

## Encompass Data Cleanup

Accurate information about your alumni, friends, and supporters is the foundation for effective communication, flourishing events, donor outreach, and ongoing engagement. From strategy and marketing efforts to performance measurement, possessing quality data positions you to make the best possible decisions for your institution's missions and goals.

The Encompass platform allows you to constantly collect valuable contact information and engagement insight from your constituents. Are you keeping new, incoming data merged and synchronized with your existing records? How does your institution handle non-member records created through unauthorized form submissions? Are you effectively synchronizing incoming Encompass data with your offline database? Merging records to maintain accurate information about your constituents and their engagement with your institution is vital to executing better outreach strategies.

If your institution is lacking the time or resources to keep your data accurate and relevant, we've got you covered. Encompass Data Cleanup from iModules offers matching, merging, and clean-up of your Encompass data.



*Encompass Data Cleanup delivers accurate data to help you make the best possible decisions for your institution's missions and goals.*

### High-performing decisions and outcomes begin with uncluttered data:

- **Identification of duplicate records in your Encompass database.** Save costs and improve efficiency for your email and marketing efforts through the most up-to-date and easily accessible data.
- **Merging of non-member records with existing records.** Merging records allows you to maintain accurate contact information and have a complete and historical view of a constituent's engagements and transactions to better support targeted and segmented messages, experience strategies, and performance analytics.
- **Delivery of cleaned-up, standardized data for your database.** Maintain cleaner data to execute more effective and personal marketing messages through accurate and consistent data.

