MAX Identify

Identify the same person even though they may have moved or changed their name...**MAX** Identify!

MAX Identify Database

Anchor has compiled an extensive database linking the same individual irrespective of physical address and/or last name.

Anchor has linked over 300 million name and address groups using information, such as Social Security and email addresses and phone numbers.

Many databases contain 5-10% of the same individual, but at a different address or their last name has changed. This results in wasted marketing dollars and customer irritation.

We return an identify group number to each record as well as which record we consider to be the latest.

MAX Identify should be added as a powerful tool to clean up databases as well as in mailing campaigns.

MAX Identify incorporated with Anchor's suite of address hygiene products brings data quality to a new level.

Key Benefits

- Identify people who have moved or have multiple addresses, many missed by NCOA$^{Link®}$

- Link women who have changed their last name

- Link aliases or misspelled names at different addresses

- Reduce costs 5 - 10% by not duplicating marketing costs to the same individual

Example

- Mike Johnson
  Farmingdale NY 11735

  Mike Johnson
  Miami FL 33305*

- Mary Smith
  Farmingdale NY 11735

  Mary Jones
  Farmingdale NY 11735*

- Buck Rogers
  Farmingdale NY 11735

  William Rogers
  Boca Raton FL 33432*

  *Best record

For more information on how Anchor's **MAX** Identify Service can help your company, contact Nancy:

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