

## CASE STUDY: DATABASE MANAGEMENT AGENCY

*The importance of data quality and duplicate identification*

### OVERVIEW

A national database technology company needed a partner who could understand and support their forward-thinking database management technology.

This company specializes in working with large national consumer and business-to-business marketers to reduce marketing expenditures through advanced data processing and linking analytics. They also provide strategic insights and segmentation to engage new customers and drive revenue growth.

Their customers include B2B online retailers, national multi-channel retailers, national health insurance companies, financial institutions and more.



### CHALLENGE

Infutor's database technology client was approached by a large, national health insurance carrier to reduce marketing costs through improvements in database quality. The master enterprise database consisted of over 200MM individuals, including multiple consumer records and deceased individuals. The client was experiencing two primary challenges:

1. Postal mail return rates were averaging 20% using standard data cleansing and merge/purge processing
2. ROI rates were steadily declining

### SOLUTION

To address the challenge of data quality, Infutor utilized its InRichment 360° database cleansing process to identify and quantify areas of data quality improvement.

InRichment is a multi-step process that standardizes data, applies multiple NCOA and Proprietary Change of Address (PCOA) updates, corrects address elements, appends Date of Birth and Date of Death, and assigns a Persistent ID.

The application of the Persistent ID allows individuals to be recognized across a database, despite variations of name (alias) and historical address information. This key identifier links disparate records within the database, significantly reducing the number of duplicate records.

---

“Prior to partnering with Infutor, our health insurance client was seeing 20% postal mail return rates and declining ROI. The improvement in data quality has been significant.”

---

---

“Because of the depth and quality of the InRichment 360° product, we are able to provide a substantial cost savings for our clients above and beyond what standard CASS, NCOA, and merge/purge processing alone can accomplish.”

*Brian Burke,  
VP, Product Development, Infutor*

---

To further add value to their prospecting initiatives, Infutor also runs an additional pass to add marketable phones, obtaining an additional point of contact and increasing the likelihood of a prospect converting to a customer.

## RESULTS

By implementing inRichment 360°, the health insurance carrier was able to significantly reduce cost and improve the mail response rates, by better identifying duplicates and address errors as well as flagging deceased individuals.

File cleansing results included:

- Proprietary Change of Address updates: 10%
- Duplication identification: 5.1%
- Deceased individual identification: 1.1%

**Annual savings of \$3,500,000**

## ABOUT INFUTOR DATA SOLUTIONS

Infutor Data Solutions provides marketers with access to elite consumer data, business data, new movers, telephone, automotive, and email data.

Specializing in cost-effective solutions for retailers, non-profit and fundraising organizations, and direct marketers, Infutor has gained industry recognition and grown significantly over the past several years.

In addition to providing high-quality compiled data and marketing solutions, Infutor also provides automated data processing, including telephone append, e-append, reverse e-append, and a variety of proprietary data cleansing processes to help marketers reach the maximum number of customers and prospects, while reducing the cost of acquisition.

Infutor's Senior Leadership team includes key executives from companies including TransUnion, Experian, and Acxiom. Together they bring a wealth of experience in data sourcing, linkage, and database applications.



2017 S Route 59, Plainfield, IL 60586  
www.infutor.com sales@infutor.com  
**(312) 348-7900**