

Deduplication

Tidy your database with Data8's Deduplication services

Deduplication services help you identify and merge duplicate records ensuring data quality improvement which in turn helps you save money by greatly reducing storage and outbound communication costs. Most deduplication services allow for exact match detection only, Data8's revolutionary system uses fuzzy matching techniques and cleans data even when there is misspelling or errors. De-duplication is also provided as part of our bureau service available to customers with complex data cleansing needs.

Benefits



Improve data accuracy



Reduce associated costs



Reduce failed deliveries



Optimise marketing campaigns

Features

- ✓ Robust deduplication algorithms
- ✓ Detects similar matches in addition to exact duplicates
- ✓ Single customer view using 'Fuzzy Matching'

Why Choose Data8?

Save time and money: Capture accurate data in real time

Peace of mind: Our credible data sources are updated on a daily basis to ensure your data is always of high quality

Dedicated support: Our team of experts are happy to answer any questions or queries you may have

Easy to install: Available online as a plugin or installed on your premises; our application is quick and easy

Why Not Try our Free Data Audit:

Once you register you can securely submit a file to our fully automated service. We will then provide you with a comprehensive report of your data and recommendations to help improve your data quality. [Click here to register.](#)