BCC SOFTWARE
A BLUECREST COMPANY

Enhanced Merge/Purge

BCC Mail Manager™ Software Option

Your key to total data control and more effective mailings

To maximize efficiency and satisfy clients, you've got to be able to filter an array of address sources—merging records from multiple lists, purging addresses from others—into one clean, cost-effective file. All without sacrificing speed or productivity. With the Enhanced Merge/Purge option for BCC Mail Manager™, we've made it easy to take your list-control capabilities to impressive new levels—allowing you to consolidate multiple lists quickly, efficiently, and with flexibility you need to stay on schedule and budget.

Don't let near-identical records inflate your costs and dilute your data. Take control of your lists with Enhanced Merge/Purge and BCC Mail Manager.

A VARIETY OF PROCESSING OPTIONS

» Merge List – combine lists to get a "Best Record" output file with no duplication

» Suppression – Select a list of names that will be identified, and removed from the final mailing list. Uses include:

  • Remove records in a database of people who do not want to receive materials from you

  • Remove records from a mailing list you may have already communicated with regarding an offer

» Intersect – Take list data from many sources, and only include names from pre-selected groups of records

» Work with many separate lists, or with one keycoded list

» View matches before proceeding and decide on your own for sensitive mailings

» Use selectivity to match only certain groups from a list or group of lists

KEY FEATURES

» A variety of processing options

» Householding operations support multiple recipients at one address

» User-definable merge schemes

» Enhanced automation capabilities when used with TaskMaster™

HOUSEHOLDING OPERATIONS SUPPORT MULTIPLE RECIPIENTS AT ONE ADDRESS

» Customize name handling for multiples, such as The Smith Household, or Bob and Joe Smith
» Choose behavior conditionally
  • Records with one name retain the original name
  • Records with 2 names have "First Name 1" and "First Name 2" + "Last Name"
  • Records with 3 or more have "The Last Name Family"

USER-DEFINABLE MERGE SCHEMES

» Fuzzy logic allows control of matching based on a similarity score
» Control which matching criteria are the most important
» Specify matching features such as "numbers must be exact match," or to "match nicknames"
» Choose records based on list priority, record priority, date updated, or most populated fields
» Create your own match codes and match indexes
» Save schemes for reuse and consistent behavior

POST DATA

» Combine different fields from many lists into one record
» Retain all data from the originating records combined into the new record in separate fields, or combined into one large field

OUTPUT OPTIONS

» Create new combined mailing lists
» Remove records from source lists
» Write duplicate records to a new data file
» Easily accommodate dissimilar list structures with no lost production time
» Easily accomodate different field sizes

HOW CAN WE HELP?

BCC Software prides itself on our in-house, local customer support team, who are all USPS® Mailpiece Design certified. Need assistance? Never hesitate to give us a call. modate different field sizes

» For more information on Enhanced Merge/Purge, visit: **bccsoftware.com**