

NCOALink® Full-Service Provider

Overview:

Anchor is a non-exclusive NCOALink® Full-Service Provider that receives the **48-month data file** under direct license from the USPS®. We provide the most comprehensive NCOALink® services with access to 160 million records updated weekly and all work is processed in our SOC 2 Type 2 certified secure facility.



The USPS® estimates that 12.5% of Americans move each year and that at least 8% of all standard class mail is undeliverable. This is due to incorrect addresses, moved, address is vacant and more – resulting in lost opportunities and higher marketing costs.

NCOALink® cleans and updates records of undeliverable consumer and business names and addresses. It identifies address errors and corrects them before mail enters the mail stream, saving on printing and postage costs. Best of all, valuable customer names are updated to ensure delivery of current and future mailings.

Key Features:

- › Update new addresses for individual, family or businesses who moved in the last 4 years
- › Access to approximately 160 million records, updated weekly, of permanent address changes filed with the USPS®
- › Improved address quality – CASS™ processing, ZIP + 4®, LACSLink®, Carrier Route and Delivery Point Barcode appended
- › DPV® verifies accuracy of deliverable addresses
- › Return codes provided indicate a possible move
- › Anchor's Deliverability Index selects records that have the highest probability of delivery

Key Benefits:

- › Lowers material and postage costs by reducing the number of undeliverable and duplicate mail pieces
- › Improves deliverability and response rates
- › Meet the USPS Move Update requirement for First Class and Standard Mail discounts
- › Convenient and fast online processing at competitive prices with comprehensive reports
- › More cost-efficient compared to USPS® Address Change Service or Ancillary Endorsements on the mail piece
- › Provides faster product/service marketing through accurate mail delivery
- › Increases security of postal customer data

NCOALink® Match – Corrected Address Is Provided

Client File	NCOALink® Database	New Address
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

NCOALink® Return Code Examples

Client File	Condition of Return Codes	Return Code	Address Provided
J Smith 1 Main St	Cannot match COA: Individual Name Insufficient	15	No

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