

ANKLink™ Information Document

What is ANKLink™?

ANKLink™ is an enhancement to the existing 18-month NCOALink® product. The existing 18-month NCOALink™ product provides change-of-address information for moves that have occurred in the past 18 months. ANKLink™ will enable NCOALink® Limited Service Provider and End User Mailer licensees to optionally acquire an additional 30 months of change-of-address information. The ANKLink™ 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 ANKLink™?

ANKLink™ 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 NCOALink® Full Service Provider licensee. ANKLink™ 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 ANKLink™?

ANKLink™ is packaged as an enhancement to the NCOALink® product. Development, distribution and use are all covered under the existing NCOALink® license.

How will ANKLink™ results be returned?

An ANKLink™ match will be indicated by the Return Code 77 followed by the appropriate NCOALink® Return Code. ANKLink™ matches will use all of the NCOALink® Return Codes except 14.

Will NCOALink® licensees have to be certified to use the ANKLink™ product?

No. ANKLink™ Certification is covered under the Developer Testing. Limited Service Provider and End User Mailer licensees who wish to obtain the ANKLink™ product will need to contact their NCOALink® Distributor.

[Click here to be redirected to the NCOALink® Limited Service Provider Info page](#)

[Click here to be redirected to the NCOALink® End User Info page](#)

[Click here to be redirected to the NCOALink® Distributor Info page](#)