

## dataPRIME and dataPRIME with NCOA<sup>LINK</sup>

dataPRIME is a full suite of data hygiene and identification processes available to help you maintain the quality and freshness of your consumer data. By providing you with up-to-date and complete Address, Date of Birth, Deceased and Telephone information, dataPRIME can help your business:

- Reduce Mailing Costs
- Validate and Standardize Consumer Data
- Improve Productivity and Sales Conversion Rates
- Correct Incomplete or Misspelled Address Elements

### dataPRIME PRODUCT COMPONENTS INCLUDE:

#### Coding Accuracy Support System(CASS)-Certified Address Standardization and Updating

**Occupancy-Level Address Correction:** This service identifies and corrects missing or inaccurate address elements at the consumer level, including:

- Updating incomplete street numbers, partial street names or missing directional abbreviations
- Adding missing or inaccurate apartment and unit numbers
- Correcting misspelled address elements

#### SAMPLE:

Category	Source Record	Corrected Record
<b>Typographical Mistakes</b>	John Smith 12303 NW 8 ST Anytown, CA 99999	John Smith 12306 NW 8TH ST Anytown, CA 99999
<b>Misinterpreted Mistakes</b>	Joe Williams 111 E 22 <sup>nd</sup> ST Anytown, OK 77777	Joe Williams 113 SE 22 <sup>nd</sup> ST Anytown, OK 77777
<b>Apartment and Zip Info Errors</b>	Jane Smith 123 Main Street Apt A104 Anytown, OR 99999	Jane Smith 123 Main Street Apt A101 Anytown, OR 99999
<b>Street Name Issues</b>	Bob Miller 456 River Road Anytown, CA 99999	Bob Miller 456 Lake Road Anytown, CA 99999

**NCOA<sup>Link</sup>:** Identifies consumers who have moved and updates their record with current address information.

**Proprietary Change of Address (PCOA):** Not all individuals submit a NCOA form via the USPS and that number is continues to decline. Our PCOA service matches consumer data to identify moves not provided by NCOA<sup>Link</sup>.

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**Date of Birth and Date of Death (DOB and DOD):** dataPRIME identifies and appends both Date of Birth and Date of Death to input records.

**Persistent Identification (PID):** dataPRIME appends a unique PID to each processed input record. All known name and address variation attributed to a single consumer and every record identified as a single consumer is assigned to the same PID. Each record also has address identifiers assigned.

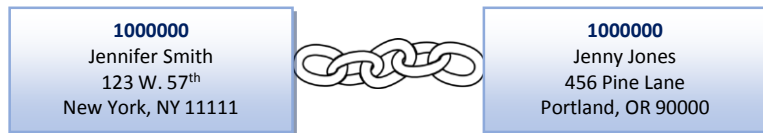
<b>Record 1</b>	Jennifer Smith	123 W 57th	New York, NY 00000
<b>Record 2</b>	Jenny Jones	456 Pine Ln.	Portland, OR 90000

### Consumer Referential Database (CRD) RECORD

Aliases: Jennifer Smith, Jenny Smith, Jennifer Jones, Jenny Jones

Street	City	State	Zip
456 Pine Ln	Portland	OR	99999
123 W 57 <sup>th</sup>	New York	NY	11111
789 Cedar Ave	Seattle	WA	99999

Individual Persistent ID: 1000000



#### At IDICIA, We Have Access To:

- 467 million individual name records
- 1.3 billion address records
- 360 million phone-company verified telephone number records
- 248 million social security numbers
- 288 million dates of birth
- 84 million aliases

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