

How to place an order with Listcleanup.com (1 of 3)

- 1] Sign into your account with your e-mail address and password (the information used when the account was created)
- 2] Click on “Place an Order” (located at the top of the screen or the left panel)
 - Click on the tab that contains the service(s) you wish to order (example: Address Hygiene and Update, Data Append etc.) each tab contains a listing of different services and multiple services can be ordered on one file.
 - Select “Next” after all desired services have been selected (located at the bottom right hand corner of the screen).
- 3] Click on “Place an Order” (located at the top of the screen or the left panel)
- 4] Choose Options (if Applicable) page will display the necessary forms required for some selected services such as Move48, Move18, email processing, etc and will display the expiration date. If you do not have a current form on file you will be able to click on a link later in the process to get the form to fill out and send it in to Customer Service
- 5] Load File this is where you need to give us information about your file so it can be uploaded for processing
 - A) Select appropriate file type—changes to this process are:
 - For Delimited files, there is now a box to let us know the type of delimiter you are using (default is “,”) if your file is TAB delimited this box needs to contain a “T”. Also there is now a check box to let us know if your data file has a HEADER row or not. If it does have a header check this box.
 - For Fixed ASCII files, we now require a “Layout File” to upload along with your data file. We provide a link to a “Sample Layout File” for you to download and save to your file system, make the necessary modifications to define your file layout to us. (Once modified you can continue to use your new layout file provided your data remains the same.) When you have the layout file ready to upload, click the browse button beside the layout file box to grab it and then click the browse button towards the bottom to upload your data file.
 - B) Then click Next to proceed with the uploading of your file.
- 6] Validate Input Once the file has been read in we will present you with possible mapping of the data you uploaded. During the evaluation of your data we may have found some discrepancies in your data. Clicking on the red arrow beside the listed discrepancies will provide details. You may want to correct these discrepancies or simply proceed. The discrepancies will not prevent the file from processing. For more details on the mapping and validation see the section below.
 - During the reading of your data we have made assumptions about how your data should be mapped for processing that may or may not be correct.
 - Review this mapping and make any necessary adjustments you need to make to ensure the mapping of your data is correct.
 - Then click Next to proceed with the order.
- 7] Submit Order
 - This is where you will choose the desired turn-around time for the services you selected and see an estimated cost of your order.
 - In this area you can also click the link to the necessary form(s) required for the services you selected. (if a form is required)
 - You can also use the “Special Services” box to pass on any special instruction required to process your order.
 - If you need a PO or reference number that information can be supplied here.
 - Under Billing Info – select how you are paying for the order.
 - Then click “Confirm and Submit” to complete the process of placing your order.

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8] Confirmation

- This is the final step in the process
- It displays the information about the order you just placed with Listcleanup.com
- You have now completed the placement of your order and you may now place another order or simply log out of your account.



Once your order is in the system for processing it goes through a verification process. The system will read your data file and attempt to verify the file. If your data does not pass verification please review your file and resolve the issue(s) listed. If you have difficulties resolving the issue(s), please contact Customer Service at (855) 631-5050 or listcleanup-customerservice@authenticom.com

When you receive email notification your order has completed, you will simply log into your account select "Account" at the top of the screen then select "View Orders / Retrieve Files"

Thank you for choosing Listcleanup.com and please feel free to contact us with any questions or assistance.

Contact Information

Phone: (855) 631-5050

E-mail: listcleanup-customerservice@authenticom.com

/// Additional information about how the "Validate Input" evaluates your data //////////////////////////////////////

File Mapping

If there is a header, the header is read and column names are used and tested against a list of possible matches for our expected headers. (e.g. first name) If the file has no header, the first 100 lines are read and tested against known patterns. There aren't known patterns for every column. For instance, there is no way to distinguish between a city and a last name. However, the parser can look for telephone numbers, zip codes, states and address lines because these have distinct patterns.

Validation of the Data

After the headers have been mapped, the rest of the data is read assuming that it is the type of data that we were expecting. For instance, if the column was determined to contain address data, then the rest of the columns are compared against the address pattern. If they do not match the expected pattern, then a message is raised.

Other types of validation done include:

1. Are the number of columns the same for every line
2. Are the number of characters the same for every line (fixed length only)

Determine confidence in the data

The confidence in the data is determined by line validation and column validation. Confidence comes down to how likely it is the file will pass through workhorse without customer service intervention. It is supposed to let the customer know if there are places in the file with data issues that MIGHT need to be addressed.

//////////////////////////////////// Just because a column flags does not mean that the data is bad //////////////////////////////////////

The confidence that a column is mapped correctly is done by taking the number of columns that didn't match the expected pattern and dividing it by the overall number of columns. The confidence for each column is then averaged. Along with this is the number of lines that had to be skipped because of incorrect column count.

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For example, if we have a file with 1000 lines and 10 columns with the following layout:

- 200 had to be skipped because of column count problems
- Columns are: First Name, Last Name, Address1, Address2, City, State, Zip, Web, Phone, Email
- The columns mapped are: Address1, State, Zip
- 50 lines of addresses did not match
- 100 lines of states did not match
- 200 lines of zip codes did not match

The average column confidence is based on the remained 800 lines that weren't skipped

- Address confidence is $750 / 800 = 93.75\%$
- State confidence is $700 / 800 = 87.5\%$
- Zip code confidence is $600 / 800 = 75\%$

The overall confidence that the columns were mapped correctly is the average of the three values, 85%. So far, the file has a GOOD chance of being parsed without customer service intervention.

Add the fact that 200 lines were skipped due to incorrect column count and the average is now only 80%, which is a FAIR chance of going through workhorse without customer service intervention.

| Symbol | Color | Name | Success Rate | Message |
|---|--------|-----------|--------------|--|
|  | Green | Excellent | >95% | |
|  | Blue | Great | 90%-95% | |
|  | Yellow | Good | 85%-90% | |
|  | Orange | Fair | 80%-85% | If you proceed, your file may be rejected. Please review your data against below and try to fix the errors in your file before proceeding. |
|  | Red | Poor | <80% | Your file has serious data inconsistency |

| Type | Error Message | Description |
|--------|---|---|
| Line | The number of columns did not match the expected (X vs Y) | This happens primarily in delimited files. After the number of column is determined (by header or by reading a sample line) then a number of columns is established. If the line read has a number of columns that doesn't match what was established at the start then the line is not parsed or validated and this error message is recorded. |
| File | No patterns were found in the columns to suggest how to map them. | The columns were all tested for the known patterns, such as phone, state or address. If no known patterns were found then this message is shown. This message is rare. |
| Line | Line lengths do not match | This is only for fixed files. Like the number of columns, a number of expected characters per line is established when reading in a fixed file. If the number of characters on a given line does not match the expected, this message is recorded. |
| Column | Column value does not match expected input for column | After a pattern, such as phone, has been chosen for a given column, any data in that column that is not formatted like a phone is going to be flagged as "not matching expected input." |
| File | X/LineCount Columns had data discrepancy | The number of columns shown here will probably NOT add up to the number of columns shown in the table. There can be more than one discrepancy per line. |