

Data Processing Services

Clean and dependable data is the key to successful direct marketing initiatives. We take your current database and update it so you have the most current information available. Reduce your mailing and printing costs by eliminating duplicate names on your file and suppressing those records of individuals who are deceased.

Merge/Purge: This process searches for duplicate names. The objective is to combine or eliminate records that are duplicated and produce a single, unduplicated mail file or database.

List Suppression: This process identifies names from our consumer and/or business files that aren't already on the client's file. We compare the client's file against a selection from our file that fits the client-defined market.

Deceased File Suppression: This process flags deceased names in your database. We receive the Deceased Master File from the Social Security Administration.

