

Processing data files for duplicates can range from a simple task to very complex. At PostMark, we use three processes for duplicate checking. Below each process is explained.

When we return a file of duplicate records to you we will include two fields to help you identify which records match. These fields are DUPGROUP and DUPFLAG. When the file is sorted on DUPGROUP the duplicate pairs appear together. The DUPFLAG field is where a marker is applied (normally the letter “D”) to indicate this record will be deleted from the file.

FULLNAME	ADDRESS 2	CITY	STATE	ZIP	DUPFLAG	DUPGROUP
Miss Muffett	4578 Tuffett St	Whey	NC	27101-1204		6
Miss Muffett	4578 Tuffett St	Whey	NC	27101-1204	D	6
Georgie Porgie	756 Pudding Way	Pie Town	NC	28902-8016		15
Georgie Porgie	756 Pudding Way	Pie Town	NC	28902-8016	D	15

Exact Duplicates

PostMark defines an exact duplicate as two or more records that match based on first name, last name, address, city, state, and zip. Below are a couple of example of Exact Duplicates.

FULLNAME	ADDRESS 2	CITY	STATE	ZIP	DUPFLAG	DUPGROUP
Miss Muffett	4578 Tuffett St	Whey	NC	27101-1204		6
Miss Muffett	4578 Tuffett St	Whey	NC	27101-1204	D	6
Georgie Porgie	756 Pudding Way	Pie Town	NC	28902-8016		15
Georgie Porgie	756 Pudding Way	Pie Town	NC	28902-8016	D	15

Results of data from duplication elimination

FULLNAME	ADDRESS 2	CITY	STATE	ZIP	DUPFLAG	DUPGROUP
Miss Muffett	4578 Tuffett St	Whey	NC	27101-1204		6
Georgie Porgie	756 Pudding Way	Pie Town	NC	28902-8016		15

Household Duplicates

The second type of duplicate is where two or more records match on last name, address, city, state, and zip. Often times you may have a husband and wife both on a list, but you only need to mail one piece into the household. In these situations we will normally change the addressee to "The xxxx Family."

FULLNAME	ADDRESS_2	CITY	STATE	ZIP	DUPFLAG	DUPGROUP
Miss Muffett	4578 Tuffett St	Whey	NC	27101-1204		6
Mister Muffett	4578 Tuffett St	Whey	NC	27101-1204	D	6
Georgie Porgie	756 Pudding Way	Pie Town	NC	28902-8016		15
Peggy Porgie	756 Pudding Way	Pie Town	NC	28902-8016	D	15

Results of data from duplication elimination

FULLNAME	ADDRESS_2	CITY	STATE	ZIP	DUPFLAG	DUPGROUP
The Muffett Family	4578 Tuffett St	Whey	NC	27101-1204		6
The Porgie Family	756 Pudding Way	Pie Town	NC	28902-8016		15

One Per Household

In some instances the piece being mailed needs to only get to the household regardless of who lives there. This is the loosest definition of a duplicate as it only accounts for the address, city, state, and zip.

FULLNAME	ADDRESS_2	CITY	STATE	ZIP	DUPFLAG	DUPGROUP
Ralph Malph	123 Happy Days Ln	Fonzie	NC	27101-1204		6
Potsie Webber	123 Happy Days Ln	Fonzie	NC	27101-1204	D	6
Andy Griffith	55 Fife Rd	Mt Airy	NC	27030-1245		15
Aunt Bea	55 Fife Rd	Mt Airy	NC	27030-1245	D	15

Results of data from duplication elimination

FULLNAME	ADDRESS_2	CITY	STATE	ZIP	DUPFLAG	DUPGROUP
Current Resident	123 Happy Days Ln	Fonzie	NC	27101-1204		6
Current Resident	55 Fife Rd	Mt Airy	NC	27030-1245		15