

## **Data Cleansing/Append Services**

**Prepared by John H. Taylor (johntaylorconsulting@gmail.com)**

Spring 2023

Requests for suggestions regarding vendors for data cleansing and append services frequently appear on the listservs. The reality is that the number of vendors out there grows – and changes – constantly. It is nearly impossible to maintain a comprehensive list. Therefore, the following is not intended to be inclusive of all vendors/services.

The significant players don't change that often. But I am always interested in hearing first-hand reviews of excellent new vendors – as well as old vendors who have become "stale." Should you have news in this regard, please email me at the address noted above.

There are dozens of vendors that offer these services. However, when I am asked about this, I am reluctant to reply. Not only is the list long, but I fear that folk will take my list as "gospel," suggesting that they are the best service providers. In fact, at both Duke and NC State, we used multiple vendors for these purposes and changed vendors every few years to see if anyone had become better/cheaper (and kept the vendors on their toes!).

With that as a backdrop, here's a list of vendors I have either used, my clients have used, or who have been highly recommended:

AccurateAppend

AlumniFinder

AlumniSync

Blackbaud – Some services are “built in” for clients. Others cost extra. Any NPO can purchase BlueRidge Data, LLC (owner, Steve Hafner – HEP founder)

Brian Lacy & Associates

CityTwist

Datafinder

eTargetMedia

Experian

FreshAddress

Godata

HEP Data (Acquired by SSB in 2019; SSB also acquired Affinaquest in 2021 and shifted corporate identity to that name)

MelissaData (including Mailers+4 for mail automation/standardization)

NAICS

Relevate

TouchPoint