

MacroMatch

Bulk cleanse your database to improve the quality of customer records

Customer data never gets old with MacroMatch

Collecting customer details to add to your growing database is a smart move. It allows you to communicate with customers and promote your products and services in a variety of ways.

Although there are a range of opportunities when it comes to customer data, it doesn't take long for your database to become outdated. With people's details frequently changing, databases require regular maintenance. That's where MacroMatch can help. Our bulk data cleansing tool can perform regular checks to ensure your customer information is as current and complete as possible.



How does customer data get old?

People often move houses, change jobs, update their phone numbers and create new emails. What they don't do is let you know when their details change.

- 41% of Australians have moved house in the past five years
- There are 30,000 phone number changes each day
- 10% of emails in the average database are wrong

If you haven't checked your database in the last few months, it could probably do with a clean.

Source: Census of Population and Housing: Reflecting Australia - Stories from the Census, 2021



Outdated data isn't just useless

You're not only missing out on sales with invalid data, you're also wasting time and money by:

- Sending emails that bounce back
- Calling the wrong number
- Investing in marketing material that won't reach your customer
- Offending customers with incorrect details
- Posting mail to incorrect addresses



Emails with typos or syntax errors will hinder the success of your email marketing campaigns.

Why choose MacroMatch

- Ensures your customer information is correct and up-to-date
- Can flag or correct data entry typos and invalid information
- Fills in missing information, delivering complete customer records
- An easy to use API (application programming interface), self-service portal or bureau service
- A one-off integration
- 24/7 availability
- Powered by a wide range of trusted and exclusive data sources
- Create more targeted campaigns with accurate data

You name it, we'll verify it

MacroMatch has comprehensive set of data validation and enhancement services, including:

- Consumer marketing information
- Email validation
- Address validation and enhancement
- Mobile number (Australia and globally)
- Landline (Australia and New Zealand)
- ABN
- Website
- Roy Morgan Helix Personas
- Australia Post National Change of Address



Three ways to use MacroMatch

1. Self-service portal

- Simply upload your customer data files into our secure self-service portal
- You choose how many files you want to validate
- This works for one or one million records
- Results are back quickly
- You choose the day and time when you want to validate
- Gives you total control of your budget and data

Tip: Great for when you want to check data on an ad hoc basis

2. API

- Automatically runs in the background of your CRM
- You choose when and how often to validate your data
- You'll need a developer for initial installation

Tip: Ideal for when you regularly validate data.

3. Thryv data specialists

- Send us your files and we'll do it all for you securely

Tip: Best for when you don't have time to do it yourself or when you have bespoke data needs.



A world of data

We validate and enhance consumer contact information using multiple reputable data sources that are privacy compliant.

- Whereis online mapping service
- Australia Post
- Geo-coded National Address File (GNAF)
- Global email addresses
- Landline and mobile carrier networks
- Roy Morgan Helix Personas
- Australian Bureau of Statistics
- Australian Business Register



The current state of your database

If you're not using MacroMatch, it's likely your database has errors and outdated customer information. Find out how your database is tracking with our free data quality report. It's quick, easy and could make a huge difference to your business.

- You can provide us with a sample of your data and we'll run it through our system
 - You then get a detailed report highlighting the health of your database and how we can improve it
- 