

Performark Database Health and Wellness Assessment Results

Client Name:
Assessment Complete Date:
Number of Company Records:
Number of Contact Records:

Audience Marketability Identifies % of sample that is marketable		Data Gap Identifies % of data fields that are null		Data Validity Identifies % of company and contact names that are valid		Duplication Percent Identifies % of data duplicates to be merged		Address Certification Identifies % of addresses are available	
Data Field	% Marketable	Data Field	% Null	Data Field	% Valid	Dedupe Level	% Dupe	CASS Result	%
Email Marketable	99.76%	First Name	6.38%	Contact Name	73.44%	Company Level	10.3%	Invalid	20.36%
% ISP	6.30%	Last Name	25.84%	Company Name	92.61%	Contact Level	0.9%	Not Provided	11.70%
Direct Mail Marketable	67.90%	Title	100.00%	<i>Definition: Data Validity is a routine process that looks for numbers, spaces and punctuation in the Contact and Company name fields. The results are then used to suppress contacts from marketing campaigns.</i>		<i>Definition: Performark uses complex matching rules to identify database duplicates, merge together based on business rules and make the most complete and current company and contact record.</i>		Potential	0.00%
Phone Marketable	85.63%	Company Name	7.39%					Valid	67.90%
<i>Definition: Audience Marketability uses the results of Address Certification, Data Validity and Data Gaps to determine the % of the Marketing Database that can be marketed to via email, direct mail and phone. For clients where we manage their database we also suppress bounce backs or calling results where the phone number was not active.</i>		Address 1	11.71%	<i>Definition: The Data Gap audit is used to measure completeness of a database by flagging fields that are null or have been flagged as No Information provided.</i>		<i>Definition: Cass is run routinely on all domestic records and GlobalZ on all international records to improve address information and flag what is mailable and what is not. This data is vital to identifying the marketable audience of your database.</i>		Unknown	0.4%
		City	13.04%					State	13.00%
Zip	13.36%	Phone	12.80%						
Email	0.00%								
Performark Comments:		Performark Comments:		Performark Comments:		Performark Comments:		Performark Comments:	
Additional insights and recommendations are provided here for each unique client.		Additional insights and recommendations are provided here for each unique client.		Additional insights and recommendations are provided here for each unique client.		Additional insights and recommendations are provided here for each unique client.		Additional insights and recommendations are provided here for each unique client.	