



LeadVerifier

Maintaining accurate and reliable information is of paramount importance to all organizations. For example, whether you need to inform your customers about new products, manage promotional campaigns for your organization or others, or generally solicit new business, you must rely upon accurate and timely information to relay the message to the targeted audience. When information is inaccurate, sales and marketing teams can waste valuable time, energy, and money following up on leads that include erroneous components.

To help confirm and improve the data that you need to count on, Anchor offers LeadVerifier, which is a callable web service that is provided via an Anchor cloud environment. Organizations can interface with LeadVerifier through legacy applications or directly utilize its data quality and data enhancement services. LeadVerifier provides USPS address verification and correction, as well as email appends/verification, phone appends/verification, and demographic information to help professionals confirm and better qualify leads. The knowledgebase included with LeadVerifier utilizes consumer information, business and government name and address data, billions of consumer opt-in email records, and multi-sourced telephone and demographic data.

Examples of types of businesses that can benefit from LeadVerifier are automobile dealers, advertising and marketing agencies, financial marketers, fund raisers, insurance companies, third party lead/list providers, retailers, web marketers, and real estate brokers.

Phone Verification

LeadVerifier Phone Verification uses a comprehensive database of over 750 million phone records that includes daily updated directory-assistance information. This telephone data is derived from cell phone data, VoIP, OCN (Operating Company Number) identification, direct-inward-dial numbers, area code update information, as well as suspected disconnected-number-identification. LeadVerifier's Phone Verification helps organizations reach the right person the first time they call. In addition to Phone Verification, with Phone Number Append phone numbers can be applied to name and address lists, or addresses can be applied to phone lists by using a reverse append.

Name and Address Verification

LeadVerifier Name and Address Verification validates whether a person or family exists at a specific address. Full name or last name address verification can be performed, as well as last 4 digit Social Security number verification. In addition to verifying leads, Social Security data can be helpful in fraud protection.

Also, LeadVerifier can be used in real time (i.e. call centers, internet, etc.) to confirm addresses as valid in accordance with USPS® Address Standardization and Delivery Point Validation (DPV) requirements. The address verification process can also append the apartment/suite number if missing and identify addresses as residential or business using the USPS Residential Delivery Indicator (RDI). In addition, LeadVerifier allows organizations to save on postage by eliminating undeliverable addresses from mailing lists.

Email Verification

LeadVerifier Email Verification allows organizations to use accurate email address and reduce undeliverable emails. LeadVerifier performs syntax verification and correction of email addresses and domain names to ensure addresses are input correctly and that they do not contain prohibited characters. The robust email append function allows users to add email addresses to existing records and lists, and the known-bad-email identification capability helps users remove defunct and spoofed email addresses. SMTP email validation takes the process one step further by querying servers to confirm that email addresses actually exist.

Record Suppression

LeadVerifier Record Suppression eliminates names and addresses of deceased individuals and the prison suppression functionality removes addresses at prison facilities. Profanity suppression filters names and addresses containing profanity. National Do Not Call and the DMA Do Not Mail list (Pander) are also available for suppression. LeadVerifier can also be set to identify and eliminate duplicate records. Any client provided suppression files can be used to remove unwanted records from their files.

Data Enhancement

LeadVerifier Data Enhancement offers demographic information appends allowing organizations to develop lead profiles to improve subsequent marketing & CRM efforts. Existing records can be enhanced with information such as age, gender, DOB, income, home value, education level, presence of children, marital status, length of residence.... plus many more data points. LeadVerifier is also capable of performing Hispanic/Asian Name Identification.