postal Service® and other data sources, Anchor's proprietary SuperCleansing methodology can help you improve address accuracy and mail deliverability.

While a large and growing number of companies have reaped the rewards of automated solutions – from reduced costs to improved mail delivery – too many businesses are still clinging to inefficient, costly old ways of mail processing. Nowhere is this truer than with undeliverable-as-addressed (UAA) mail, particularly in the area of outdated addresses. Consider this: approximately 8.4% of the addresses on a typical mailing list may become outdated in just six months, as a result of our highly mobile society. Moreover recipients who have moved may represent the single largest contributor to the UAA mail problem.

Mailers must also consider the direct economic impact of wasted production and postage on mail that is undeliverable. For example, assuming a 10% UAA rate, a 100,000 piece mailing will produce 10,000 pieces that may never reach their intended recipients resulting in lower sales and lost revenue. If the mail piece cost for production and postage is \$0.50¢, that's a loss of \$5,000 – multiplied many times over during the course of a year.

The flowchart below illustrates how Anchor's proprietary SuperCleansing solution processes data to reduce mailing costs, improve mail deliverability, eliminate duplicates and maximize results.



SUPERCLEANSING METHODOLOGY

✓ The **CASS™** process is the first step in “SuperCleansing” a mailing list. An address that has been matched to Postal Service™ ZIP + 4® files has a much greater chance of being delivered than one that has not. Any addresses that cannot be assigned a ZIP + 4® are UAA. They might still get delivered, but there is some basic problem that will interfere with the process. When sending UAA mail at Standard Mail® rates, the odds of them being delivered are significantly lower than properly ZIP + 4® encoded pieces – and, in fact, the greater likelihood is that they will simply be discarded by the Postal Service™. If mailing a marketing piece, our advice is to simply consider omitting any UAA records first.

✓ According to the Postal Service™ missing apartment/suite or rural route box numbers is the most common undeliverable mail problem. **Apartment +** processing attempts to add missing apartment/suite numbers or rural route numbers to your address files prior to NCOA^{Link™} change-of-address processing. NCOA^{Link™} uses apartment/suite or rural route numbers as strict criteria for a match to the USPS® change-of-address file. If this information is missing, no change-of-address match can be made.

✓ Many records may still be undeliverable due to incomplete address information. For example if the correct address is 261 Woodlake Circle and your records show this address as 261 WC, CASS™ software may not be able to ZIP + 4® code your record. Using proprietary **Address Enhancement** methodology we compare name and ZIP Code™ in an incomplete address to our proprietary Consumer File which attempts through fuzzy logic, to correct the address provided.

✓ The **DSF^{2™}** product uses a file of all valid addresses in the U.S., akin to that of the USPS® DPV™ file to tag records that do not match with at least one of more than 60

footnotes - providing the reasons for non-matches or identifying whether the addresses are other types of delivery points such as mail drops, multifamily units, business addresses and seasonal addresses. This reduces the amount of mail being sent to “unqualified” prospects.

✓ On average, nearly one-quarter of the records in a two year old list moved. If you mail to a list at First-Class Mail® discounted rates, the Postal Service™ requires that some form of a Move Update option must be performed. The most thorough, proactive method of updating a list with change-of-address information is **NCOA^{Link™}** processing. NCOA^{Link™} searches for names of individuals and family groups using addresses already run through the CASS™ process, identifying who has moved and filed a change-of-address with the USPS® within the last 48 months. Confirmed moves are provided with updated standardized addresses.

✓ There is another category of bad addresses that without “cleansing” could end up in the Postal Service™ dumpster - those that have been changed by local governments, usually to make them “locatable” by 9-1-1 emergency response services. **LACS^{Link™}** processing provides address conversions for rural route-style addresses that have been converted to city-style addresses and existing city-style addresses that have been renamed or renumbered.

✓ There are those that may appear on your mailing lists that are no longer with us through death or incarceration. **Deceased** and **Prison Address Suppress** identifies those records and enables you to remove them before mailing.

✓ Finally our SuperCleansing methodology **Identifies Duplicate** records at an individual, household or company level and consolidates all details under a single record. With increased postage/production costs accurately eliminating duplicates is imperative to your bottom line.

SUMMARY

To help illustrate and quantify the significant benefits produced by using our SuperCleansing methodology, a detailed results scenario follows. This example is based upon average performance numbers from real clients who reap the significant benefits of this highly effective solution. (Since the metrics involved are source-file dependent, your actual improvement may vary). The following analysis examines a typical 100,000 piece mailing and the effect of typical SuperCleansing percentage results on the bottom line. It is important to note that most files are mailed multiple times annually, so the postage/production savings achieved will be realized every single time the file is mailed. That quickly adds up to major savings – and enhanced profitability – for you.

TYPICAL SUPERCLEANSING RESULTS

<i>Based on 100,000 Records Input</i>	<i>Matched Records</i>	<i>%</i>	<i>Deleted Records</i>	<i>%</i>	<i>Total Records</i>
<i>NCOALinkTM</i>	<i>4000</i>	<i>4%</i>	<i>500</i>	<i>.5%</i>	<i>4500</i>
<i>LACSLinkTM</i>	<i>500</i>	<i>.5%</i>	<i>-</i>	<i>-</i>	<i>500</i>
<i>DSF²TM</i>	<i>-</i>	<i>-</i>	<i>4000</i>	<i>4%</i>	<i>4000</i>
<i>Anchor Address Enhancement</i>	<i>800</i>	<i>.8%</i>	<i>-</i>	<i>-</i>	<i>800</i>
<i>Duplicate ID</i>	<i>-</i>	<i>-</i>	<i>3000</i>	<i>3%</i>	<i>3000</i>
<i>Apartment Append</i>	<i>300</i>	<i>.3%</i>	<i>-</i>	<i>-</i>	<i>300</i>
<i>Deceased Suppression</i>	<i>-</i>	<i>-</i>	<i>800</i>	<i>.80%</i>	<i>800</i>
<i>Prison Suppression</i>	<i>-</i>	<i>-</i>	<i>100</i>	<i>.1%</i>	<i>100</i>
<i>Total Corrections</i>	<i>5600</i>	<i>5.6%</i>	<i>8400</i>	<i>8.4%</i>	<i>14000</i>

GUARANTEED ECONOMIC BENEFIT

Postage/Production
Savings 14000 x \$0.50¢
Per Mailing Piece:

Less SuperCleansing
Fee at \$7.65/M \$500 Min
Less *15% Discount:

Net Savings
On Your First Mailing:

$$\underline{\$7000.00} \quad - \quad \underline{\$650.00} \quad = \quad \underline{\$6350.00}$$

SuperCleansing fee shown is based upon a 3 day turnaround, for 3 hour turnaround a slightly higher fee applies.
(Note: Actual % Results/Costs/Savings May Vary)

GUARANTEED SAVINGS – NEXT DAY TURNAROUND OR SOONER

We are so confident SuperCleansing will save you money - We guarantee it!

Subscribe to our quarterly clean-up and save even more!

We will save you the entire cost of our services on your first mailing or our fee will be adjusted to the savings. Contact us and save *15% off your first order.



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