



ANCHOR

COMPUTER SOFTWARE

www.AnchorComputerSoftware.com



MaxDup

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Merge/Purge System

MaxDup™ provides merge/purge accuracy by using revolutionary pattern recognition techniques to identify and eliminate duplicate records. Specify and prioritize up to 256 different input files, tag duplicates, and identify frequent buyers to help customers target their specific marketing prospects and goals. MaxDup™ can save you postage and time and enhance company image by eliminating unnecessary mailings

FEATURES

- Processes company and individual names simultaneously
- Works with up to 256 input files
- Eliminates duplicates created by incorrect data entry
- Finds duplicates at the household, residential, and individual levels
- Specifies additional criteria for elimination such as phone numbers, social security number, area codes, etc

- Generates summary reports of your dupe elimination
- Produces a cross- reference report for in-depth response analysis
- Provides user-defined tightening and loosening options

REPORT INFORMATION

- List codes and priority
- List names
- Input count from list codes
- Duplicates of suppression file(s)
- Duplicates from other lists
- Total number of duplicates by list code
- Total number of net records by list code
- Percentage of the file that was retained
- Number of multi-buyers on a file
- Grand total from each category

TECHNICAL SUPPORT

The Anchor Software support team is known for its expertise in the direct mail and service bureau environment. Customer support is provided 24 hours a day, year-round, including weekends.

TRAINING

Classroom instruction is offered at the Plano, Texas facility, or at a customer's site by special arrangement.

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