

DATA SERVICES

Automated data cleansing and transformation providing better insights, lower costs, higher productivity.

Our Data Services assess and transform your data in 4 key ways

1 Duplication ID & Matching Using sophisticated matching technology we first analyze your data to identify duplicates and return predicted matches with shared group ID, our model's confidence score, and an assembled "Genius" record which combines the best available details from a duplicate group into a single golden record. This crucial step greatly expedites the merging process.

2 Email & Postal Validation Emails undergo validation testing and are flagged with a risk score. Postal addresses are passed through deliverability & change of address databases for US and Canada to identify address corrections and append mailability scores.

3 Data Cleansing Leading/trailing white spaces and leading punctuation are removed and invalid data (e.g. URLs having 'www', phones/zips without required numeric characters, etc.) is flagged. Invalid emails are repaired where possible.

4 Standardization Where appropriate, your data is transformed to conform to the most commonly used formats existing in your data including, cAsE, state, country and phone number. Standard post-office preferred addresses are also returned.



Once the transformation is complete, we'll return your data back to you labeled and cleansed in an Excel report containing four tabs:

SUMMARY TAB This provides a summary of cleanup activities performed on your data, and an overall perspective of your data's health.

FLAGGED TAB Your data is returned to you exactly as you provided it along with our appended data corrections and suggestions provided as additional columns. This includes all of the following items:

- **Identified duplicate groups & confidence scores**
- **Email and postal validation results & scores**
- **Change of address postal corrections**
- **State, country, and phone/fax format, and cAsE standardization fixes** **Leading/trailing whitespace trims**

CLEAN TAB: Identical to the "Flagged" tab except for one big difference: In the Clean Tab, your data has received corrections in your original columns, over-writing your original data. We offer both of these perspectives to allow for maximum flexibility when managing data re-import.

DUPLICATE REPORT: Here we provide full duplicate details, including assembled Genius records. This perspective is necessary to empower users to make appropriate decisions with regard to merging.

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COMPREHENSIVE

approach to tackling data hygiene: Email & postal validation, deduplication, and standardization all in one pass.

SOPHISTICATED

matching technology identifies duplicates and matches records across data silos with greater accuracy than conventional data matching approaches.

THE GENIUS RECORD

assembles the ideal version of a duplicate group by combining best available details, saving you countless comparison hours during the merging process.

FAST & SCALABLE

turnaround, returning clean data in just 5 business days. Able to handle small, medium, and large datasets due to our automated approach.

PLATFORM AGNOSTIC

philosophy means our solutions can be leveraged on any dataset.



Associations cite member record duplication, dirty and non-standard data, and unreliable contact information as some of their biggest data

challenges. Many associations try to tackle these issues manually but are simply unable to keep up.

Leveraging our background in data and automation, we set out to build a tool to help associations -of any size- better manage their data. Association Analytics, automates data transformation and cleansing activities while using data science to provide fast and accurate duplicate identification and record matching.

Association Analytics data services go far beyond conventional data cleansing methods. Our proprietary methods and algorithms can provide immediate cost savings by eliminating bad records and duplicates. Savings you'll see on things like direct mail, membership renewal campaigns and data storage.

Our data service solutions will not only save your association money, it will also help decrease staff burden while increasing staff efficiency.

The most powerful result of an Association Analytics data cleansing may also be the least obvious: *Better insights!* You'll be making decisions based on clean, deduplicated, records-matched, high-quality data you can trust.