

## Data Cleanup Tools

### What is it?

Is your data in good shape? Most databases contain duplicate records, bad addresses, and missing phone numbers. It's normal to find these in active databases and it's almost impossible to avoid. But keeping the database clean and in shape is critical to maintaining efficient and accurate communications. Fortunately, eTapestry can help with a variety of special services designed to keep your data in shape.

### How does it work?

The following services can be run on your data.

#### National Change of Address (NCOA)

NCOA processing is a service that updates your address records based on moves and changes in addresses. Nationally, 17% to 20% of the US population moves each year. That means up to 1 in 5 of your mailing pieces may not go to the correct address. You need a way to keep up with those changes and the NCOA process does just that.

Address information is first standardized to conform to USPS requirements including the ZIP+4 Code. Once the address has been standardized and the ZIP+4 Code applied, an attempt is made to match the address against the NCOA file. This file contains approximately 160 million records or 48 months of address changes filed by relocating postal customers derived from change of address cards. The NCOA file is updated every two weeks.

NCOA reduces the amount of mail that may be undeliverable, returned, or delayed. This helps ensure that your mailing is delivered in a prompt and efficient manner.

In addition, you can add the following optional services to your NCOA processing:

- LACS flag** – id's changes in street names.
- DSF flag** – identifies addresses as residential, business, seasonal, or vacant.
- Deceased flag** – identifies deceased individual.

#### Phone Append

Telephone numbers can be appended to your data for finding new, changed, or missing numbers. Phone numbers are available for both residential and business locations. This service is ideal if you conduct phone-a-thons or other activities requiring contact by phone.

#### Mass Duplicate Merge/Mass Delete

It is common to see databases with significant numbers of duplicate account records. This is especially true if multiple databases have been merged together. To assist in cleaning up these duplicate records, eTapestry has developed a Mass Duplicate Merge (MDM) process.

The MDM uses an advanced algorithm to help identify potential duplicate records. Those records can then be merged together, allowing you to retain valuable history and eliminating unneeded records.

eTapestry can also perform a Mass Delete – allowing you to get rid of unwanted records.

Both processes can save you significant money when considering the wasted expense of multiple mailings to the same account.

### Summary

Pick and choose the data services that best meet your needs.

Standard NCOA - \$395 (USD)  
(LACS, DSF, and Deceased flags at additional cost)

Mass Duplicate Merge - \$600 (USD)

Mass Delete - \$395 (USD)

Residential Phone append - \$250 (USD)  
Business Phone append - \$500 (USD)

For more information on these services, contact your eTapestry Account Executive.

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