AccuData INTEGRATED MARKETING

Data Hygiene & Processing

Power Your Direct Marketing Efforts with Accurate, Precise Data

AccuData offers a full suite of services designed to cleanse and process offline and online customer data. These often-overlooked services cost U.S. businesses more than $3T each year in the form of undelivered promotions, incorrect personalization, poor targeting, excess postage, and fines for DNC violations. From postal address standardization and email address verification, to customer suppression and custom processing, trust AccuData's team of data experts to get the job done.

Benefits

Improve deliverability, campaign effectiveness, and overall marketing ROI with postal discounts and reduced waste.

Boost response and conversion rates by targeting only verified postal and email addresses.

Enhance your reputation by preventing irrelevant offers and undesirable targeting.

Data Hygiene

Maintaining pristine, up-to-date, unified customer data is now a necessity for marketers. While the task may seem arduous, our team of data experts makes the process simple. We stand at the ready to connect disparate data, unify and standardize records, and maintain the overall health and effectiveness of customer data. Partner with AccuData for the confidence to know that your marketing data is as precise as possible.

Data Processing

When your campaign objectives require highly sophisticated targeting, allow our skilled team to employ data processing services to combine, manipulate, and transform data into the ideal marketing audience.

We offer the following Data Hygiene & Processing solutions »»»

Data Hygiene

CASS™ System: Standardize addresses in order to meet USPS® requirements while benefiting from the correction of zip codes and the addition of key address elements.

Do Not Call Suppression: Identify the telephone numbers of consumers who have registered with the National Do Not Call list to prevent telephone-based solicitations.

DSF2®: Improve the deliverability of your mailings by validating individual delivery points, identifying business from residential addresses, and more.

Email Address Verification: Increase the likelihood of inbox delivery, improve the accuracy of email metrics, and minimize bounce rates with secure and easy validation of your email records.

Bankruptcy Suppression: Eliminate the names and contact information of consumers where a bankruptcy, judgment, or tax lien is present in the household.

Phone Verification: Ensure you have valid, callable U.S. phone numbers and identify landline, VoIP, and mobile phone types.

Deceased Suppression: Remove deceased individuals from your marketing efforts prior to a promotion to prevent unwanted mail from being delivered to the decedent's family.

NCOALink®: Ensure Move Update compliance when you receive new addresses for individuals, families, and businesses that have moved in the last 48 months.

Prison Suppression: Remove addresses that are associated with federal prisons, state prisons, county correctional facilities, and city jails throughout the United States.

Do Not Mail Suppression: Identify the names and addresses of consumers who have registered with the ANA's DMAchoice™ Program to eliminate direct mail solicitations. This is a key component of data hygiene.

Underage Suppression: Prevent the names and addresses of known minor children (under the age of 18) from being included in your direct marketing file. As part of data hygiene best practices, underage suppression is considered a key step.

Data Processing

A/B Splits: Segment your data files to specific groups to explore versioning and optimization of your creative, copy, and offer.

Deduplication: Remove name, address, telephone, and/or email records that appear in multiple occurrences within your input files.

File Conversion/Reformatting: Convert data files into your desired format; apply casing to data columns as needed.

Geo-coding: Apply latitude and longitude coordinates to the addresses in your database and utilize that intelligence to create custom marketing footprints.

Intersections: Determine where common records exist between multiple input files and isolate those records into one unique file.

Key Coding: Apply a unique identifier to each record on your input file so that its origin/significance can be easily acknowledged.

Merge/Purge: Identify and eliminate duplicate records that exist between multiple files; retain unique records based on your established priority.

Parsing: Separate data elements like full names and addresses from one data column into multiple fields.