

# Client Merge Purge Worksheet

The purpose of the enclosed papers is to familiarize our customers with our terminology when referring to mailings that require some type of a merge purge to be performed on a mailing. Please read the information enclosed carefully and check off from the list below which type of merge purge you would like us to perform on your list, then sign and mail or fax this paper back to your RTC salesperson for final clarification. If you have any questions, we urge you to call us. Please make copies and distribute them to other departments in your organization that use our services. Our ultimate goal is to provide you with the outcome you desire.

## Types of Merge Purges to Choose From

An explanation of the types of Merge Purges can be found on the following pages

- 1 Piece per address
- Consumer
- Consumer one piece per family
- Business
- Business one per company
- Suppress a list from a mailing

Name and quantity of the list you want to suppress from mailing.

Name of List \_\_\_\_\_ Quantity \_\_\_\_\_

A Suppression of a list can be run in conjunction with any of the above listed merge purges. The following is a good example of when you may want to use the suppression option. You purchase a list of 100,000 names from a list company to generate new customers, and you have an in house list of 25,000 current customers. Since your ultimate goal is to generate new business, you would want to compare your 25,000 in house customer list to the purchased list of 100,000 and if a current customer is on the new purchased list, you would want to suppress, or not mail to these individuals.

### List or Code Priority:

When conducting a merge purge we can specify to the program which list to retain the name from if you supply us with a list priority. For example, you have your in house list which for our purposes we will call list A, which is your number one priority, and you purchase a new list called list B, which is your number 2 priority. When we conduct the merge purge, we can set it up so that when a duplicate is found between list A and B the system will keep the name from list A and remove the duplicate from list B. *The priority code concept only applies when you are comparing two separate lists or one list which has a code field that can be designated for the priority use. If you are trying to compare names on one list, with no priority code or list priority specified, the system will randomly choose which name to retain.* In all the examples on the following pages, List A was our first priority followed by list B.

List Name	Priority
_____	_____
_____	_____
_____	_____

Client Signature \_\_\_\_\_