

SPECTRUM DATA

Personal. Professional. Precise.

Merge/Purge Services

Merge/purge is merge/purge. There are so many vendors and so many choices that the service has become a commodity. They are all pretty much the same, right?

Not even close.

The challenge seems simple enough: comparing names and addresses to eliminate duplicates. But different vendors use different rules to determine a match and few can match our depth or flexibility.

Spectrum Data's proprietary merge/purge routines are customized for every project to ensure that duplicates are eliminated. We've even written software routines that match nick names on the fly—"Bill" and "William," for instance—reducing both your mailing costs and your customer's annoyance.

Like so much of what we do, merge/purge is partly science and partly art—combining state-of-the-art technology with decades of experience. We customize our techniques to match your mailing objectives. All at a cost that your bottom line will love.

In an industry known for turnover, Spectrum Data is a model of stability. We've been working since 1989 to provide our customers with superior service. Our business model is built around giving you data that delivers.

With our help, you can trim your lists and squeeze the most value out of your mailing investment. We would love to talk with you about it.



Call David Murray today:
800-733-6567 or visit
www.spectrumdata.org