

## Eliminate Duplicate International Records

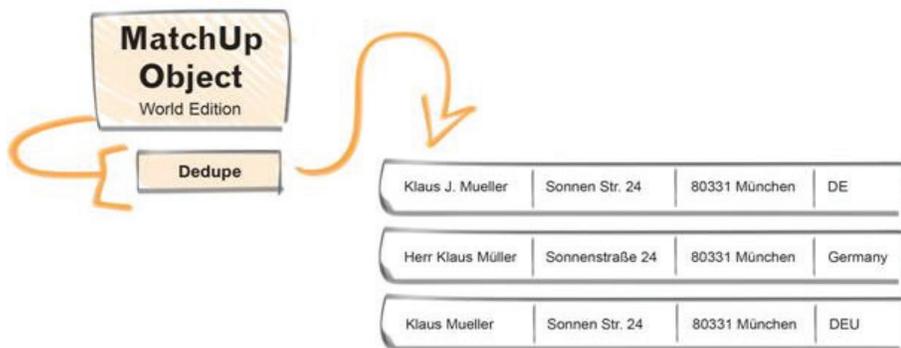
Achieve a single, comprehensive view of your global customers when you purge duplicate records from your database. MatchUp Object gives you the capability to create unlimited matching criteria, so you can improve sales, marketing, and analytics.

## MatchUp® Object – World Edition

Get a Single View of Your International Customer Data

Now you can achieve a single, accurate view of your international contact records. The World Edition of MatchUp gives you the ability to merge, purge, match and consolidate duplicate customer and prospect records from countries like the United States, Canada, Germany, with more to come including the United Kingdom and Australia.

MatchUp is a fast and powerful API with extended character encoding (UTF-8) for parsing international addresses to aid in accurately removing duplicate records and improving your data quality.



### Fuzzy Algorithms

Fuzzy matching is an advanced mathematical process that identifies “non-exact matching” duplicate records that are difficult to uncover. MatchUp employs over a dozen different algorithms in the fuzzy matching process. They are:

- **Phonetic Matching; N-gram or Q-gram-based Algorithms; Jaro-Winkler Algorithm; MD Keyboard; Containment; Frequency; Fast Near; Accurate Near; Frequency Near; UTF-8 Near; Vowels Only; Consonants Only; Alphas Only; and Numerics Only**

### Benefits:

- Reduce costs associated with duplicate records
- Gain a more accurate, single view of your customer data
- Identify multiple records at the same address
- Easy-to-Use -- eliminates "rules-based" matching

### Features:

- **Multiplatform (Windows®, Linux®)**
- **Process files with different field structures**
- **Native, Java®, Ruby, Perl, Python, integration**
- **Fast processing, 10-50 million records per hour**

## Try MatchUp for Free Today!

MatchUp was built with contact- domain specific knowledge. We have leveraged over three decades of experience working with addresses and names to build in contact-specific rules so you don't have to.

>> GET A FREE TRIAL: [www.MelissaData.com/matchup](http://www.MelissaData.com/matchup)



### Matching Scenarios

Our scenarios include:

- **Householding; Proximity Matching; Flexible Matching; Point Of Entry/Batch; and Speed/Scalability**

### Domain Specific Knowledge

MatchUp processing is the result of Melissa Data's years of experience working with numerous contact data idiosyncrasies. This work has helped us build rules and logic to handle such things as Address Obscurities; Nicknames and Abbreviations; and Different Formatting.

### Three Ways to Dedupe Your Contact Data

**1. Read/Write Deduping** – Compares records and one or more databases at once. Each unique group will have one record that receives an "output" status; the other matching records receive a "duplicates" status. Ideal for batch merge/purge/suppressing existing data.

**2. Incremental Deduping** – Compares each record as they come in and against a database of already processed records. Ideal for real-time data entry. If the incoming record is new, it can be added to the existing database Match.

**3. Hybrid Deduping** – Gives you the flexibility to customize the process if your environment requires internal key storage or comparisons to smaller clusters of records. Ideal for real-time data entry or batch processing entire lists.

### Matchcode Editor

MatchUp also features a Matchcode Editor, a separate Graphical User Interface tool that allows users to maintain a personal matchcode database. Once you develop custom matchcodes that work well with your data, you can easily retrieve them for continuous use.

### System Requirements

**Multiplatform API** - Library available for Windows® 2003/2008 7/8.x; Red Hat®; Solaris®; SPARC®; AIX®; Power, rs/6000, PPC; HP-UX®: PA-RISC; and Itanium.

Since 1985, Melissa Data has been a leading provider of data quality and address management solutions. Melissa Data's data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance and update U.S. and global contact data, including addresses, phone numbers and email addresses for improved communications and ROI. More than 10,000 companies worldwide rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

Melissa Data Corp.  
22382 Avenida Empresa  
RSM, CA 92688-2112

1-800-MELISSA  
[www.MelissaData.com](http://www.MelissaData.com)

Find us on:

Twitter: @melissadata

Facebook.com/melissadata

linkedin.com/company/melissa-data