



Case Study

Buckle Denim Retailer

For Data Deduplication Needs,
Size Matters



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Buckle 

Company Profile

Buckle is a leading upscale retailer of denim, sportswear, outerwear, footwear, and accessories. With over 450 stores in 43 states, the company prides itself on its personalized attention to each guest through its customer-centric initiatives such as complimentary alterations, layaways, and a shopper reward program. Based in Kearney, Nebraska, the retailer sells a wide range of brand and private-label clothing. BKE, the company's private label, is known for its quality fit, construction, and vintage appeal. Other popular brands sold include Miss Me and Rock Revival.

A photograph of several black dresses hanging on white hangers from a yellow metal rack. The dresses are arranged in a row, and the hangers are suspended from a horizontal bar. The background is a plain, light-colored wall.

Business Situation

With company initiatives geared toward personalized customer attention, Buckle has invested time and resources in gathering customer profile data at the retail store level. Once the customer opts in, the data is captured and stored through the retailer's point of sale system. However, the company was dealt with the challenge of sorting through these large amounts of data extrapolated from hundreds of stores.

The main task at hand was dealing with all of the duplicate information that had been loaded into their current iSeries DB2 system. The company was looking for an efficient way to deduplicate all of their data, which included approximately 10 million records.

Our Solution

DataBatch Enterprise with Address verification 3.0.2.0 [Data Matching and Merging Project]

7. Match Results

	Match Summary Report	Report History	Data Sources Customer Master	New Prospect Records	System Definition File B 1 B 2 B	Wiseview										
Symc	Address score 1	Address score 2	State score 1	Static ZIP score 1	ZIP score 2	score 1	x 1	Contact First Name score 1	Contact First Name score 2	Contact Middle Initial	Contact Middle Initial	Contact Last Name score 1	Contact Last Name score 2	Phone score 1	Phone score 2	
	100%	100% N 25d St	100%	MO	100%	6106-2839	100%	F	73%	Nolan	>%	A	100%	Potter	>%	C
	100%	100% N 25d St	100%	MO	100%	6106-2839	100%	F	73%	BH	>%	E	100%	Potter	>%	C
	100%	126 Central Ave	100%	AR	100%	7562-3524	100%	F	100%	Judy	>%	I	89%	Arnold	>%	D
	100%	126 Central Ave	100%	AR	100%	7562-3524	100%	F	100%	Judy	>%	C	89%	Arnold	>%	D
	100%	1327 9th St	100%	NY	100%	1108-4601	100%	F	100%	Sim	>%	E	100%	Sluger	>%	C
	100%	1327 9th St	100%	NY	100%	1108-4601	100%	F	100%	Sim	>%	A	100%	Sluger	>%	C
acted State Corp	100%	1332 205 St	100%	NY	100%	1108-7007	100%	F	100%	NB	>%		>%	Lilo	>%	C
acted State Corp	100%	1332 205 St	100%	NY	100%	1108-7007	100%	F	100%	NB	>%	D	>%	Gj	>%	C
	100%	200 Wilman St	100%	MD	100%	6404-1223	100%	F	100%	CDP	>%	I	100%	Bennett	>%	C
	100%	200 Wilman St	100%	MD	100%	6404-1223	100%	F	100%	CDP	>%	E	100%	Bennett	>%	C
ap	100%	1301 Torrey Ave	100%	NJ	100%	9784-1200	100%	F	81%	Abdo	>%	T	>%	Patric	>%	C
ap	100%	130 Torrey Ave	100%	NJ	100%	9784-1200	100%	F	81%	Agha	>%	D	>%	Boif	>%	C
	100%	7728 Suburban Ave	100%	MD	100%	6105-2659	100%	F	100%	Larry	>%		100%	Wilson	>%	C
	100%	7728 Suburban Ave	100%	MD	100%	6105-2659	100%	F	100%	Larry	>%	C	100%	Wilson	>%	C
Rubin & Breakfast	100%	1280 Vista Dr Ne	100%	GA	100%	9810-1287	100%	F	100%	Mickey	>%	A	100%	Hobart	>%	C
Rubin & Breakfast	100%	1280 Vista Dr Ne	100%	GA	100%	9810-1287	100%	F	100%	Mickey	>%	E	100%	Hobart	>%	C
ANG	100%	121 Princeton Ln	100%	AR	100%	7562-3509	100%	F	100%	Ryan	>%		100%	Smith	>%	C
Ang	100%	121 Princeton Ln	100%	AR	100%	7562-3509	100%	F	100%	Ryan	>%	D	100%	Smith	>%	C
Anderson	100%	8026 Greenlake Ln	100%	HN	100%	31125-0472	100%	F	100%	Damen	>%		100%	Hansen	>%	C
Anderson	100%	8026 Greenlake Ln	100%	HN	100%	31125-0472	100%	F	100%	Damen	>%	E	100%	Hansen	>%	C
ing Co	100%	1701E Engstrom R	100%	CA	100%	9245-4513	100%	F	100%	Philp	>%	E	100%	Liu	>%	C
	100%	1701E Engstrom R	100%	CA	100%	9245-4513	100%	F	100%	Philp	>%	A	100%	Liu	>%	C
	100%	241 Bergen Blvd	100%	NJ	100%	0704-2862	100%	F	>%	William	>%	D	>%	Frederickson	>%	C
	100%	241 Bergen Blvd	100%	NJ	100%	0704-2862	100%	F	>%	James	>%	C	>%	Sandri	>%	C
res Dry	100%	14 Underwood Ln N	100%	NR	100%	1309-3002	100%	F	>%	Timothy	>%		100%	Brown	>%	C
res Dry	100%	14 Underwood Ln N	100%	NR	100%	1309-3002	100%	F	>%	Rose	>%	C	100%	Brown	>%	C
reel Dry	100%	14 Underwood Ln N	100%	NR	100%	1309-3002	100%	F	>%	Rose	>%	C	100%	Brown	>%	C
reel Dry	100%	14 Underwood Ln N	100%	NR	100%	1309-3002	100%	F	>%	James	>%	E	>%	Wilcox	>%	C
reel Dry	100%	14 Underwood Ln N	100%	NR	100%	1309-3002	100%	F	>%	Carl	>%	E	>%	Wilcox	>%	C

DataMatch Enterprise™ provided a usable and more efficient solution for Buckle. The company was able to run a large amount of records through the deduplication process as one project through one software tool as opposed to using several different methods.



DataMatch Enterprise™ was a more efficient solution for Buckle



Run a large number of records



Manage multiple projects

Benefits



DataMatch Enterprise™ provided a usable and more efficient solution for Buckle. The company was able to run a large number of records through the deduplication process as one project through one software tool as opposed to using several different methods.



"The main benefit of DataMatch Enterprise™ was the fuzzy logic and synthetic matching. It was just something I couldn't reproduce myself."

Marty Yantzie
PC Support & Systems Development Manager

Why Data Ladder

It's simple: our user-friendly and powerful software helps business users across many industries manage their data more effectively and drive their bottom line. Our powerful software suite, DataMatch Enterprise, was proven to find approximately 5-12% more matches than leading software companies IBM and SAS in 15 different studies.

Let **Data Ladder** be your partner in your next marketing campaign. Increase your sales by offering data cleansing services through **DataMatch™**.

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