



MaxIdentify – Identify the same person even though they may have moved or changed their name

Overview:

MaxIdentify is a comprehensive database solution that enables precise individual identification across multiple data records. Our innovative technology links person-specific information by connecting records that refer to the same individual, even when physical addresses or last names differ.

MaxIdentify – Key Features:

- › Identify people who have moved or have multiple addresses, many missed by NCOALink®
- › Identify people who have changed their last name
- › Link aliases or misspelled names at different addresses
- › Advanced matching using multiple identifiers like Social Security Numbers, telephone, and email addresses
- › Unique identity group number assignment
- › Designation of the most current record assigned

MaxIdentify – Key Benefits:

- › Save on marketing costs by removing duplicates
- › Improved deliverability and response rates
- › Improve customer experience
- › Dedicated customer support



By integrating MaxIdentify into Anchor's address hygiene product suite, we elevate data quality and accuracy, providing businesses with a powerful tool for maintaining clean, reliable customer information.

**For more information:
Contact us at (800) 452-2357 or sales@anchorcomputer.com**