



# Case Study

## On Impact Strategies

Data Exports Become Streamlined For  
Political Marketing Firm



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## **Data Exports Become Streamlined For Political Marketing Firm**



## **Company Profile**

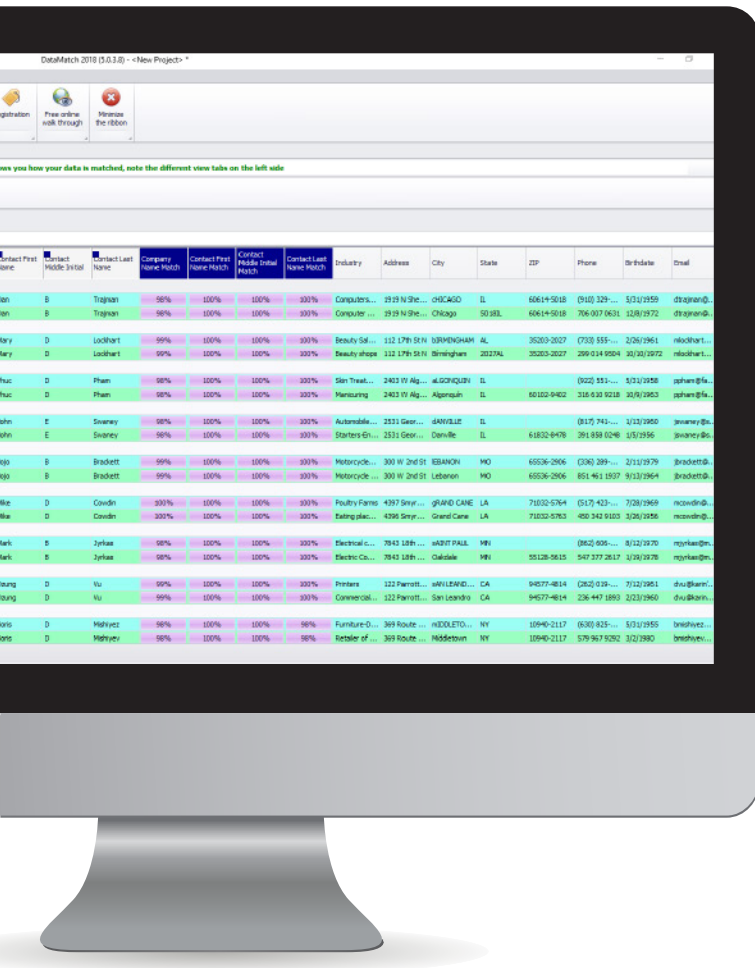
On Impact Strategies LLC is a political marketing and research company that provides services to advocacy groups and non-profits such as phone polling and surveys, direct mail, phone broadcast messaging, advocacy and grassroots campaigns, data solutions, and conferencing solutions. The company has worked with clients in over 20 states.



## Business Situation

Due to the nature of their business, the company had to keep up with the constant data input. From adding phone numbers to cross-referencing districts, this political marketing company worked with data from a number of various sources. The company needed to easily export subfiles as needed to work through both small and large projects, as well as combine multiple lists into one master file.

# Our Solution



DM

How you know your data is matched, note the different view tabs on the left side

Contact First Name	Contact Middle Initial	Contact Last Name	Company Name	Contact First Name Match	Contact Middle Initial Match	Contact Last Name Match	Industry	Address	City	State	ZIP	Phone	Birthdate	Email
Don	B	Trigian		98%	100%	100%	Computers...	2919 N Ste...	CHICAGO	IL	60614-5018	(312) 329-...	5/12/1959	dtgiano@...
Don	B	Trigian		98%	100%	100%	Computer...	2919 N Ste...	Chicago	IL	60614-5018	706-007-0631	12/8/1972	dtgiano@...
Amy	D	Lockhart		99%	100%	100%	Beauty Sal...	112 17th St N	BIRMINGHAM	AL	35203-2027	(772) 555-...	2/26/1961	mlckhart1...
Amy	D	Lockhart		99%	100%	100%	Beauty shop...	112 17th St N	Birmingham	AL	35203-2027	209-614-9504	2/26/1972	mlckhart1...
Phuc	D	Pham		98%	100%	100%	Skin Treat...	2403 17 Al...	ALPHARETTA	IL	60110-9462	(302) 551-...	5/12/1958	ppham@f...
Phuc	D	Pham		98%	100%	100%	Manicuring	2403 17 Al...	Alpharetta	IL	60110-9462	316-630-6218	3/16/1963	ppham@f...
John	E	Sweeney		98%	100%	100%	Automobile...	2531 Geor...	DAYTON	IL		(617) 742-...	1/12/1960	jsweeney@...
John	E	Sweeney		98%	100%	100%	Starters En...	2531 Geor...	Dayton	IL	61832-8478	261-838-6246	1/12/1966	jsweeney@...
Brad	B	Bradett		99%	100%	100%	Motorcycle...	300 W 2nd St	LEBANON	MO	65036-2906	(314) 289-...	2/12/1979	bradett@...
Brad	B	Bradett		99%	100%	100%	Motorcycle...	300 W 2nd St	Lebanon	MO	65036-2906	851-461-1907	9/13/1964	bradett@...
Mike	D	Casdin		100%	100%	100%	Poultry Farm	4397 Serr...	GRAND CAYE	LA	71032-5764	(517) 423-...	7/28/1969	mcasdin@...
Mike	D	Casdin		100%	100%	100%	Eating plac...	4398 Serr...	Grand Caye	LA	71032-5763	480-343-6103	3/26/1976	mcasdin@...
Les	B	Zylka		98%	100%	100%	Electrical...	7843 18th...	WATKINS	MI	48302-808...	(810) 608-...	8/12/1970	ezylka@...
Les	B	Zylka		98%	100%	100%	Electric Co...	7843 18th...	Watkins	MI	48302-808...	547-277-2617	1/28/1978	ezylka@...
Young	D	Yu		99%	100%	100%	Printers	122 Farro...	WILLEMING	CA	94577-4814	(262) 039-...	7/12/1961	duy@barr...
Young	D	Yu		99%	100%	100%	Connectio...	122 Farro...	San Leandro	CA	94577-4814	236-447-1893	3/23/1960	duy@barr...
David	D	Midwest		98%	100%	100%	Furniture...	369 Route...	MIDDLETON	NY	10940-2117	(608) 835-...	5/12/1955	dmidwest...
David	D	Midwest		98%	100%	100%	Retailer of...	369 Route...	Middletown	NY	10940-2117	579-967-9292	3/23/1960	dmidwest...

DataMatch™ speed up the process of combining and working with multiple lists. It helped match data sets more quickly, as well as easily export files. The fact that all of the needed tools were available on one software platform also made it much more convenient.



All the tools available on one software



Match data more quickly



Sped up the process

# Benefits



DataMatch™ not only helped decrease labor by several hundred hours, but it also provided convenience by being a streamlined, one-stop solution for all of their data needs.



"We like the way it speeds up the process on anything we do with data, instead of having to run scripts."

Aaron Evans  
Owner

## 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™**.

[Free Download](#)