



# 12 Steps to Clean Data

- 1 Data Acquisition**

Data can be downloaded from the dealer's system via VPN, Modem or Remote Control Software (TeamViewer, Windows Remote Desktop etc.) or received by email or ftp.
- 2 Convert & Standardize**

All data is CASS Coded and standardized so we can accurately match duplicates and Change of address records. (Example: "123 Lincoln Ave # 2" and "123 Lincon Avenue Apt 2" should match VIN decoding and Year Make Model Standardization.)
- 3 Name Splitting**

Puts the Title, First Name, Last Name and Company information in the correct fields. This is critical for duplicate removal and NCOA matching. (Example: "Virginia Finance" is a company, "Virginia Finnan" is a person.)
- 4 Make Grouping**

Data is grouped by vehicle make and treated separately. A dealership may sell GM makes and Nissans; they would probably want to use them for different mailings. Other makes (non-franchised) are put in a final group and de-duped against all the other groups.
- 5 Customer Number & Duplicates**

A customer may own several vehicles, they are usually stored as separate records in the dealer's system, but they have the same customer number. We reduce these records to either the newest vehicle or most recently active vehicle in the make group. We do not log these records as duplicates.
- 6 Family Duplicates**

Duplicates where the Last Name and the Address are the same are reduced to a single record, retaining the newest or most recently active vehicle within the make group.
- 7 Change of Address**

National Change of Address (NCOA) processing matches the data with USPS records of people who have moved in the last 4 years. We also match with known changes from previous work in the area, thus matching some address changes older than 4+ years.
- 8 Trade Address Removal**

We keep a database of over 100,000 known Auto Trade Addresses. All records at these addresses are deleted. If the names says "John Smith" but the address is that of an Auto Dealer, Body Shop or other Trade company, the record is deleted.
- 9 Scan for New Trade Addresses**

The list is searched for known Trade strings like "Chrysler Dodge" and "Mufflers" to add to the Trade Addresses file. The system knows that "Ford", "Honda", "Suzuki" etc are common last names. The Name Splitter separates individuals from companies so we don't add families to the Trade file.
- 10 Company Removal**

Most mailings are intended for individuals, if this is the case, we remove all records addresses to companies.
- 11 Undeliverable Addresses**

Our USPS certified CASS (Coding Accuracy Support System) software assigns the correct ZipCodes and Zip+4 data to each record. If the record is ambiguous or incomplete, it cannot make a match. The data we send to you is 100% Delivery Point Validated (DPV).
- 12 Scope, Rank & Report**

We can scope the list in many ways; the most common is by distance and vehicle model year. Our Zip-Distance-Year report shows a cross-tabulation of vehicle model years by ZipCode. The ZipCodes are ordered by distance from the dealership. We show a cumulative total to make it easy to select the closest records.