



PB Data Services, LLC

Report Questions?
Please email support@updateyourlist.com

Confidence Code

File#	37799
Date:	7/12/2018 8:29:41 AM
Filename:	Sample200.xlsx
Total Records:	201

CONSUMER PHONE APPEND Confidence Code

Confidence Code	9	8	7	6	5	A	4	3	2	1	0
Total	50	65	2	1	2	0	0	0	0	78	0

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**-Address Match - 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.

