



Address Quality Duplication Search

Creel Printing offers a number of options to increase you list address quality. One of these options is the ability to remove duplicate records, so that you are not mailing more materials than needed. When choosing the De-Dupe option, please remember that there are a number of options available.

Creel Printing will never manipulate a client file without specific instructions on 'what' to you consider duplicate records. And once the de-duplication criteria are applied, we can send a list of those records that were pulled from your list, so that you see exactly what was removed.

Here is a list of our standard De-Dupe options
(If you require other duplication search criteria, just ask your customer service rep)

<u>Options</u>	<u>Fields</u>	<u>Description</u>
Basic Address only	Zip Code (5 digit) Address line (exact)	Compares the 5 digit zip & Address line (ignoring Unit information)
Address & Exact Last name	Zip Code (5 digit) Address line (exact) Last Name (exact)	Compares the 5 digit zip, Address line, and exact spelling of last name
Address & Loose Last name	Zip Code (5 digit) Address line (exact) Last Name (loose)	Compares the 5 digit zip, Address line, and loose matching logic on last name
Address, Last Name, First Name	Zip Code (5 digit) Address line (exact) Last Name (exact) First Name (one Character)	Compares the 5 digit zip, Address line, exact spelling of last name, and one character of the first name
Address and exact Business	Zip Code (5 digit) Address line (exact) Business (exact)	Compares the 5 digit zip, Address, and requires match For the business name

CREEL

<u>Options</u>	<u>Fields</u>	<u>Description</u>
Business Name Only	Business (Exact)	Compares just the business Name field
Phone number Only	Phone (w/area code)	Compares the full phone Number field
Person only	Last name (exact) First Name (loose)	Requires an exact match to the Last name field and loose matching for the first name field

Example Recommendations:

Periodical Mailings: When dealing with periodical lists, we do not want to adjust the subscribers (there may be multiple copies ordered – such as for a doctors office). Therefore we would not recommend de-dupe of the subscribers list. However, we can de-dupe the requester and/or comp lists against the subscriber list as an option.

For other options and/or recommendations, please see your Creel customer service representative.

Thank you.