



dataPRIME and dataPRIME with NCOA^{LINK}

dataPRIME is a full suite of data hygiene and identification processes available to help you maintain the quality and freshness of your consumer data. By providing you with up-to-date and complete Address, Date of Birth and Telephone information, dataPRIME can help your business:

- Reduce Mailing Costs
- Validate and Standardize Consumer Data
- Improve Productivity and Sales Conversion Rates
- Correct Incomplete or Misspelled Address Elements

dataPRIME PRODUCT COMPONENTS INCLUDE:

Coding Accuracy Support System(CASS)-Certified Address Standardization and Updating

Occupancy-Level Address Correction: This service identifies and corrects missing or inaccurate address elements at the consumer level, including:

- Updating incomplete street numbers, partial street names or missing directional abbreviations
- Adding missing or inaccurate apartment and unit numbers
- Correcting misspelled address elements

SAMPLE:

Category	Source Record	Corrected Record
Typographical Mistakes	John Smith 12303 NW 8 ST Anytown, CA 99999	John Smith 12306 NW 8 TH ST Anytown, CA 99999
Misinterpreted Mistakes	Joe Williams 111 E 22 nd ST Anytown, OK 77777	Joe Williams 113 SE 22 nd ST Anytown, OK 77777
Apartment and Zip Info Errors	Jane Smith 123 Main Street Apt A104 Anytown, OR 99999	Jane Smith 123 Main Street Apt A101 Anytown, OR 99999
Street Name Issues	Bob Miller 456 River Road Anytown, CA 99999	Bob Miller 456 Lake Road Anytown, CA 99999

NCOA^{Link}: Identifies consumers who have moved and updates their record with current address information.



Proprietary Change of Address (PCOA): Not all individuals submit a NCOA form via the USPS and that number is continues to decline. Our PCOA service matches consumer data to identify moves not provided by NCOA^{Link}.

Date of Birth (DOB): dataPRIME identifies and appends Date of Birth to input records.

Persistent Identification (PID): dataPRIME appends a unique PID to each processed input record. All known name and address variation attributed to a single consumer and every record identified as a single consumer is assigned to the same PID. Each record also has address identifiers assigned.

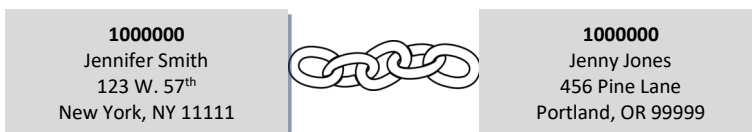
<i>Record 1</i>	Jennifer Smith	123 W 57th	New York, NY 00000
<i>Record 2</i>	Jenny Jones	456 Pine Ln.	Portland, OR 99999

Consumer Referential Database (CRD) RECORD

Street	City	State	Zip
456 Pine Ln	Portland	OR	99999
123 W 57 th	New York	NY	11111
789 Cedar Ave	Seattle	WA	98888

Aliases: Jennifer Smith, Jenny Smith, Jennifer Jones, Jenny Jones

Individual Persistent ID: 1000000



At PacificEast, We Have Access To:

- 467 million individual name records
- 1.3 billion address records
- 360 million phone-company verified telephone number records
- 248 million social security numbers
- 288 million dates of birth
- 84 million aliases

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