

NCOA^{Link™} - 48 Months



"I was able to process my file for address changes in minutes!

VP, Database Marketing

Save money by reducing your undeliverable mail by as much as 15%...NCOA^{Link™}.

NCOA^{Link™}*

Decrease costs and increase your response rate each time you mail using NCOA^{Link™} processing. Approximately 20% of the population moves every year, resulting in an estimated 8% of all Standard Mail[™] being undeliverable due to incorrect addresses. This means lost opportunities, lost sales and wasted money.

NCOA^{Link™} will clean your customer and prospect records of undeliverable consumer and business names and addresses. NCOA^{Link™} identifies address errors and corrects them before mail enters the mailstream, saving you printing and postage costs. Best of all, valuable customer names are updated to receive current and future mailings.

As a non-exclusive licensee of the United States Postal Service[®] for NCOA^{Link™}, Anchor has access to a secure dataset of all permanent residential and business change of address records. Using USPS[®] approved address matching software, Anchor provides all necessary address corrections.

Anchor offers 24/7 NCOA^{Link™} online processing. Your job can be ready in minutes, hours or days depending upon the turnaround time/pricing option you select.

Key Features:

- Update new addresses for individual, family or businesses who moved in the last 4 years.
- Access to approximately 160 million records of permanent address changes filed with the USPS[®].
- Improved address quality - CASS[™] processing, ZIP + 4[®], Carrier Route and Delivery Point Barcode appended.
- Return codes provided indicate a possible move.
- DPV[™] and LACS results are offered.
- Select the records that have the highest probability of delivery using Anchor's Deliverability Index.
- All processing is done in-house, in our USPS[®] approved secure facility.

Key Benefits:

- Realize a 3% - 15% delivery improvement by reducing the amount of undeliverable or delayed mail.
- Reduce printing and postage costs on undeliverable mail.
- Qualify for USPS[®] automation and presort discounts.
- Convenient and fast online processing at competitive prices with comprehensive reports.
- Improve response rates.
- NCOA^{Link™} is less expensive than USPS[®] Address Change Service or Ancillary Endorsements on the mail piece.

For More Information

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Innovative Solutions For Marketers



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COMPUTER
www.anchorcomputer.com

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NCOA^{Link™}

The NCOA^{Link™} file is a secure dataset of approximately 160 million permanent change of address records filed with the United States Postal Service®. The secure dataset contains the equivalent of the relocating Postal customer's name along with the old and new address information. Changes of address are retained for 48 months based upon the move-effective date. The source of the NCOA^{Link™} data is a permanent Change Of Address (COA) filed by the relocating postal customer. Approximately 40 million COA's are filed annually, and the database is updated on weekly basis. New address information is provided only when the NCOA^{Link™} and input name and address match. DPV[™] (Verifies Accuracy of Deliverable Addresses) which indicates an address is complete and deliverable, and LACS^{Link™} which updates your addresses as a result of 911 municipal conversions, are offered.

NCOA^{Link™} - Return Codes

All records processed through NCOA^{Link™} receive a return code. This return code provides information about what NCOA^{Link™} type of match was found for each record. Anchor assists mailers analyzing the type and number of return codes and determining whether to mail or not. DPV[™] is now included as part of NCOA^{Link™} - 48 months and DPV[™] footnotes are also returned as part of the output.

WHY IS MAIL UNDELIVERABLE?

The United States Postal Service® has identified many reasons for undeliverable mail:

The First Line of the Address:

- Address unknown to carrier
- Addressee temporarily away
- Addressee's name misspelled
- Addressee's street address errors
- Missing address line or street name
- No such or incorrect number
- Missing house number/PO Box

The Last Line of the Address:

- Incorrect or missing ZIP Code[™]
- Incorrect or missing city and/or state

Other Reasons for Undeliverability:

- Change of address on file
- Forward order expired
- Moved, left no address/box closed, left no order
- Address vacant
- No mail receptacle

NCOA^{Link™} Match - Corrected Address Is Provided

<u>Client File</u>	<u>NCOA^{Link™} Database</u>	<u>New Address</u>
Paul Jones 123 Main Street Anytown, CT 06084	Paul Jones 123 Main Street Anytown CT 06084-9999	Paul Jones 39 Oak Street Anytown MA 01245-9999
Dick Smith 481 Elm St Apt 4A Anytown, CA 90241	Richard Smith 481 Elm St Apt 4A Anytown CA 90241-9999	Richard Smith 11 Duck Lane Anytown IL 61411-9999

NCOA^{Link™} Return Code Examples

<u>Client File</u>	<u>Condition Of Return Codes</u>	<u>Return Code</u>	<u>Address Provided</u>
J Smith 1 Main St	Cannot match COA: Individual Name Insufficient	15	No
Mary Jackson 21 Front Street	Cannot match COA: Secondary Number Discrepancy	16	No

Anchor And NCOA^{Link™}

Not all NCOA^{Link™} licensees can provide the same service level. As a USPS® non-exclusive NCOA^{Link™} Full Service Provider Licensee, we receive the full 48 month data file providing mailers with the most comprehensive NCOA^{Link™} services available! Anchor's NCOA^{Link™} database is updated weekly under direct license from the USPS® enabling mailers to always be up to date with the most recent forwarding addresses available. All of our processing is done in house in our USPS® approved secure facility.

Decrease costs and increase response rates every time you mail!