



# MaxCOA

## Overview:

MaxCOA is Anchor's **proprietary move database** that provides current and accurate addresses for movers that NCOALink® may not supply. We recommend that you run MaxCOA in conjunction with NCOALink® to optimize hygiene efficiency.

MaxCOA matches are processed and validated at an individual level for increased accuracy. Typically, **match rates range from .2% to 5%**, improving deliverability rates and reducing marketing costs.

MaxCOA includes over 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 are used during this process.

## Key Features:

- › Identify moves that were not filed with the USPS®
- › Identify moves which are no longer included on NCOALink® 48 month file
- › Correct addresses with a 5-year database
- › Choose from High Confidence or All matches based on your use-case
- › Automated processing options via API or Web upload available 24/7
- › Run MaxCOA in conjunction with NCOALink® to ensure most accurate recent address.
- › Can be run in conjunction with other data hygiene services

## Key Benefits:

- › Redirect promotions to movers who did not file with USPS® or who are no longer on the NCOALink® master
- › Maximize accuracy with confidence score validation process
- › Fast turnaround and secure internet transfers
- › Recover lost revenue by improving deliverability and correctly reaching intended targets
- › Reduce wasted promotion cost of printing, postage and lettershop

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## MaxCOA Case Study

### Background:

Direct response company had a high rate of undeliverable mail due to customer and prospect moves. They needed a cost-effective solution to correct addresses, improve deliverability and engagement.

### Solution:

Anchor provided MaxCOA processing in addition to NCOALink® to maximize address hygiene on database.

### Results:

1.2% of the database (6,105 records) was identified as undeliverable. This **saved the client over \$3,000** on their first mailing alone. Plus, they were able to recover lost revenue by reaching customers that would not have received their marketing materials.

**For more information:**  
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