AccuData
INTEGRATED MARKETING

Data Quality Report

Give your Donor Database a Free Checkup

With an estimated 45 million Americans moving annually, maintaining the contact information within your donor database is essential to increasing responses and reducing marketing spend. To quickly and easily check the accuracy of your supporter records, use AccuData's free Data Quality Report.

Uncover Gaps in your Database at No Cost

Fundraising success depends on your ability to reach supporters. Identify gaps in your database records that are making it difficult to reach potential donors and are ultimately reducing fundraising ROI.

The complimentary Data Quality Report shows you:

- The number of confirmed addresses and the amount of new addresses that can be identified
- The accuracy of phone numbers and the availability of updates for cell phones and landlines
- The number of deceased individuals in your database
- The number of confirmed birthdates and the availability of updates
- The number of email addresses that can be identified

Benefits

Check the health of your supporter records quickly and at no cost.

Identify new contact information to power your multichannel communications.

Reach more supporters with less spend to increase fundraising ROI.

Data Quality Report

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Prepared for: AccuData Integrated Marketing
Total Input Records: 1,558

Data Element:	Input Records:	Confirmed Records:	% of Confirmed:	New Records:	% of New:
Address	1,558	740	47%	336	22%
Cell Phone	0	0	0%	850	55%
Home Phone	1,382	346	25%	340	22%
Date of Birth	1,554	1,172	75%	17	1%
Deceased	0	0	0%	19	1%

Give your Donor Database a Much-Needed Checkup

Check the health of your donor data with this complimentary report. Once you know what needs updated, allow the fundraising experts at AccuData to provide the following services:

- Batch Append Services
- Email Append Services
- Employment Append Services
- Demographic and Wealth Append Services
- Donor Profiling Tools
- Fundraising Analytics
- Wealth Screening Tools
- Donor Acquisition Lists and more

To get started with your Data Quality Report, we will need an input file of 75,000 or more contact records. The supporter's name and last known mailing address are required. You can also include landline and/or cell phone numbers and birthdates – we'll examine those as well. Your Data Quality Report will be complete within 3 – 5 business days.

ACCUDATA POWERS FUNDRAISING SUCCESS

Full Suite of Targeted Data Solutions

AccuData enables intelligent fundraising with a full suite of data hygiene, enhancement, and batch update solutions to ensure you reach the right supporters with your appeals.

Wealth Screening & Fundraising Analytics

Target your fundraising efforts on those with the greatest capacity to give and the highest likelihood to support your mission.

End-To-End Campaign Management

From concept to reporting, our team manages email campaigns, digital advertising campaigns, and comprehensive multichannel programs for high-performing online development efforts.

A Data-Savvy Extension of Your Team

Our team of fundraising experts will guide you through the data-driven fundraising process, from managing data hygiene and enhancement to identifying giving potential.

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