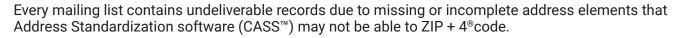


## AAE – Anchor Address Enhancement

## **Overview:**

AAE improves your incorrect or incomplete addresses by 20-40%, optimizes postal discounts, and reduces marketing costs.



The AAE solution uses a proprietary correction methodology, which compares the first name, last name, incomplete address, and ZIP Code<sup>™</sup> to our MegaBase Consumer File. Using sophisticated logic, we correct the undeliverable address provided on a match. The process also adds missing apartment/suite or rural route box numbers to your address file.

Anchor's Address Enhancement *Plus AAE+* solution optimizes address hygiene efficiency by including both AAE and MaxCOA. MaxCOA is Anchor's proprietary move database that provides current and accurate addresses for movers that NCOALink<sup>®</sup> may not supply. MaxCOA maintains moves over a 5-year period compiled from quality sources including: credit cards, self-reported data, publishers and major reference files.

Our database of over 2 billion name and address records yields high match rates. This system typically corrects up to 40% undeliverable as addressed mail. AAE minimizes the loss caused by mail not reaching its destination.

USPS®\* statistics indicate that over 23% of mail contains addressing errors. Here's a breakdown of the most common errors:

- > 2.4% Addressee Moved
- > 6.0% Directional/Suffix Incorrect or Missing
- > 5.9% Street Name and Number Incorrect or Invalid
- > 4.8% ZIP Code<sup>™</sup> or City Incorrect
- > 4.5% Apartment Number or Rural Route Box # Missing
- > Total = 23.6%

\*USPS<sup>®</sup> document AEC & AEC II<sup>™</sup> Guide

## Key Benefits:

- Recover lost revenue opportunity with improved deliverability reaching your intended target market
- > Improve NCOALink<sup>®</sup> and other address hygiene match rates
- Save on postage, print and production costs by mailing only to deliverable addresses
- > 5 years of proprietary change of address with AAE+
- > Dedicated customer support

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