

We use the input data provided in the file to match against our data and create PROfiles for you. The higher the minimum confidence of match is set, the stricter the matching algorithm will be and thus requiring a match against more input criteria. Therefore the higher you set the minimum confidence of match, the more accurate the match will be but will result in fewer records being returned. With a lower confidence of match setting, more records will be returned but with the possibility of some records being returned that are not your prospects. This setting allows you to control how fuzzy you would like the match to be. Please select a value between 0 and 10, with 0 being the least restrictive and 10 being a perfect match. The default value is 4.1

COM	Field Match
0.1 - 1.5	Various combinations of FirstName or LastName + State or City + Country
1.1	FirstName or LastName + State + City
1.6	FirstName or LastName + State + City + ShortZip + Country
2.7	NickName + LastName + Country
3.0	FirstName + LastName + Country
3.4	FirstName + LastName + State + Country
3.7	NickName + LastName + State + City + Country
3.7	FirstName + Middle Initial + LastName + Country
4.0	FirstName + Middle Initial + LastName + State + Country
4.1	FirstName + LastName + State + City + Country
4.6	NickName + LastName + State + City + ZipShort + Country
5.2	FirstName + LastName + State + ZipShort + Country
5.2	FirstName + LastName + State + City + ZipShort + Country
5.2	Spouse First Name + LastName + State + City + ZipShort + Country
5.7	FirstName + LastName + State + City + ZipLong + Country
6.0	FirstName + LastName + Company + State + Country
6.4	FirstName + LastName + Phone + Country
6.7	FirstName + Middle Initial + LastName + State + ZipShort + Country
7.1	FirstName + Middle Initial + LastName + State + ZipLong + Country
8.2	FirstName + LastName + Company + State + City + Country
8.3	FirstName + LastName + Company + State + City + ZipLong + Country
8.9	Address + State + City + ZipLong + Country
9.2	FirstName + Middle Initial + LastName + Phone+ State + Country
10	FirstName + LastName + Spouse Name + Country (donations only)
10	FirstName + LastName + Spouse FirstName + State + City + ZipLong + Address + Country
10	FirstName + LastName + Address + State + City + ZipLong + Country
10	FirstName + Middle + LastName + Company + Phone + State + City + ZipShort + Country
10	FirstName + Middle + LastName + Company + State + City + ZipShort + Country
10	FirstName + Middle + LastName + Address + State + City + ZipShort + Country

Notes:

Matching will not pick up names that are reversed and stored as a string in some datasets. e.g. "Bay Jr James N" in Foundations will not be score high when name searched is James Bay.