



AddressVerifier

A callable API that corrects and verifies address information in real time

AddressVerifier™ instantly verifies or corrects individual addresses in real time. This callable Application Programming Interface (API) easily integrates into most data entry or web applications. Optional add-on modules instantly assure greater mail deliverability, improved bottom line performance and provides valuable customer data. Optional modules include:

- Delivery Point Validation (DPV) an application that confirms the actual existence of an address down to the house number using a USPS proprietary database;
- The GeoCoding application assigns latitude and longitude coordinates at the ZIP+4 level for routing, mapping or marketing research applications; and
- The Telephone Area Code/Exchange option assigns and/or validates area code and telephone exchange information.

Accurate Mail Delivery

AddressVerifier™ improves the deliverability of your mail piece by matching the incoming address or your entire file against the most current USPS ZIP+4® database. The USPS file is updated monthly and contains ZIP codes and street names for all residential and commercial addresses. In addition to providing a correct standardized address including street number and name, city, state and ZIP code, Address Verifier™ also provides congressional district, county name, delivery point barcode and carrier route codes. These functions provide added accuracy and improved marketing information.

Applications

AddressVerifier™ is used to quickly enter and verify address and related information correctly, and can be embedded in Internet, on-line call center, point of sale or batch processing applications. The reduced number of keystrokes, due to the context sensitive look-up feature, increases productivity. After entering the ZIP code, house number, and just a few strokes of the street name, AddressVerifier™ provides the rest of the address. The accuracy of the address data improves your deliverability, and the residual data elements reduce ancillary batch processing steps. This translates into lower costs and a higher level of customer satisfaction.

Anchor Support

Since AddressVerifier™ is a callable API for use in-house or via SaaS, there is no need to change the format of the current user program. User training is virtually immediate.

AddressVerifier™ is easily added to most of your current applications. Anchor provides comprehensive installation instructions and product documentation. Through software maintenance and support, Anchor customers are afforded the most up to date version of the system and access to Anchor's knowledgeable Help Desk support. Updates for the USPS ZIP+4® database are provided monthly to ensure that the most current address information is always available.

About Anchor Software

Anchor Software was established to meet the needs of call center, direct marketing, and ecommerce applications. Anchor's Products focus on the expanding requirements for database marketing, campaign prospecting and address hygiene. In addition to supplying software solutions for in-house use, Anchor is unique in that it also provides data processing services. This capability allows Anchor to serve as a backup processor or be called upon to handle overflow requirements.

Address Verifier Features

- Assures the quality of address information
- Reduces returned shipments
- Increases data entry productivity
- Improves the accuracy of order information
- Works on the Internet, on-line or in batch mode
- Integrates with most applications

For a web based demonstration visit www.addressverifier.com