



THE BUSINESS BENEFITS OF DEDUPLICATION

Whitepaper



First, What is Deduplication?

It's the set of processes that link, match, and merge data to integrate or create a single view of information for an individual.

Reliable, integrated and accurate data is imperative for successful direct marketing campaigns, but how often is an innovative marketing campaign devalued by the use of duplicate data?

Businesses are happy to spend large amounts of budget on the production and postage of their mailings; in 2005, the Direct Mail Information Service found:

- £973.33m was spent on postage
- £1398m was spent on direct mail production

However, they are equally happy to rely on duplication data

- Research by Marketing Direct magazine indicates that direct marketers waste £195m in postage costs by sending incorrectly addressed international mail
- A survey by QAS of over 100 direct mail practitioners has shown that 37 percent of companies still do not have a data quality strategy in place
- The same survey found that 28 percent of the direct marketers admitted that their company rarely cleans its data (PAF standardisation and deduplication) or in some cases not at all

Other studies have shown that nearly all information lists contain duplicate data, mostly due to variations caused by input error, misspellings, nicknames, abbreviations, and transpositions.

The consequent inaccurate reporting, excess mailing costs, scrap and re-work, inefficient use of resources and potential for damaging brand image has a real and measurable impact on the marketing (and corporate) budget.

The problem of duplicate records for the same organisation or person challenges all customer-centric information systems. Duplicate records, which can exist in single systems, are even more problematic for systems that integrate information to create a single customer view or data warehouse. Failure to identify and resolve issues related to duplicate data compromises the quality, credibility, and usability of integrated information systems - and

sets businesses up to make very bad decisions with a high degree of certainty!

Linking disparate data sources and identifying duplicates not only delivers fast and accurate database and mailing list correction and a single customer view, but also:

- Avoids the waste caused by duplicate mailings
- Saves time and money
- Ensures a single customer view Links disparate data sources to deliver a single version of the truth
- Delivers accurate information for better informed decision making

Corporate data is a key business asset and, like all assets, it must be correctly managed and maintained to retain its full value to the organisation. Appropriate data management ensures the healthy and accurate data that produces reliable corporate information.

DQ Global develops much more than just deduplication software. Our software is database independent, linking directly to your data so you avoid the error prone process of exporting and reimporting your data. Users can group, flag, merge and purge as well as re-assign linked data so that you maximise the value of your data assets

Can we help you?

We have been working with customer data and developing our data quality software for over 25 years now. Whether you are working with 1,000 records or many millions of records, we understand the challenges companies face when importing, deduping, cross matching and merging data. We will work with you to understand your data quality challenges and together we will improve the quality of your data allowing you to make better informed business decisions.

Get in touch



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