



## AAE – Anchor Address Enhancement

### Overview:

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

Every mailing list contains undeliverable records due to missing or incomplete address elements that Address Standardization software (CASS™) may not be able to ZIP + 4® code.

The AAE solution uses a proprietary correction methodology, which compares the first name, last name, incomplete address, and ZIP Code™ 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® 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™ or City Incorrect
- › 4.5% Apartment Number or Rural Route Box # Missing
- › **Total = 23.6%**

\*USPS® document AEC & AEC II™ Guide

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### Key Benefits:

- › Recover lost revenue opportunity with improved deliverability reaching your intended target market
- › Improve NCOALink® 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

**For more information:  
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