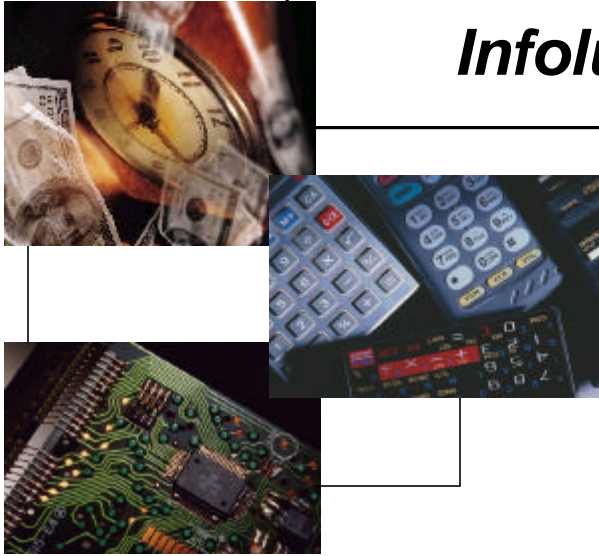


# *Infolure LATITUDE Technology*



Infolure offers uniquely customized matching algorithms to identify and qualify matches, mismatches, and everything in between.

We offer full-service data processing and custom programming featuring our proprietary matching software we refer to as Latitude Technology. Along with list hygiene, address correction and data integration, our processing services minimize our clients' postage, telemarketing and production expenses.

## How does Name and Address information become incomplete or inaccurate?

One of the guarantees of any type of name/address processing is that there will always be variations on the name and address data that makes it difficult to match one name to another. Poor spelling, translation of bad penmanship, errors in keying, and transpositions of numbers are just a few reasons information can be incorrect. Use of nicknames, reversal of first and last names, and blank spaces make name matching problematic. Improper postal codes for Drive, Road and Avenue, as well as misspelled street and city names can also make matching addresses more difficult.

## Why is matching of Names/Addresses important?

Name/address matching is critical for three main reasons:

- To identify duplicates (avoid multiple mail pieces to the same household)
- To match to names/addresses in other files for identification purposes
- To pool together similar name/address records (then continue further processing with the "best" record)

## How does matching work?

Let's use an example:

Record #1 on your file: Bill P Gardner 8439 East Wilshire Drive, Phoenix, AZ 85020  
Record #577 on your file: William Gartner 8439 East Willshir Dr., Phoenix, AZ 85020

A person recognizes these two records as an obvious match with some misspelling. A computer however, trying to match these two records would not identify them as an obvious match.

The key is to have some type of score the computer can use to determine the closeness of a match.

(continued on reverse side)

***Our unique processing technology gives our clients the strategic latitude other systems lack!***



# ***LATITUDE Technology, continued***

## How is a score used?

Infolure's professional staff, with decades of experience in processing names and addresses, has developed a unique scoring algorithm to determine degrees of matching between variations in names and addresses. It does this by assigning a score to each component of a name and an address. An overall score is then calculated by summing up the individual components. Scores can then be compared between records for matches. Depending on the application, determination of an actual match can be 'tightened' or 'loosened' using a score cutoff point.

## How is a match key used?

A match key pulls together some of the key components of the name and address. Components of a name include: Last Name, First Name, Middle Name, and any modifiers. Components of an address include: Zip Code, City, Street Name, Directional and House/Apartment Number.

A simple match key includes components of Last Name, House Number, the first eight characters of Street Name and the Zip Code. However, the most frequent errors occur in variations in the Last Name and the Street Name. At Infolure, we recognize these sources of errors and as part of our process these variations are standardized. Some of the name standardization rules include removing any vowels, eliminating double consonants, and changing the 'sound' of some letter combinations (for example CH becomes K).

Using the match key rules and the example we started with,  
Record #1 would become: 85020 GRDN WLSH 8439  
And Record #577 85020 GRDN WLSH 8439 both keys are identical

We've successfully programmed the computer to apply 'fuzzy logic'.

## How is it all brought together?

The match keys are brought together and then compared and scored. This allows the scoring algorithm to score on other anomalies such as transposed Street Numbers, or incorrect Street Numbers (i.e. 8438 vs 8439), to determine which is the most accurate match.

When two records are compared, a high score will indicate a level of closeness of match between the match keys. The score must exceed a specific 'threshold' before being identified as a valid match. The best match is then returned to you as a match of your input record with the corresponding appended data or other information.

For more information about Infolure, please visit our web site at [www.infolure.com](http://www.infolure.com). For a demonstration, please call us.

