

## De-duplication

Free From Duplicates Free From Unnecessary Costs. Unclutter Your Database with Data8's De-duplication Services.

The amount of data in today's business environment has exponentially grown and it's become increasingly difficult to manage it. Deduplication services help you identify and merge duplicate records ensuring data quality improvement which in turn helps you save money by greatly reducing storage and outbound communication costs.

Most deduplication services allow for exact match detection only, Data8's revolutionary system uses fuzzy matching techniques and cleans data even when there is misspelling or errors.

De-duplication is also provided as part of our [bureau service](#) available to customers with complex data cleansing needs. To see how we have helped our clients [click here](#).

### Features:

- Robust de-duplication algorithms
- Detects similar matches in addition to exact duplicates
- No technical knowledge or sign up fees
- Move towards a Single Customer View using 'fuzzy matching'

### Benefits:

- Ensure a clear and accurate view of your contact database
- Reduce costs of database by reducing number of contacts
- Deliver effective digital communication and protect your brand image
- Reduce mailing costs by reaching intended audience



## How Much Is Clean Data Worth To You?

### Helping Customers Everyday...

- **Save Time and Money** – Allocate marketing spend to target audiences and reduce time on manually updating data.
- **Have Peace of Mind** – Our vast variety of credible data sources updated on a daily basis ensures your data is always of the highest quality.
- **Make Intelligent Decisions** – A database free of errors helps make better business decisions and choose programmes with return on investment.
- **Protect Brand Image** – Avoid PR nightmares
- **Automate Data Quality** – The intuitive interface helps clean and update your data in real time.
- **Enrich Database** – Update and add information to your records allowing you to segment and new data supply services.

### Free data quality audit:

Once you [register](#) you can securely submit a file to our fully automated service. We will then provide you with a comprehensive report of your data and recommendations to help improve your data quality.

### About Data8

We believe that clean accurate data is the key to every successful business and this has been our philosophy since the beginning. This philosophy has enabled us to become the leading total data quality solutions provider so customers can completely trust their data.

Our team is at the core of our business, from our head office in Chester we have dedicated teams whose deep understanding of data quality solutions ensures that we offer the very best service to our customers.



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