

The Benefits of List Duplication Elimination

By: Daniel Young

The first and obvious reason for identifying duplicate pieces of mail going to one person or address is saving money. You'll save money on printing, postage, and preparation costs. The added benefit is avoiding upset customers or potential customers who receive multiple copies of the same materials.

There is also the advantage of being able to identify abusers of sweepstakes and offers. It gives you a means to enforce policies such as one per household. It will also improve your Mailing Campaign overall effectiveness. You have an advantage to evaluate list sources and determine the quality of those lists.

During the process of duplication elimination your lists, if you have more than one, will be converted into the same format. This can be helpful for future projects and campaigns. You'll also be able to identify your businesses most likely prospects.

If for example you pull from three different list sources, all with slightly different demographic criteria, and some persons appear in all three lists. You've just identified your most likely prospects. The most likely prospects can then be pulled from the list and used in additional marketing campaigns and mailings.

You'll be achieving a higher level of data quality and at the same time preserving data integrity. It's an obvious point, if you use direct mail as a means of marketing and communication you need to use this process.

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If you don't have the time or resources to achieve this [Input Technology](#) can help. ITi has specialized software that can eliminate duplicates and return detailed reports of the process. We can achieve everything mentioned in this article and more.

The added benefit we offer is that prior to any merge/purge processing we run your lists through USPS certified software to standardize the address. This greatly improves the results of the duplicate elimination process.