Anchor Address Enhancement (AAE)

Improve mail deliverability and address quality !

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

Anchor Address Enhancement

A portion of mail is undeliverable due to missing or incomplete address elements that Address Standardization software (CASS™) may not be able to ZIP + 4® code.

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 also adds missing apartment/suite or rural route box numbers to your address file.

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

Address Enhancement minimizes the loss caused by mail not reaching its destination.

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

AAE Makes Problem Addresses Accurate & Deliverable

1. Incomplete Address	181 Post Rd
	181 Boston Post Rd
2. Incorrect Street Name	18 Box Dr
	18 Bay Dr
3. Incorrect Primary Number	2402 Foster St
	242 Foster St
4. Street Change	61 UMS
	61 Upper Main St
5. Missing Apartment Number	8 Smith St
	8 Smith St Apt 3
6. Incorrect PO Box	PO Box 232A
	PO Box 232B
7. Missing or Incorrect Directional	104 Bay Dr S
	104 Bay Dr E
8. Rural Route to City Style:	RR 2 Dottie Crossing
(*When LACSLink™ processing is incorporated*)	**12748 Front Blvd**

AAE=Guaranteed Economic Benefits - Typical Results

Input Volume	Non-ZIP + 4® *or* Non-DPV™	Missing Apt #	Address Enhancement	Processing $0.15/Ea	Mailing $0.50/Ea
1,000,000	50,000	20,000	14,000 (20%)	$2,100	$7,000

ROI
14,000 mailed at $0.50/Ea 4 times yearly = $28,000 savings in the first year. On just the first mailing that's over a 3-to-1 payoff !

For More Information:
Call: 800-452-2357
Email: E@AnchorComputer.com
Web: www.AnchorComputer.com

ANCHOR COMPUTER
www.anchorcomputer.com

Anchor Services

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 & Analysis

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
(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
AE - Address Enhancement
MaxCOA - Change Of Address Link
LACS Link™* - Address Conversion Tool
DSF 2™* - Identifies Deliverable Addresses and
        Specific Address Attributes
DMA/MPS - Do Not Mail Suppression
CASS™* - 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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