

ANK^{Link®} Information Document

What is ANK^{Link®}?

ANK^{Link®} is an enhancement to the existing 18-month NCOA^{Link®} product. The existing 18-month NCOA^{Link®} product provides change-of-address information for moves that have occurred in the past 18 months. ANK^{Link®} will enable NCOA^{Link®} Limited Service Provider and End User Mailer licensees to optionally acquire an additional 30 months of change-of-address information. The ANK^{Link®} data will not return the new address, but will inform mailers of customer moves that have occurred in months 19-48, along with the move effective date.

What are the benefits of using ANK^{Link®}?

ANK^{Link®} will allow mailers to make informed decisions regarding a specific customer. If the data indicates the customer has moved, the mailer may choose to suppress the customer from the list. Otherwise the mailer could attempt to determine the actual new address by seeking the services of an NCOA^{Link®} Full Service Provider licensee. ANK^{Link®} has the potential to reduce the production of UAA (Undeliverable as Addressed) mail, which reduces production, preparation and postage costs.

Is there a license associated with ANK^{Link®}?

ANK^{Link®} is packaged as an enhancement to the NCOA^{Link®} product. Development, distribution and use are all covered under the existing NCOA^{Link®} license.

How will ANK^{Link®} results be returned?

An ANK^{Link®} match will be indicated by the Return Code 77 followed by the appropriate NCOA^{Link®} Return Code. ANK^{Link®} matches will use all of the NCOA^{Link®} Return Codes except 14.

Will NCOA^{Link®} licensees have to be certified to use the ANK^{Link®} product?

No. ANK^{Link®} Certification is covered under the Developer Testing. Limited Service Provider and End User Mailer licensees who wish to obtain the ANK^{Link®} product will need to contact their NCOA^{Link®} Distributor.

[Click here to be redirected to the NCOA^{Link®} Limited Service Provider Info page](#)

[Click here to be redirected to the NCOA^{Link®} End User Info page](#)

[Click here to be redirected to the NCOA^{Link®} Distributor Info page](#)