

Merge/Purge and Suppressions *Reduce duplication and waste*

To address the continual cost-cutting frenzy in today's marketing environment, QuadData Solutions has long provided industry-leading merge/purge expertise for some of the world's largest mailers, with hundreds of input files, rented lists and data sources. With nearly two decades of experience, we've proven we can outperform anyone in eliminating waste and maximizing mailings. Our staff can validate and de-duplicate files using a variety of techniques suited to the markets you serve – consumer, business-to-business or a mix of both. And you can be sure your marketing dollars are well spent.

Fixing your list to perform at its finest

Merge/purge detects and eliminates duplicates within a single list or across multiple lists, allowing you to increase cost-effectiveness through reduction of duplicates and better deliverability to your customers. It also allows you to:

- Perform targeted or selective suppressions, such as
 - DMA Mail Preference Service
 - Prison file
 - Deceased file
 - Bad debt, returns
 - Any file/field provided by you such as: privacy requests, internal nonresponders, undeliverables, prior mailed, competitors, etc.
- Create a detailed evaluation of input lists
- Identify and select the "best" addresses
- Match and consolidate individual response files to track purchases or responses
- Identify and analyze multi-buyers based on your requirements
- Customize your match logic and prioritizations (up to 1,000 priorities)
- Perform randomization and capping
- Identify and capture data on multi-buyers
- Append, flag data (e.g., key codes) or post data
- Create PDF and Excel reporting

- Recognize intra- and inter-file dupes at the household or individual level
- Customize the business rules to select the best name for marketing

Added business insight with merge/purge reports

The merge/purge process can generate a variety of reports to assist you in analyzing the quality and accuracy of your mailing lists. Examples of reports include:

Standard Report Package

- Duplicate Records Report – lists the duplicate records identified during the merge/purge process
- List Duplicates Report – indicates the percentage of duplicates and nonduplicates by list
- List-by-List Match Report – depicts similarities between lists
- Multi-List Report – Identifies types of multi-buyers available by list
- Sorted Records Report – Shows a sample of the records remaining after the merge/purge is complete
- Broker Reports
- Purge-by-List Report – shows the purged record counts for each type of record in each list

We'd like to tell you more

At QuadData Solutions, we offer comprehensive data-driven marketing capabilities that can be tailored precisely to your needs. For details, please contact us today.