



*Improve mail deliverability...
Introducing MaxCOA enhanced
change of address processing.*

Product Description:

As costs to produce direct mail campaigns rise, marketers search for new ways to increase their return on investment.

Losing contact with Customers who move represents lost opportunities. MaxCOA, a proprietary change of address data file, provides addresses for movers that NCOALink®* may not be able to supply. MaxCOA matches are processed and validated at an individual level for increased accuracy.

MaxCOA includes 2+ billion name and address records and up to 60 months of address changes. The data is compiled from multiple quality sources such as credit cards, self reported data, publishers and major reference files. Extensive matching criteria is used during this process.

Most customers will find MaxCOA match rates range from .5% to 2%. MaxCOA will improve deliverability rates and assist in reducing unnecessary printing and postage.

From traditional processing to e-commerce solutions, Anchor Computer has developed several ways for customers to access MaxCOA.

It is always recommended you run MaxCOA in conjunction with NCOALink®

Key Features

- ❑ Correct address changes with a 5-year database
- ❑ Confidence Level Options
 - Choose High-Confidence only
(Data confirmed by multiple sources)
OR CHOOSE
 - All matches
- ❑ Identify movers who may not have notified the USPS®
- ❑ Recommend processing in conjunction with NCOALink®*
- ❑ Several access methods:
 - Send in files for processing
 - Online 24/7 automated processing
- ❑ Works with other address hygiene services

Key Benefits

- ❑ Identify movers beyond 48 month USPS® move updates
- ❑ Maximize accuracy with confidence score validation process
- ❑ Save on printing and postage costs
- ❑ NCOALink® meets USPS® requirements and MaxCOA captures additional movers, not included on the NCOALink® file
- ❑ Fast turn-around and secure internet transfers
- ❑ Optimize address hygiene accuracy and efficiency

For more information.....

Call: 888-728-6262

Web: www.AnchorComputer.com

Email: e@AnchorComputer.com



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www.anchorcomputer.com

Case Study

Customer Problem:

A direct response company was experiencing a high level of undeliverable mail due to consumer moves. They needed a solution to find the new addresses of their Customers and Prospects who moved.

Solution:

Anchor Computer provided MaxCOA processing, which included change-of-address listings dating back 60 months.

Result:

The client was able to identify a total of 1.2% (6,105) undeliverable records from their 508,717 contact database (*see Mailer Benefits below*).

This resulted in a significant return on investment on their first mailing, saving them over \$3,000 in printing and postage. Plus, they were able to recover otherwise lost revenue by reaching customers who may have become undeliverable.

Match rates vary based on many factors such as makeup of the Client file and frequency of updates. MaxCOA has the ability to locate change-of-address records from movers who may not have notified the Post Office™.

Mailer Benefits

Item	Rate	Amount
Total Input Records	N/A	508,717 Records
Matched Records (508,717M Record File)	1.2%	6,105 Records
Mailing Costs Redirected to Deliverable Addresses (Postage & Materials)	\$500.00/M	\$3,052.50
Less Client Processing Fee	\$2.00/M	\$1,017.43
Net Amount Client Saves on First Mailing	N/A	\$2,035.07
Client ROI on First Mailing	N/A	200%
Total Net Amount Saved on 3 Mailings	N/A	\$8,140.07
Client ROI on 3 Mailings	N/A	800%
Total Net Amount Saved on 8 Mailings	N/A	\$23,402.57
Client ROI on 8 Mailings	N/A	2300%

MaxCOA...Improved mail deliverability, quick turnaround times, significant ROI.

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