

# SuperCleansing



"We had a significant mail deliverability problem. SuperCleansing was able to correct and de-dupe many of our addresses. Thanks!"  
VP, Direct Marketing

*Anchor introduces SuperCleansing to solve the problem of undeliverable mail and improve your Bottom Line!*

## SuperCleansing

Silver, Gold and Platinum SuperCleansing bundled services are available including a combination of the following services:

**NCOA<sup>Link</sup>** provides change of address information. **NCOA<sup>Link</sup>** processing includes **CASS<sup>TM</sup>**, which attempts to correct and standardizes addresses to meet USPS<sup>®</sup> requirements for postage discounts.

**CASS<sup>TM</sup> Processing** also includes:

**LACS<sup>Link</sup>** updates address conversions

**SUITE<sup>Link</sup>** appends secondary (suite) information to business addresses

**VACANT File** identifies vacancies via USPS<sup>®</sup>

**DSF<sup>2TM</sup>** Identifies known addresses and flags records that do not match with footnotes, providing the reasons for non-matches. It also identifies other types of delivery points such as mail drops, multifamily units, business, seasonal and vacant addresses.

**Anchor Address Enhancement** compares name, address and ZIP Code<sup>TM</sup> in an incomplete address to our MegaBase Consumer File. Using our fuzzy logic on a match, we correct the address provided and add missing apartment/suite numbers. This will improve your NCOA<sup>Link</sup> results which would probably not match with incomplete data.

**Deceased Suppress** enables mailers to remove deceased individuals, thus avoiding upsetting members of a deceased household with unwanted mail.

**Single File Duplicate ID** identify and delete or retain duplicates and/or unique records.

**Prison Suppress** identifies records with undesirable prison addresses to reduce fraud.

## Typical Platinum SuperCleansing Results

Based upon 100,000 Records Input	Matched Records	%	Deleted Records	%	Total Records
NCOA <sup>Link</sup> *	4,000	4%	500	0.5%	4,500
LACS <sup>Link</sup> *	500	0.5%	-----	-----	500
DSF <sup>2TM</sup> *	-----	-----	4,000	4%	4,000
Anchor Address Enhancement	2,000	2%	-----	-----	2,000
Duplicate ID	-----	-----	3,000	3%	3,000
Deceased Suppression	-----	-----	800	0.8%	800
Prison Suppression	-----	-----	100	0.1%	100
Total Corrections	6,500	6.5%	8,400	8.4%	14,900

## Guaranteed Economic Benefits

Postage/Production Savings 14,900 x \$0.50	Less SuperCleansing Cost at \$7.65/M \$500 Min Less 15% Discount	Net Savings On The First Mailing
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**\$7,450 - \$650 = \$6,800**

*(Note: Actual % Results/Costs/Savings May Vary)*

## \$ \$ Guaranteed Savings \$ \$

We guarantee SuperCleansing processing will save you money. We will save you the entire cost of our services on your first mailing or our fee will be adjusted to the savings. Most savings are more dramatic! Subscribe to our quarterly clean up and save even more!

**Next Day Turnaround Or Sooner!**

*For more information.....*

Call: 800-452-2357

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

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



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

**Customize Your Choice**

**Platinum**  
*Includes:*

- NCOA<sup>Link®</sup> ▼
- LACS<sup>Link™</sup>
- DSF<sup>2™</sup>
- Address Enhancement ▼
- Deceased Suppress
- Prison Suppress
- Duplicate Identification

*(File Must Be Fixed Length)*

**Gold**  
*Includes:*

- NCOA<sup>Link®</sup> ▼
- LACS<sup>Link™</sup>
- DSF<sup>2™</sup>
- Address Enhancement ▼
- Deceased Suppress
- Prison Suppress

**Silver**  
*Includes:*

- NCOA<sup>Link®</sup> ▼
- DPV<sup>™</sup>
- Prison Suppress

▼ Files that exceed a 10% move rate or AAE+ exceeds 3% will be considered non-typical and may be subject to additional fees.

**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

**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.

**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.

\*Anchor Computer is a non-exclusive Full Service Provider Licensee of the United States Postal Service® for Suite<sup>Link</sup>, NCOA<sup>Link®</sup>, DSF<sup>2™</sup> and LACS<sup>Link</sup>. Pricing of these products and services is neither established, controlled, nor approved by the United States Postal Service®. The following trademarks are owned by the United States Postal Service®: AEC II, ANK<sup>Link</sup>, USPS, United States Postal Service, Postal Service, Post Office, Standard Mail, ZIP, ZIP Code, ZIP + 4, LACS<sup>Link</sup>, NCOA<sup>Link</sup>, DPV, DSF<sup>2</sup>, eLOT, CASS and CASS Certified. Doc 4.08