# Are incorrect keystrokes affecting your database accuracy?

# Dynamic Matching will verify data before it's etched into history.

# Dynamic Matching

## Ensuring your customers never go out of reach.

### What is Dynamic Matching?

Dynamic Matching is an innovative CRM tool for dealers to ensure direct mail, marketing emails and phone calls always reach their intended recipient. By referencing the latest data collated from Sensis, Australia Post and other sources, with Dynamic Matching any customer or prospect entered into your Dealer Management System will have accurate contact information.

### How does it work?

With Dynamic Matching, you can search by partial address or name and our solution will automatically pre-fill the rest for you. It conducts a single search to return the details of all individuals who reside at the address. By verifying your data as soon as it's entered, your database will be complete with accurate contact information readily available for any marketing campaign.

Dynamic Matching also has the ability of verifying email domains ensuring email accuracy in its entirety. As emails are quick and cost effective, it's essential that you have the right email addresses for the greatest success. An email can be undeliverable with just one incorrect keystroke so the accuracy of email addresses can't be emphasised enough. Dynamic matching is the next step in having your most successful marketing campaign.

### Why Dynamic Matching?

Instead of conducting audits on your database, Dynamic Matching ensures data is entered right the first time to ensure it's the last time. Not only is the effectiveness of data entry improved, prospect follow up, customer retention and other important sales related activities can be completed effectively and accurately. Keep your database up-to-date and on point with Dynamic Matching - ensuring your customers never go out of reach.