



## Match

By removing duplicate consumer or business records from marketing campaigns, and not mailing an individual multiple times with the same offer, an organisation can improve the effectiveness of direct marketing campaigns and avoid causing consumer irritation and complaints. Experian Intact is able to offer a number of different options for the identification of duplicate records:

### **Self File Dedupe**

Experian Intact uses a proprietary matching logic to identify duplicate records within a client file, at the following levels:

- Individual level – using forename or first initial, surname and address components to identify multiple occurrences of the same individual within the file
- Surname level – using surname and address components to identify individuals within the same family at an address
- Address level – using address components to identify individuals who share the same household, but not necessarily the same surname.

### **Cross File Dedupe**

The Experian Intact bureau are able to accurately integrate and match records from multiple clients files in order to identify duplicate records across these files. Cross file matching can be performed at multiple match levels as above.

### **Client Suppression File Dedupe**

The Experian Intact bureau service also enables clients to supply in their own suppression files to be used within the dedupe service. These files are bespoke to an organisation and may contain data such as 'do not mails', customer records or individuals that have received the previous direct marketing mailing. This service can also be applied at the same multiple match levels as the 'self file dedupe' process (see above for more information).

