File Layout

File#	10191
Date:	3/16/2017 1:26:06 AM
Filename:	ReverseEmail.xls
Total Records:	44

		Fieldname	FieldSize	Field Comments
	Reverse Email Append	1_REVERSEEMAILAPPEND	4	Itemized Cost For Appended Data
		intrecord_id	2	Record Number
		1_erres_dbMatCode	2	IS, BS = match was found from Standard database IP, BP = match was found from Premium database IM, BM = match was found from HTFD database
		1_erres_numMatRet	1	Number of matches returned.
		1_erres_emailAddr	26	The original or corrected email address.
		1_erres_confidence	1	The following are descriptions of each confidence code: **STANDARD MATCH** **9**-Exact Match - First name, last name, street address and zip **8**-Household Match - Last name, Nick name, initials, street address, zip **7**-Name and Address Match - Elements nearly equal, same zip code area **6**-Name and Partial Address Match - Insufficient/incomplete address Information on customer file, i.e., rural address, no box #, no apartment #, partial street address **5**-Full Name and Zip Code Match - All non-street address type matches, i.e. P.O. Boxes, rural addresses; hit determined by full name, zip code and other factors (only one in the area). **A**-AddressMatch - street address and zip code match **LOOSE MATCH** **4**-Last Name, ZIP Code and/or First Initial and/or House # and/or Street Name **3**-Last Name, ZIP Code and Partial House # Match **2**-Last Name and Zip Code Match **1**-Last Name Match - Same zip code area **0**-will indicate that no or single match could be found that met selection criteria **NOTE:** These are general descriptions for each level. In all cases, other factors are considered before a match is determined.
		1_record_dbMatCode	2	IS, BS = match was found from Standard database IP, BP = match was found from Premium database IM, BM = match was found from HTFD database
		1_record_lastName	8	Last Name
		1_record_nameSuffix	1	Name suffix (Jr., III, …)
		1_record_firstName	8	First Name or Initial
		1_record_middleName	1	Middle Name or Initial
		1_record_fullName	19	Concatenated name
		1_record_address	22	Concatenated address
		1_record_city	13	City
		1_record_state	2	State
		1_record_zip	5	Zip
		1_record_zip4	4	Zip4

		Fieldname	FieldSize	Field Comments
		1_record_emailScore	1	1 – 9 Score based upon name And/Or address match to multiple data sources. The higher the number the better the score.
		1_demographs_dateStamp	8	Date Stamp
		1_demographs_IPAddr	15	IP Address
		1_demographs_connectIP	1	Connect IP
		1_demographs_connectType	1	Cable DSL DialUP Corp Fiber
		1_demographs_domain	31	Domain
		1_demographs_emailPhone	10	Self reported phone from Email database.

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		1_demographs_dateStamp		Date Stamp
		1_demographs_IPAddr		IP Address
		1_demographs_connectIP		Connect IP
		1_demographs_connectType		Cable DSL DialUP