

## Data Cleansing/Append Services

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Requests for suggestions regarding vendors for data cleansing and append services appear frequently on the listservs. The reality is that the number of vendors out there grows – and changes – constantly. It is nearly impossible to maintain a comprehensive list. Therefore, the following is not intended to be inclusive of all vendors/services.

The major players really don't change that often. But I am always interested in hearing first-hand reviews of new vendors that are simply awesome – as well as old vendors who have become "stale." Should you have news in this regard, please email me at the address noted above.

As noted, there are dozens and dozens of vendors out there that offer these services. When I am asked about this I am reluctant to reply. Not only is the list long, but I fear that folk will take my list as "gospel," suggesting that they are the best service providers. In fact, at both Duke and NC State, we used multiple vendors for these purposes and changed vendors every few years simply to see if anyone had become better/cheaper (and keep the vendors on their toes!).

Do make sure you have updated/cleansed contact data (CASS/DPV/NCOA) before you send it out for appends. Some vendors included this for free, but I prefer to do this part on my own. Also, when it comes to pricing, much depends on your relationship with a vendor. "Advertised price" is rarely what I pay! But you do need a budget. I believe the last year I was at NC State (FY13) our budget for data appends was somewhere around \$25,000. However, we also had over 180,000 living alumni.

With that as a backdrop, here's a list of vendors I have either used, my clients have used, or who have been highly recommended:

AccurateAppend  
AlumniFinder  
Brian Lacy & Associates  
CityTwist  
Datafinder  
eTargetMedia  
Experian  
FreshAddress  
Godata  
HEP Development  
MelissaData  
NAICS  
Relevate  
TouchPoint