



# MaxDupe™ Duplicate Identification

## Overview:

Since 1974, Anchor has been at the forefront of identifying and eliminating duplicates in marketing databases. Our proprietary **MaxDupe™** software was developed to meet the unique demands of our clients, and we have continued to perfect the process over the years.

## Key Features:

We provide **custom duplicate identification solutions** for marketers with multiple files, across disparate file formats and layouts, providing a cost-effective way to unify your records into a single, complete, easy-to-access marketing database.

- › One of our unique features is the ability to recognize variances (misspellings) in name, address, and street designations.
- › We go beyond name and address comparison to incorporate all additional data that may aid in determining matches across several different files. We can match any field in your database – email, phone, date of birth, transactional history, gender, etc.
- › We can utilize additional data to establish differing matching criteria – such as a High-Rise indicator to define different matching rules from a single-family residence.
- › MaxDupe™ identifies duplicate records at an individual, household, and business level consolidating all details into a single record.
- › Anchor's Deliverability Index selects records that have the highest probability of delivery or eliminate costly duplicates from your promotions.

## Key Benefits:

- › Consolidate all sub-level data in your marketing database into a single surviving record for more accurate summary of detail activity such as lifetime purchases.
- › Improved ROI by eliminating duplicates from promotion costs.
- › Clean data improves marketing campaigns by targeting the right audience with accurate information, leading to better response rates.
- › Accurate data enhances customer satisfaction.
- › A streamlined database is easier to manage and more cost-effective.
- › Duplicate Identification can help you stay compliant with data regulations.
- › Easy to read and analyze comprehensive reports provided.



**For more information:**

**Contact us at (800) 452-2357 or [sales@anchorcomputer.com](mailto:sales@anchorcomputer.com)**