

Global Merge/Purge



High Quality Duplicate Identification for U.S., Canadian, and International Data Files...

Do you want to avoid needless printing costs, unnecessary postage costs, and a negative image presented to your customers or prospects by sending them duplicate mail pieces?

Data Services Inc.'s Consumer and Business Merge/Purge proprietary algorithms provide high quality address duplicate identification for **U.S.**, **Canadian**, and **International** data files.

Duplicate Identification Levels:

- Consumer / Individual Level – one mail piece per person
- Consumer / Household – one mail piece per address allowing for different surnames
- Consumer / Residential – one mail piece per address
- Business – allows for a defined number of contacts at a business address

The goal of the merge/purge system is to merge one or more input files, compare the records, eliminate duplicates, and purge unwanted records. DSI's Merge/Purge algorithms may be tightened or loosened to meet specific needs. Tightening the algorithms will require duplicates to be fairly similar; loosening the algorithms will allow duplicates to be a bit more different.

The accuracy and standardization of addresses significantly affects the ability of the Merge/Purge process to compare like records and identify duplicates. To optimize the Merge/Purge process and enable the best possible duplicate identification, we strongly recommend that you take advantage of our suite of address hygiene products:

U.S. Address Hygiene

- U.S. Address Standardization & CASS Certification
- U.S. NCOA
- U.S. Pander Suppression
- U.S. Prison Suppression

Canadian Address Hygiene

- Canadian Address Standardization & SERP Certification
- Canadian NCOA
- Canadian Pander Suppression
- Canadian Prison Suppression

International Address Hygiene

- DSI WorldPlus International Hygiene
- International NCOA
- International Suppression (MPS/TPS/GAS)

Supporting US, Canadian, and
International Data Processing
since 1967

- Address Hygiene & NCOA
- Merge/Purge
- List Rental Fulfillment
- List Enhancement
- Postal Presorting
- Mail Distribution
- Email Services



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