



callbox

# Data Cleansing and Verification

Did you know that 35% of business data becomes obsolete every year?

By logic, if you've been using same database in the last 2 years, it is likely that about two thirds of your marketing communications could be going to waste. With a campaign as off-targeted as that, you get a snowball's chance in Houston of getting a sale.

Now more than ever, you need to put more emphasis on data quality. Have regular data cleanup to check your database for errors and ensure that you have complete, accurate, and reliable information to drive your marketing lead generation campaign.

#### Call

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#### Email

info@callboxinc.com  
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#### We offer the following services:

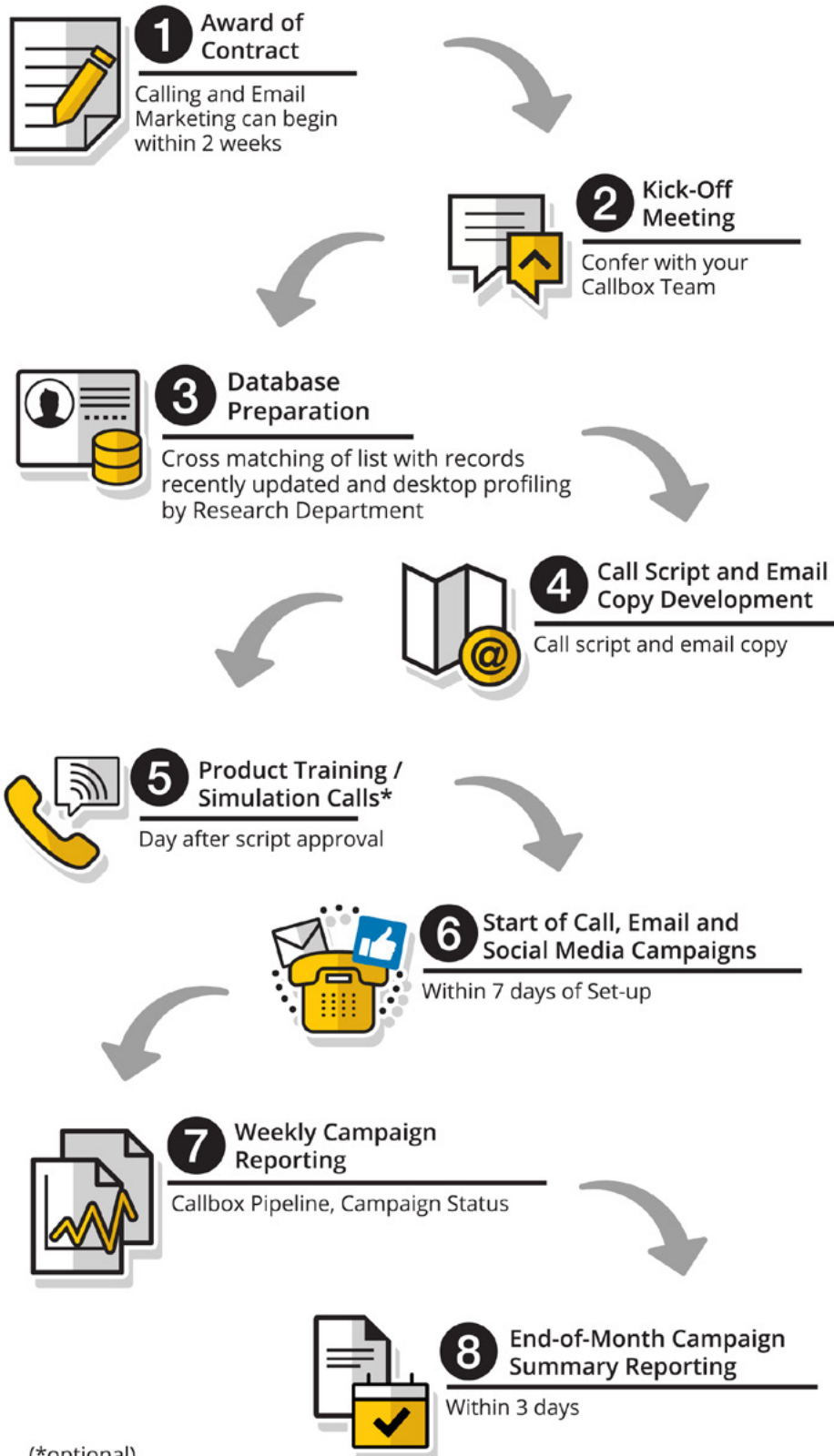
- Data Cleansing / Data Scrubbing
- Verification of Data
- Deduplication
- Database Management

For quality data cleansing solution, we telephone contacts on your database to confirm every piece of business information you hold with them. We retrieve missing details and apply necessary changes to eliminate goneaways, duplicate entries, and contacts that fall outside your target criteria. Use our data verification service to validate contact names, contact numbers, email addresses, postal codes, and other pertinent contact details. We also provide data management services to keep your database well-organized, updated and fully locked and loaded for your next marketing campaign. Call or email us today and we'll make that old database as good as new!

  
SALES & MARKETING SOLUTIONS

# How Our Service Works

The Callbox Process for Data Cleansing & Verification Campaigns



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