

List Processing Summary

Client	Sample Dealer
List Date	9/5/2013
Processed	09/05/13 - 09/19/13
List Source	ADP
List Type	Customers

	Ford Makes	Mazda	Other Makes
Original Records	23,360	4,360	2,729
Trade Addresses	616	171	119
Change of Address:			
Changes	6,017	1,199	844
Deletions	312	51	56
Duplicates:			
Family Name	1,152	61	35
Address	794	44	19
Undeliverable Addresses	2,252	516	324
Total Records Changed or Deleted	11,143	2,042	1,397
Improvement Over Original Data	48%	47%	51%
Company Names Removed	532	93	21
Duplicates Between Groups	0	0	714
All Useable Records	17,702	3,424	1,441
Useable Records Within 100 Miles	16,824	3,255	1,350



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