

## Input List Summary Report

This report presents counts of input records per input list and suppress list (if any). Each row describes a list.

*Columns:*

- ◆ Match Id Records - count of keycoded records for each list
- ◆ Default Records - count of non-keycoded records added to a list by default (rarely used)
- ◆ Net Input - total records assigned to each list

## List Quality Report

This report presents counts of records with blank and/or unparsed fields for each input list and suppress list. This report provides an indication as to the quality of each list. Each row describes a list.

*Columns:*

- ◆ No Parse - count of records where address could not be parsed into standard components - detail counts for each list are provided below
- ◆ No Address - count of records with blank or unparsable addresses
- ◆ No Firm - count of records where a firm/company name was not identified
- ◆ No Title - count of records where a title/position was not identified
- ◆ No Last Name - count of records where a last name was not identified
- ◆ No First Name - count of records where a first name was not identified

Following the Totals are details of the No Parse records for each list.

*Rows:*

- ◆ Blank - count of records with blank city, state, and zip fields
- ◆ Bad Lastline - count of records with bad city, state, or zip fields
- ◆ Bad Address line - count of records that could not be parsed into street number and street name

## List Duplicates Report (Detail Information)

This report presents counts of records by match status. Each row describes a list. There are totals for all lists including and not including any suppress list(s).

*Columns:*

- ◆ Suppress Dupes - count of input list records that match suppress list records (purged)
- ◆ Single List Dupes - count of input list records that match other records within same list (purged)
- ◆ Multiple List Dupes - count of input list records that match records from other input lists (purged)
- ◆ Total Dupes - sum of previous three groups which represents the total of purged records
- ◆ Uniques - count of input list records not matching any other record from any list (kept)
- ◆ Single List Masters - count of input list records that match other records within the same list (kept)
- ◆ Multiple List Masters - count of input list records that match records from other input lists (kept)
- ◆ Total Non Dupes - sum of previous three groups which represents total of kept input records
- ◆ Suppress List Uniques - count of suppress list records not matching any other suppress list record
- ◆ Suppress List Masters & Suppress List Subord - counts of suppress list records that match other suppress list records

## List Duplicates Report (Summary Information)

This report summarizes each list by match status. Each row describes a list. There are totals for all lists including and not including any suppress list(s).

*Columns:*

- ◆ List\_Id - usually the keycode - if not, Data Direct assigns to track each list
- ◆ List Type - either NORM for input list, SUPP for suppress list, or SPEC for seed list
- ◆ List Priority - set by Data Direct according to customer instructions - lower number, higher priority - suppress or seed lists are always zero
- ◆ Total Dupes - count of input list records purged as duplicates or matching suppress records
- ◆ Total Non Dupes - count of input list records kept as unique or master duplicate
- ◆ Net Input - original input count for all lists - see Total Non Dupes for pre-filter output counts

### List-by-List Match Report

This report presents counts of how many records from each list matched records in each other list. The input lists are arranged in a matrix. There is a row and column for each list. The values in the matrix are the count of matches between each pair of lists.

### List Match Report

This report presents counts of how many matches there were by list against each of the lists. This report breaks out the List-by-List Match Report into easy-to-read blocks that detail the matches on a list-by-list basis.

### Multi-List Report

This report presents counts of how many records from each list matched other lists multiple times. Each row describes a list. The columns detail how many records in each list matched records in 2 other lists, 3 other lists, etc. Single list matches are not counted.

### Duplicate Records Report

This report presents a sampling of the records identified as duplicates. Records determined as duplicates are grouped with blank lines between. The sampling is usually arbitrarily set to be the 101st through 250th duplicate records. The first column is the keycode and/or list id. The remaining columns are the name and address elements.

### Output File Report (Detail Information)

This report presents counts of output records surviving the purge and any filtering. Each row describes a list. All of the columns are described in the List Duplicates Report-Detail description above, except Filter Drops. Filter Drops are records that are dropped after the purge by filtering. Usually, these are records that are determined to be undeliverable.

### Output File Report (Summary Information)

This report summarizes counts of output records surviving the purge and any filtering. Each row describes a list. All of the columns are described in the List Duplicates Report-Summary description above, except Filter Drops. Filter Drops are records that are dropped after the purge by filtering. Percentages of records filtered and output are also provided.

### Executive Summary Report

This report summarizes all of the above reports. Most lines are self-explanatory, but a couple of comments are warranted. The Input Posting/Purging section is not applicable to Data Direct merge/purges; separate output lists are generated rather than posting to and purging original lists. Group Posted Records are records that are updated with data from duplicates; this feature is rarely used.

### State Summary

This report presents counts of output records by state abbreviation.

### SCF Summary & SCF Summary by Quantity

This report presents counts of output records by SCF both in alphabetic and descending output quantity order. Note that not all 3-digit zips (commonly called an SCF) are associated with a Sectional Center Facility (SCF).

### 3-Digit ZIP Summary

This report presents counts of output records by 3-digit ZIP.