ANCHOR

Deceased Suppression Services

Anchor's Deceased Suppression File contains 170 million names updated monthly. It is the most comprehensive multi-sourced files of deceased individuals available.

Suppressing deceased individuals from your promotions will minimize insensitive situations for family of the deceased and realize significant cost-savings on postage, printing, and lettershop.

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 developed one of the largest and most effective multi- sourced files of deceased individuals coupled with our award-winning name and address matching logic.

We offer you 2 processing options:

Option 1 – Processing your file is fast and easy on our web-based ecommerce platform. We will complete your job in minutes or hours.

Option 2 – Process yourself in-house by licensing our software and Suppression File. You control the processing and your data stays in-house.

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

Key Features:

Deceased Suppression File:

› Created from a variety of public and proprietary sources

› Over 170 million names

› Updated monthly

› Utilizes sophisticated pattern recognition techniques to identify and flag records that match the deceased suppression database

› Complete reports indicate matching confidence that allow for choosing which matches to suppress based on your use-case

› Achieves suppression rates from 1% to 6%, results vary

See how Anchor's Deceased Suppression Service can impact your organization:

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 net postage and material savings of $8,850 on just one mailing – 354% ROI.

A large leisure travel company has dramatically reduced its complaint mail, lowered promotion costs and improved response using Deceased Suppression Processing. They were able to remove over 19,000 records per million (almost 2%).

This represented net postage and material savings of $7,100 on just the first mailing – 284% ROI.

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

For more information:
Contact us at (800) 452-2357 or sales@anchorcomputer.com