Constituent Data Validation

What is Constituent Data Validation (CDV)?

CDV is a software service which identifies and, where possible, corrects invalid constituent data. Constituent data consists of address information, area codes for phone numbers, and email addresses. Customers may contract with Metafile to have these data cleansing services performed against their ResultsPlus data.

What services does Metafile offer?

- Address Validation - Determine if addresses are deliverable once a series of standard corrections are made. Optional CASS Certification is also available.

- Area Code Validation - Validate area code against address data. This includes running address validation.

- Email Validation - Check components of email addresses to ensure that they are valid and exist.

- National Change of Address (NCOA) Update - Process addresses through the NCOA database to identify address changes.

How did this simple process save $1000's for one organization?

Recently one ResultsPlus client had over 40,000 records processed, saving their organization over $2,000.00 after processing fees. Over 9,500 of those records were identified as undeliverable, 20 were "skipped" due to foreign addresses, and the remaining records were standardized and enhanced according to the US Postal guidlines.

"Constituent Data Validation saves one organization over $2000!"

By eliminating undeliverable addresses from a first class mailing at $0.41 per piece, the organization realized an actual savings of nearly $2700 after validation costs of about $1200 were subtracted from the original mailing cost.

Overall savings would have been even greater if the organization had been seeking postal discounts.

Data enhancement from a source you trust!

To obtain more information about our Constituent Data Validation Services, please contact us at success@resultsplussoftware.com with your request.

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