



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^{Link™} 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:

Percentage	Problem	Anchor Solutions
8.6%	Addressee Moved	NCOA ^{Link™} *
8.9%	Directional/Suffix Incorrect or Missing	CASS™*
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	APT+
33.1%	Total	

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^{Link™} - USPS® Change Of Address

MaxCOA - Change Of Address

LACS* - Locatable Address Conversion

DSF^{2™}* - 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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For more information,

Call: 800.452.2357

Email: E@AnchorComputer.com



ANCHOR
COMPUTER

1900 New Highway, Farmingdale NY 11735-1509

www.AnchorComputer.com