# Output Layout



**PB Data Services, LLC**

Layout Questions?
Please email support@updateyourlist.com

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|---|---|
| **File#** | 30481 |
| **Date:** | 4/22/2018 8:09:53 PM |
| **Filename:** | SampleDemos.xlsx |
| **Total Records:** | 101 |

| | | Fieldname | FieldSize | Field Comments |
|---|---|---|---|---|
|  | Consumer Phone Append | 1_CONSUMERPHONEAPPEND | 4 | Itemized Cost For Appended Data |
| | | DIYRecordId | 3 | |
| | | P1_namePrefix | 2 | Name prefix (Dr., Rev., …) |
| | | P1_firstName | 9 | First Name or Initial |
| | | P1_middleName | 1 | Middle Name or Initial |
| | | P1_lastName | 13 | Last Name |
| | | P1_nameSuffix | 2 | Name suffix (Jr., III, …) |
| | | P1_fullName | 28 | Concatenated name |
| | | P1_tmres_phone | 10 | 10 Digit Phone Number |
| | | P1_areacodeAction | 1 | V = Verified, client area code and PBData area code same<br>U = Updated, client area code and PBData area code different<br>A = Appended, PBData area code provided and client area code blank<br>C = Client area code inserted<br>O = Overlay area code<br>N = No area code provided |
| | | P1_confidence | 1 | The following are descriptions of each confidence code:<br>**STANDARD MATCH**<br><br>**9**-Exact Match - First name, last name, street address and zip<br>**8**-Household Match - Last name, Nick name, initials, street address, zip<br>**7**-Name and Address Match - Elements nearly equal, same zip code area<br>**6**-Name and Partial Address Match - Insufficient/incomplete address Information on customer file, i.e., rural address, no box #, no apartment #, partial street address<br>**5**-Full Name and Zip Code Match - All non-street address type matches, i.e. |

| | | Fieldname | FieldSize | Field Comments |
|---|---|---|---|---|
| | | | | P.O. Boxes, rural addresses; hit determined by full name, zip code and other factors (only one in the area). <br> **A**-AddressMatch - street address and zip code match <br><br> **LOOSE MATCH** <br> **4**-Last Name, ZIP Code and/or First Initial and/or House # and/or Street Name <br> **3**-Last Name, ZIP Code and Partial House # Match <br> **2**-Last Name and Zip Code Match <br> **1**-Last Name Match - Same zip code area <br> **0**-will indicate that no or single match could be found that met selection criteria <br> **NOTE:** These are general descriptions for each level.  In  all  cases,  other factors are considered before a match is  determined. |
| | | P1_dbMatCode | 2 | IS, BS = match was found from Standard database <br> IP, BP = match was found from Premium database <br> IM, BM = match was found from HTFD database |
| | | P1_trecord_dbMatCode | 2 | IS, BS = match was found from Standard database <br> IP, BP = match was found from Premium database <br> IM, BM = match was found from HTFD database |
| | | P1_numMatRet | 1 | Number of matches returned. |