



# Merge/Purge

Strategically Keep Your Data Clean

## The Leader in Data Management

CMDI's merge/purge services improve the targeting of your fundraising efforts by cleaning and maintaining accurate lists, which helps cut costs, reduce waste, and save time.

### ➤ What is Merge/Purge?

Merge/Purge is the process of combining two or more files in order to identify and remove duplicates and unwanted donors. This strategic service produces the best possible list of names to contact for outreach activities.

### ➤ How does merge/purge work?

CMDI starts the merge/purge with all the lists and files the client has rented, purchased, or created. If the goal is to acquire new donors, the client will normally use a house file as a suppression. People who requested to be removed during previous mailings are also suppressed.

Each list is coded to track performance. Duplicates are usually coded with a separate multi-buyer code in order to track a second drop about 30 days later. Both the client and list broker will be provided with reports showing the number of remaining names, suppressions, and duplicates after the process is completed.

### ➤ Why merge/purge your data?

- Deliver consistent messaging to each prospect or donor.
- Track how donors and files perform for future mailings.
- Accurately test segments to see what works best for your organization.
- Eliminate duplicate records and save on mailing.
- Remove current donors, those you don't want to solicit, and records that won't provide results.

### ➤ How long does it take to merge/purge?

Within 48 hours of receiving a request and all data, CMDI's efficient merge/purge process is typically complete. All submitted data is standardized, duplicate records eliminated, and existing donors suppressed.

### CMDI Data Enhancement Services

CMDI provides other data services that improve your lists' accuracy:

- Apartment Append
- Bankruptcy Suppression for Chapter 7 and Chapter 13
- Congressional District Append
- Deceased Suppression
- DMA Mail Preference
- DSF2
- GeoCoding
- Nursing Home Suppression
- Proprietary Change of Address
- Phone Append and Verify
- Prison Suppression
- Reverse Phone Append

Visit [www.cmdi.com/mergepurge](http://www.cmdi.com/mergepurge) to learn more.

