

Case Study: Increased Response



The Customer

Increased Response is a database marketing consultancy that specializes in acquiring understanding from and adding value to customer data. They offer a complete range of data driven services from data cleansing, enhancement and analysis through to database design and management.

As a result:

- 53% of total records were identified as duplicates and purged, as they matched with those retained
- 23% were found to exist in more than one file and retained
- 24% were found to be distinct with no other matching records
- 0.09% of the records were deemed to have data insufficient for a match.

The Challenge

Increased Response had a requirement to identify duplicates in data from a large client, as part of an overall project. The challenge was that the client had 205 million consumer records supplied from five different sources. These files needed to be matched together to identify any overlap of records across the five files. This involved the manipulation of some very large datasets, some over 20 Gb in size.

Andy Smith, Increased Response's MD: "Clearly this shows the best application of grid computing concepts in the marketing world. The reports showing each cluster of matches lined up against each other was impressive. We were immediately able to validate that the matching and suppression were what we had expected."

The Solution

Increased Response met Dataactics at the Direct Marketing show. A proof of concept was designed to address this challenge and to establish that the job could be delivered within their client's given requirements. Using Dataactics technology to import, enhance and deduplicate the huge volumes of consumer data, the project was swiftly completed. The results and quality of the deduplication exercise greatly surpassed client expectations.

The Benefits

- Improved productivity
- Cleaner data
- Higher performance batch processing
- Enhanced scale – no limits on data size

"The most impressive aspect of Dataactics technology is the speed. To be able to process 205 million records in such a short time frame, with matching of this quality, is staggering."

Andy Smith
Managing Director
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