



PHONEMATCH.COM

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Phonematch.com is CSS Direct's online phone append system. Our automated web site appends the most current available phone numbers to your database within minutes, with the flexibility to match files in multiple formats. Visit Phonematch.com to have your records matched against the largest and most comprehensive database available.

Phonematch.com uses state of the art matching logic to find the hardest to reach phone numbers. This site also appends over 100 demographic elements i.e. age, income, education, occupation, and lifestyle characteristics.

Experience: CSS Direct has been producing quality results for over 35 years. Each representative has over 15 years direct marketing, database marketing, and information appending experience. Our customer service representatives are trained to provide the product you expect.

Flexibility: Phonematch.com can process Excel, comma delimited, fixed text length, or Dbase files. Full name field or separated name fields, one address line or 7 address lines, 10 digit phone numbers or phones with parenthesis, dashes, or in separate fields can all be processed on our automated web site.

Fastest Processing: Files completed within minutes. Phonematch.com is available 24 hours a day 7 days a week. It is as close as your computer. File completion times are based upon input quantities. Larger files may take additional time.

Multiple Databases: CSS Direct uses 4 nationally compiled databases. CSS receives daily telco sourced and directory assistance updates. All Databases are updated monthly by processing them against the USPS NCOALink® and Delivery Sequence File (DSF) files. This process updates moved records and eliminates disconnected ones. Customer records are matched against over 150 million households and over 225 million individuals.

Multiple Algorithms: CSS Direct's unique name and address matching algorithms have been developed over 35 years with constant research to create better techniques. Phonematch.com processes each customer record against 3 unique matching algorithms. The best match is appended to your database. Each algorithm uses the complete name and address when comparing records. Higher match rates are achieved by using additional logic. Multiple algorithms, eliminates the additional cost of re-matching the same file. Match level confidence codes are appended to each record.

Match Rates: Using multiple algorithms with multiple databases gives CSS the highest match rates with the most accurate phone numbers. We strive to add phone numbers to all records in your database but movers and imperfections in both your database as well as ours prevent this. Normal match rates may vary between 45 to 75 percent. To provide you with more phone numbers we go to great lengths to enhance addresses, upgrade our matching software, build telephone Do-Not-Callfiles, and update our universal databases with the most current information available.

CSS DIRECT
Information Appending & Database Marketing

Serving the Direct Marketing Industry Since 1969

3707 N. 200th Street • Omaha, NE 68022 • Tel: 402-359-1515 • Fax: 402-359-1516 • www.cssdirect.com



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Address Correction: Input addresses are standardized to USPS guide-lines (although not disturbed) enhancing the match. This provides you with more phone numbers and fewer disconnects. Please note we do not disturb your database. Customers receive their data back intact.

Telephone Do-Not-Call: CSS maintains multiple telephone Do-Not-Call files to help prevent calling households requesting privacy. Note: To process files against the FTC National Do-Not-Call file, a current SAN number must be on file with CSS.

Telephone and Area Code Verification: With the increase in cellular phones and facsimile machines we are running out of possible phone numbers. To compensate for the limited quantity of numbers, more area codes have been changed in certain geographic areas. CSS updates and verifies area codes and phone numbers against the most current data available.

Wireless phone number identification: We identify all phone numbers; new CSS matched records and the customer's original phone number, against a daily updated wireless and ported wireless database.

Demographic Append: CSS has demographic data for more than 215 million people. CSS has the most comprehensive primary data resource in the world. Find customers or prospects based on the hobbies and interests of each individual, with the largest self-reported lifestyle database in the industry. Our demographic information gives you the ability to target your customer or prospect markets based upon behaviors, attitudes, and traits. Top Demographic elements include age, length of residence, homeowners, ethnicity, sex, income, marital status, household composition and families with children.

Avoid unnecessary costs and the possibility of not reaching your customers. Go with CSS Direct.

I couldn't believe how fast and simple it was using phonematch.com. We made our deadline. You're the best.
– Mark, Political Consultant

Thank you so very, very much for turning this around so quickly! It really helped me out.
– Jackie, Fundraising Director

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Let CSS Direct Help You Get Connected To Your Customers & Prospects

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