

CONTEXT DATA!  
GLOBAL DATA!  
LOCAL DATA!



# Standardization and Deduplication

STANDARDIZE THE ADDRESSES OF MY CUSTOMER FILES TO  
IMPROVE QUALITY AND DELETE DUPLICATES OF PROSPECTIVE  
CUSTOMERS FOR MARKETING CAMPAIGNS

## OUR SOLUTION

Improve my customer and prospection customer files

Does your company have customer and/or prospective customer files and wishes to use them without targeting the same customers/prospective customers twice? We carry out deduplication to check for duplicates and ensure the standardization of addresses, so that all prospects can easily be reached

## Our added value

Infobel has many data repositories (postal records, national telecom registers, Chambers of Commerce, Internet, etc.), which enables it to classify data and identify entries which seemingly represent two different people or companies with the same address that in reality are the same household/business.

For standardization, we have complete repositories for all of the countries covered.

### Features

- Deduplication of households
- Deduplication of businesses
- Enhancement via phone number and/or business' national ID as deduplication key
- Use of socio-demographic data to check unfamiliar addresses
- Use of a repository with 10 million streets covering 61 countries to standardize addresses and make them identical for the deduplication process

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**About Infobel :** Kapitool is the publisher of Infobel products specializing in B2B and online services. With a global digital platform, Kapitool-Infobel publishes and continually updates a database of some 350 million telephone subscribers and 186 million businesses worldwide. Operating throughout the world, Kapitool-Infobel also offers numerous B2B solutions including a large range of products and services that allows customers to get or improve, use data for the purposes of publication, marketing, advertising, and other data purpose.

**IMPROVE DE QUALITY OF MY DATA**