

# It's All About Data Quality

Leading Retail Brand saved \$77,625 per mailing after running Anchor Proprietary Data Hygiene Solution

➤ **The Situation:** A retail client did not realize the improvements data quality and enhancement could afford.

➤ **The Objective:** They wanted to increase direct mail in a "smarter" way

➤ **The Anchor Approach:** Anchor ran the retailer's 1 million consumer names through its Proprietary Data Hygiene Analysis to give them a snapshot of their data quality opportunities. Recent studies show that the typical house file is 10% - 15% inaccurate.



## Analysis Results:

- 50,000 duplicates
- 30,000 invalid addresses
- Another 100,000 records needed correcting
- 95% of the file had demographics that could be added
- 21% had phone records that could be added
- 27% had email records that could be added

## Return on Investment Analysis

Based on 1 Million Records

172,500 records would be corrected or suppressed.

If you take printing and mailing costs of \$500 per 1,000 pieces There is an approximate savings when you include improved deliverability of \$86,250 less Anchor's Fees of \$8,625 based on \$0.05 per hit.

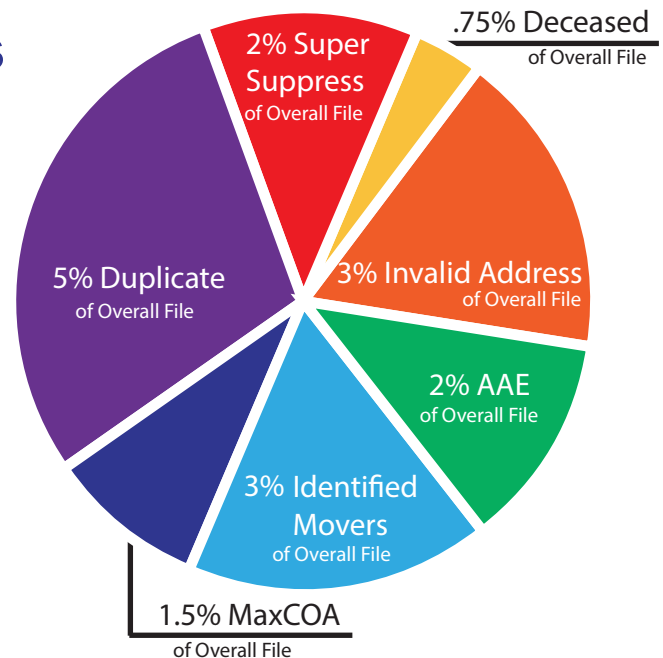
**ROI: 10:1**

**Net Savings \$77,625**

**Net Savings after 6 mailings \$508,875**

RESULTS WILL VARY

Call your sales representative or Nancy for a free consultation 631-306-9364



17.25% of Overall File



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