



**A Hand Book
on
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Cleaning Database

Cleaning database increases the accuracy of the data and streamlines the database. During the process, duplicate as well as wrong data are removed from the database. The procedure helps to increase the overall efficiency of your data management systems and leads to an increase in the productivity of the organization.

Cleaning database is essential as wrong or duplicate data may be responsible for ineptitude in the organization, along with reduction in productivity. You can imagine that a wrong list in a customer database can undo your efforts and your project or campaign loses its target. When the data has too many discrepancies the whole exercise can be a sheer waste of time and energy.

Another advantage is that clean data can be easily analyzed and the action taken on accurate data will surely provide better results. Data cleansing is for your own betterment as it forms a solid base for your future research and database management. A technically accurate data list will keep your projects on track and your efforts targeted.

Cleaning database activity is a time as well as effort consuming activity if done manually, but we offer you some powerful and affordable solutions. WinPure provides easy-to-use data cleansing software, which is multifunctional and helps to correct, clean, standardize and deduplicate data as well as lists.

WinPure offers affordable list cleaning software that is used for a cleaning database. The amazing product range includes WinPure Clean & Match 2006, WinPure ListCleaner Pro and WinPure ListCleaner Lite.

WinPure Clean & Match 2006 is software that offers list & data cleansing and data deduplication services. Its cleaning modules help to clean marketing databases, emails, mailing lists or spreadsheets. You have the option of basic as well as advanced matching that find the duplicate data in your lists and files. The software also offers additional features such as Merge/Purge and Delete options. This incredible software helps your business to save precious time and money.

WinPure ListCleaner Pro is essentially used for data cleansing, list cleaning and deduplication of data. You can use the software for maintaining the accurate data list for your marketing & sales database. It has 8 modules that are easy to use, efficient and cost effective software from WinPure. WinPure ListCleaner Lite is a dedupe software designed for list cleaning and data cleansing. It has 6 easy-to-use modules and can maintain any type of list or database. All these software are some of the best software available in the market today that are used for cleaning database.

WinPure offers some amazing deduplication software that can influence the efficiency and productivity of your business positively. Visit the site www.winpure.com and know about the software in detail.

Data Cleaning Tool

Data quality is an important contributor in the overall success of a project or campaign. Inaccurate data leads to wrong assumptions and analysis. Consequently it leads to failure of the project or campaign. Duplicate data can thus cause all sorts of hassles such as slow load ups, accidental deletion etc. A good **data cleaning tool** tackles these problems and cleans your database of duplicate data, bad entries and incorrect information.

Most of the businesses today use databases to store relevant information. The data quality issues arise when you want to correct anomalies in a data source or you want to combine data from different sources. This duplicate elimination in a file along with data warehouse construction activities can be effectively done with the help of a **Data Cleaning tool**. These errors in the data arise due to mistyping of the word, or when the data is collected from different sources. This leads to duplicate entries and points at inconsistencies within the database. As in some instances two different records may contain contradictory information about a single entity.

An efficient **Data Cleaning tool** first assesses your database, looks for duplicates taking into account frequencies in distribution, data profiling etc. The tool then cleans the database as per specifications. Generally, the tool checks for compliance of business rules, checking table columns besides checking the database for consistency and duplications. **Data deduplication** software does the **data cleaning** job so that you have a clean and accurate database.

WinPure offers one of the best **data cleaning tool** that is easy-to-use, affordable and powerful. The software is being used by hospitals, government agencies and schools. WinPure software helps you to correct, clean, deduplicate and standardize all sorts of data and lists. This cost-effective solution is an award winning software that is setting new benchmarks in the **data deduplication** field.

WinPure offers three amazing software titles that include:

WinPure List cleaner Pro

An all-in-one data cleaning tool, single list cleaning and dedupe software that cleans your contact lists, mailing lists, sales & marketing databases. It has 8 modules that help to clean lists.

WinPure List cleaner Lite

It is a data cleansing, list cleaning and dedupe software that cleans the data and provides accurate data without any duplicates. It has 6 easy-to-use modules that help to maintain the data or list from different data sources.

WinPure Clean & Match 2006

This **data cleaner** is **data deduplication** software that is able to clean mailing lists, marketing databases, emails and spreadsheets. It has five cleaning modules that make sure that the lists have no duplicates.

WinPure products are simple to use and offer power to clean, correct and deduplicate lists in shortest possible time. WinPure has simplified the difficult task of **data deduplication** to great extent. Visit the site www.winpure.com and learn more about the **Data Cleaning tool**.

Data Deduplication software

Quality of data or lists depends on the accuracy of the data. A clean and error free list is always more useful than a list filled with duplicate data or errors. Such lists with corrupt data and are responsible for inefficiency and wastage of resources in an organization. As a result, this data offers unreliable platforms to the concerned projects. The unsound base of these projects is a reason for their failure as inaccurate data is responsible for the loss of focus or direction. **Data deduplication software** serves the special purpose of cleaning lists and keeping the database information accurate, current and duplication free.

Maintaining a neat and efficient database is a regular exercise that involves revising data with fresh information and removing discrepancies. It is essential that the lists or the data is maintained to avoid wastage of resources, reduces efficiency and cause losses. Inaccurate data leads to losing out on potential business or customers. Duplicate names in mailing lists lead to discrepancies in response rates. Wrong information leads to wrong interpretations and wrong results. This leads to misfiring of campaigns and negative affects on the chances of success of campaigns and projects. **Data Deduplication software** ensures that this does not happen.

WinPure offers **data deduplication software** that effectively does the **deduplication** job. The **Dedupe software** cleans the data and removes duplicate entries in a list or data, thus improving the overall quality. WinPure offers a number of list cleaning and data cleansing software packages such as WinPure Clean & Match, WinPure ListCleaner Pro and WinPure ListCleaner Lite. These software packages will correct, clean, standardize and deduplicate lists and databases used by virtually any organization.

WinPure Clean & Match is proficient **Data Deduplication software** used by data cleansing experts. The software helps to streamline and clean the data and provides a solid foundation for database management. This powerful and user friendly software helps to clean marketing databases, mailing lists, spreadsheets and emails etc. It has 5 list/data cleansing modules that perform the task of **deduplication** along with merge/purge. It removes duplicate entries, corrects invalid e-mail addresses and removes spelling errors and unwanted punctuations.

WinPure ListCleaner Pro is an award-winning software package that corrects, standardizes and deduplicates lists from Access, Excel, text files and other types of databases. This **data deduplication software** has 8 easy-to-use modules that include email address lists, address details, product category and price list etc. Simple, powerful and affordable WinPure software products are appreciated over the world and are being used by experts in all fields.

Visit www.winpure.com and learn more about these amazing products.

Dedupe Software

Are you worried about duplicate entries in your data? Are you troubled by the thought of correcting these entries manually? So, how do you plan to tackle this complication? We suggest some **Dedupe Software** that is specially designed to take care of this very problem.

Deduping is a process with the help of which the **Dedupe software** removes the duplicate entries in a set. **Dedupe software** helps to improve the quality of the data.

WinPure is a leading list and data cleansing solutions provider and provides affordable solutions such as WinPure Clean & Match, a **Dedupe software** solution for data cleansing experts. We provide you with a range of useful services that help to improve your efficiency as well as the data quality. The streamlined and accurate data forms the basis of your database management. Data cleaning and **deduplication** is used by businesses and organizations all over the world.

WinPure ListCleaner Pro, an award winning dedupe and data cleansing software, and is currently being used in over 30 countries and by different businesses and Fortune 500 companies. The software offers powerful or easy modules that can handle all types of lists. You can manage email address lists, address details, product categories and price lists that help you to save your precious time and money. WinPure ListCleaner Pro, a **Dedupe software** solution, sorts your data by eliminating duplications, correcting email addresses that are not accurate. It also capitalizes the name and addresses in the data automatically. It identifies the missing content or data with graphs and scoring.

WinPure also offers other types of **Dedupe software** such as WinPure Clean & Match 2006. The software offers data cleansing, list cleaning and data **deduplication** software. This comprehensive tool can assist you to clean marketing databases, mailing lists and spreadsheets. It uses 5 cleaning modules and carries out a powerful data deduplication to make sure that there are no duplicates. You can use basic or advanced match option as per your requirement. Special algorithms are used to identify wrong spellings, company names or nicknames.

WinPure is offering a powerful, easy to use yet affordable data cleansing and deduplicating software. Different organizations such as small and large businesses, government agencies, school and hospitals are using this amazing software. WinPure **Dedupe software** helps you to correct, clean, standardize and deduplicate the data and lists. The software helps to save your precious money and time along with increasing the overall profitability of your company.

Learn about List Cleaning Software

Lists are used for all types of purposes and every organization, big or small, use them. But to get desired results it is essential that the lists are clean and efficient. A clean and efficient list should be accurate, up-to-date, free from duplication and has complete information. Maintaining a clean and efficient list is an ongoing process so that the relevancy and the 'current' nature of the list is preserved. A good **list cleaning software** application can take care of this function effectively.

List cleaning software cleans, removes duplicates and errors from the mailing list. It thus provides an accurate list to the user. WinPure offers one of the best **list cleaners** on the market, that can also be used for data cleansing as well as data deduplication. These affordable and powerful software solutions are easy to use and have the ability to correct, clean, deduplicate and standardize lists. The software works efficiently on Excel, Access, text files along with other databases. The list cleaner offers 8 easy-to-use modules and can work on all sorts of lists that include email address lists, price list, product category, student lists etc.

Advantages of List Cleaning Software:

- Helps to remove duplications
- Helps to correct wrong email addresses
- Helps to identify missing data with graphs & scoring system
- Eliminates unwanted errors & punctuations
- Has the ability to capitalize name & addresses.

WinPure offers two type of **List Cleaning software** - List Cleaner Pro & List Cleaner Lite.

WinPure List Cleaner Pro, an award winning software solution, is an all-in-one **list cleaning, data cleansing** and dedupe software. A software suite that makes sure that your sales list, mailing lists and contact lists have accurate data free of duplicate data. The software has 8 easy-to-use modules that include:

- DataTable
- Statistics module
- Case Converter module
- Text Cleaner module
- Column Cleaner module
- Email Cleaner module
- Dupe Remover module
- Table Matcher module.

WinPure List Cleaner Lite, is a **list cleaning** and dedupe software that helps to clean your list and provides error free, accurate data. It has 6 easy-to-use modules that include:

- Manage your DataTables
- Manage email address lists
- Use upper & lower case consistently
- Dedupe module for duplicate records
- Clean data fields of undesired characters
- Clean column data

The major benefits of WinPure special **list cleaning software** are increased accuracy & reduction in marketing postage costs due to elimination of duplicates. It also helps in improving the overall quality of the list besides improving the company image due to error free and accurate data it offers to the user.

Visit the site www.winpure.com and get more details about the amazing list cleaning software and start.

List cleaning software

Most of the businesses and organizations today maintain information databases for their usage. Different types of lists are also part of this database. To maintain the accuracy and usability of these lists it is necessary that they are regularly updated and incorrect information is deleted. A good **list cleaning software** can do this job for you.

There are many **list cleaning software** packages available on the market today, but WinPure offers some of the best & easy-to-use data deduplication software and List Cleaner software. These software packages help to clean lists as well as databases and removes duplicate entries and inaccurate data. WinPure offers two versions of ListCleaner software ListCleaner Pro and List cleaner Lite.

Advantages of ListCleaner:

This **List cleaning software** helps to increase the accuracy of your customer data. It reduces marketing postage costs by eliminating duplicate entries from the database. It helps to improve any sort of lists such as contact lists, e-mail lists, prospects etc. and can clean Access, Excel and Text files that are generated from CRM or Outlook systems. It helps to improve your company image by standardizing names and addresses with error free information.

WinPure ListCleaner Pro, an award winning software package, offers data cleansing, list cleaning and Dedupe software. It sorts out contact lists, marketing lists, mailing lists along with other types of databases. There are around 8 easy-to-use modules and with the help of these modules the software can maintain any type of list easily and accurately. The latest version of WinPure ListCleaner Pro has the capability to import two separate lists and match the two lists.

WinPure ListCleaner Lite is a **list cleaning software**, dedupe and data cleansing software that helps to ensure the maintenance of sales/marketing lists, contact lists, mailing lists etc. There are 6 easy-to-use modules ListCleaner Lite that helps to maintain all types of list from a variety of sources.

Differences between list cleaning software - ListCleaner Lite & ListCleaner Pro:

- ListCleaner Pro can import and handle larger data files
- ListCleaner Pro can import two separate lists
- ListCleaner Pro has statistics and table matcher module
- ListCleaner Pro offers advanced data filtering techniques

These **list cleaners** software packages are popular over the world due to easy usability. **List cleanup** thus helps to streamline the processes and procedures and maintains the organization's database.

WinPure offers a variety of simple yet powerful data deduplication or **list cleaning software** that are affordable too. Visit the site www.winpure.com to learn more about these products.

Merge Purge

Imagine you are a company head and want to launch an email campaign to sell your products online, how do you identify your target audience? Your target audience includes people who have inquired about your product and people who purchased the product last year. You approach various list owners for their lists. But as the lists are from different sources there are strong possibilities of list duplication. Merge Purge is the technique that helps to combine the addresses, names and other related data from various lists and helps to eliminate duplicate entries.

Merge Purge software helps to create a comprehensive database with accurate data. A clean and accurate list offers many advantages to the marketer. It helps the marketer to reduce his marketing costs invested in purchasing cleaner lists, enhances customer retention and brand preservation. All these advantages lead to increase in customer acquisition. The list owners have additional advantage of reduced opt-out rates, increase in sales and rentals, fewer customer complaints and high satisfaction rates.

Generally different databases are compiled from various sources. The gathering, merging and purging of huge amounts of data can cause problems with this data. At times this leads to the corruption of data, inclusion of errors, data duplication, data decay, etc. The solutions to all these problems are **Dedupe** and **Merge Purge** software.

WinPure offers many different types of products that include **Merge Purge** and deduplication software. WinPure Clean & Match 2006 tackles this problem effectively.

WinPure Clean & Match 2006 is a comprehensive data cleansing, **data deduplication** software and a data listing software solution. It helps you to clean your mailing lists, spreadsheets, marketing databases and electronic mails. The software carries out data deduplication and offers you the option of basic as well as advanced search. It helps to merge duplicated records on one or two lists which help to make the merging process effective as well as easier. WinPure Clean & Match 2006 offers some interesting features such as 'Safe Merge' options that make sure that no data is lost while merging the records.

WinPure offers simple to use and inexpensive products and services that are very useful for data cleaning experts and IT specialists. These solutions aid greatly in improving the data quality and providing an accurate base for database management procedures. Visit the site www.winpure.com to know more about the **Merge Purge** & **Dedupe** products and other related services offered by the company.