



OMI DATABASE CLEANSING, ENHANCEMENT & MAINTENANCE SERVICE

Companies source email data files from multiple vendors with varying ranges of quality with relation to channel points: postal, phone, email and URL. OMI runs a deep clean on these databases as a batch project in order to remove email data that can lower the send score and threaten the reputation of a marketer's email marketing efforts. In addition to addressing the email channel point problem, OMI's cleanse process will strengthen the accuracy of the full record and the contacts associated to the full record. OMI also provides an ongoing email maintenance program to align with industry best practices for email marketing.

SERVICE DESCRIPTION

Batch Clean & Enhancement

A client will provide a bulk extract of data from their data-mart for the purpose of cleaning and enhancement.

Input: The file format is bar delimited text file. The client will provide OMI with a record layout.

Process: OMI will conduct a staged cleaning process:

- Address cleaning and append.
- OMI will run CASS certification on the input file in order to match it to the OMI Business Master File. OMI will append missing address elements to clean and complete the postal addresses of the inputted CDM records.
- Company Name Cleaning: OMI will correct existing and append missing company names to the input file.

- Contact Cleaning and Enhancement: OMI will correct and standardize the existing contact names in the input file.
- Contact to Company Verification: OMI will flag where it suspects the contact is no longer at the company.
- Email Verification: OMI will test the deliverability of the input emails, indicate where an email is undeliverable, and where the email is undeliverable, attempt to replace with a deliverable email associated to that contact.
- Spam-Trap Cleaning: OMI will clean the file of SPAM traps that it can identify.

Output: OMI will deliver back the input file in the format specified by the client with fields denoting add/change/delete for the data elements.

MONTHLY EMAIL MAINTENANCE

OMI can program a connector to a client's data warehouse. During the month a client can re-verify up to 5 million emails. The client will designate the records they want cleaned, and through the connector OMI will pull the records to be cleaned for email delivery verification and spam trap removal.

ROI

- Brings the client into a best practice for email marketing
- Dramatically improves the deliverability and response characteristics of the data.

