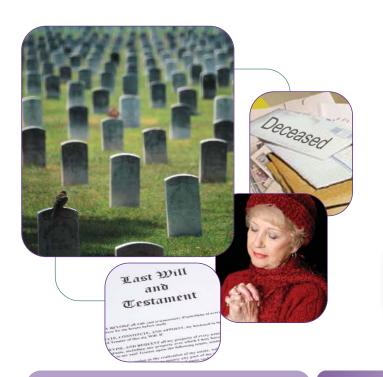# Deceased Suppression

Save Money And Reduce Complaints By Using Deceased Suppression Processing!

Anchor Database Solutions

Mailers realize cost savings and minimize the recipient's grief by reducing mailing to deceased names. Suppress deceased individuals from your mailings with Deceased Suppression Service.

Anchor's Deceased Suppression File is one of the largest, most comprehensive multi-sourced files of deceased individuals available.

We offer you 2 processing options:

▪ **Option 1 -** Process your file online and we will complete the process in minutes, hours or days depending upon the pricing/turnaround you choose.

▪ **Option 2 -** Process yourself in-house by licensing our software and Suppression File.

Either way, marketers save on printing and postage by eliminating deceased names.

Does it work? A large leisure travel company achieved a 284% ROI and a financial services company achieved a 354% on their first mailing.

Marketers will find the cost savings realized *more* than justify the cost of processing while improving customer relations.

Key Features:

The Deceased File:

▪ Is constructed from a variety of public and proprietary sources.

▪ Includes 55 million names.

▪ Is refreshed every 3 months.

▪ Has a powerful Merge/Purge accuracy and pattern recognition technique that identifies and suppresses records that match the file.

▪ Generates complete reports for the process.

▪ Allows User-defined tightening and loosening matching options.

▪ Achieves suppression rates from 1% to 6%, results vary.

Key Benefits:

▪ The Deceased Suppression Processing reduces printing and postage costs for mailing to a deceased individual.

▪ **Option 1 - Online**
Easy and fast online processing.

▪ **Option 2 - In-House**
- You control the processing.
- Your data stays in-house.

▪ Our dedicated client support team is available to assist.

▪ Minimize insensitive situations by sending mail to deceased individuals.

For more information. . .
Call: 800-452-2357
Email: e@AnchorComputer.com
Web: www.AnchorComputer.com

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Marketers should minimize insensitive situations caused by sending mail to deceased individuals. Anchor's Deceased Suppression Processing will reduce the number of deceased individuals you mail to.

Most companies have detailed information in their customers' records, but few have procedures in place notifying them when a customer passes away. That's why Anchor Computer developed one of the largest and most effective multi- sourced files of deceased individuals coupled with our award winning name and address matching logic.

Mailer Benefits

The following case studies illustrate the value to matching logic deceased suppression. it should be noted that match rates vary by the nature of the file, frequency of updates and address maintenance procedures, but marketers often use a benchmark of 1%.

CASE STUDY I - LEISURE TRAVEL COMPANY

A large leisure travel company has dramatically reduced its complaint mail, lowered promotion costs and improved response through the use of Deceased Suppression Processing. They were able to remove over 19,000 records per million (almost 2%). This represented a net postage and material savings of $7,100 on just the first mailing - a 284% ROI.

Item	Rate	Amount
Matched Records (1MM Record File)	1.92%	19,200 Records
Mailing Cost Avoided (Postage & Materials)	$500/M	$9,600
Less Client Processing Fee	$2.50/M	$2,500
Net Amount Client Saves on 1st Mailing	N/A	$7,100
Client ROI on 1st Mailing	N/A	284%
Net Amount Client Saves on 2nd Mailing	N/A	$9,600
Total Net Amount Saved on 1st and 2nd Mailings	N/A	$16,700
Client ROI on 1st & 2nd Mailings	N/A	668%

CASE STUDY II - FINANCIAL COMPANY

A major national financial company was extremely satisfied with the results they achieved with Deceased Suppression Processing. They discovered that for every 1 million records processed 22,700 names were deceased individuals (almost 2.3%). This represented a net postage and material savings of $8,850 on just one mailing - a 354% ROI.

Item	Rate	Amount
Matched Records (1MM Record File)	2.27%	22,700 Records
Mailing Cost Avoided (Postage & Materials)	$500/M	$11,350
Less Client Processing Fee	$2.50/M	$2,500
Net Amount Client Saves on 1st Mailing	N/A	$8,850
Client ROI on 1st Mailing	N/A	354%
Net Amount Client Saves on 2nd Mailing	N/A	$11,350
Total Net Amount Saved on 1st and 2nd Mailings	N/A	$20,200
Client ROI on 1st & 2nd Mailings	N/A	808%

Deceased Suppression Processing is an important step in the address cleansing process. This service should be incorporated into the address hygiene process along with NCOA[Link®], Merge/Purge and many other data quality processes.