



DMX-Direct Data Hygiene Databert™

Bad data costs money, jeopardizes your reputation and shrinks response rates.

The United States Postal Service reports that a staggering 35% of all bulk mail pieces mailed every year never reach the intended recipient due to inaccurate contact databases.

That is just one aspect of mistaken or bad data. Direct marketing, customer communications and business results analysis are also negatively impacted by bad or “noisy” data.

The result is missed opportunities and wasted resources.

You can significantly improve your direct marketing reach rates, as well as other data processing-related programs and overall success by employing a comprehensive database hygiene regimen.

Databert™ is a dynamic database cleansing process that is an amalgamation of proprietary developed software toolsets and best of class third party solutions. Originally designed to manage the information associated with complicated financial client records, Databert™ has been refined and improved over nearly two decades of complex data handling. Today, DMX-Direct clients enjoy improved results as a result of our adherence to these processes.

Some of the many benefits associated with superior data hygiene include:

- Reduces your postage costs via bad address elimination and postal discounts
- Protects your professional image by stripping inappropriate data from address blocks
- Increases your reach rate and decreases waste by standardizing address fields with the latest postal standardization and record hygiene technologies
- Ensures postage rate accuracy by identifying and separating international shipments
- Facilitates customer householding, transaction and product compilation
- Eases your data transfer process by importing data from virtually any format
- Appends complicated databases correctly by parsing all data fields into separate and appropriate components

Data processed by Databert™ is the foundation for improved database marketing, reporting and client communications.



Another primary and critical element that distinguishes DMX-Direct's Databert™ data cleansing process is the expertise behind the tools. Our Extreme QC approach is applied in every facet of the data hygiene process. Our Information Service Professionals protect the integrity of your data by performing hands on quality checks multiple times during the data hygiene procedures. This ensures that your information is expertly monitored and corrected through the data cleansing process.

By partnering with DMX-Direct and utilizing our Databert™ process you will strengthen your data quality and improve your marketing and compliance communications.

To learn more about the benefits of our Databert™ cleansing process, contact our experienced Client Relation Specialists today.