



Data Cleaning Services

Data Scrub Service:

Our data cleaning service includes data cleaning and data verification processes

- | | |
|--|--|
| <ul style="list-style-type: none">• Standardize data fields and formatting.• Remove unwanted characters and data.• Identify dangerous contacts (spam traps etc).• Standardize company names (upon request). | <ul style="list-style-type: none">• Identify inaccurate or outdated contacts.• Identify records with inaccurate emails.• Verify email addresses.• Remove and consolidate duplicate records. |
|--|--|

Ask an account manager about any specific data cleaning not listed here.

With 200+ scrubbing processes we have developed a system that allows us to identify the overall accuracy of a record based on all of the given data, not just whether the email is valid. An invalid or dangerous (spam trap) email will always result in a record being categorized as bad, but our processes allow us to identify many records with suspicious or “questionable” content that still appear on the surface to be accurate. We also fix and remove inaccuracies whenever possible.

We deliver your data fully cleaned with either a good or bad status as well as a report on the data overall and a separate file detailing all data cleaning changes for each record.

- Good: Records that have been verified as accurate or have a very high likelihood that they are accurate.
- Bad: Records that are known to be inaccurate or based on data analysis have a very high likelihood of being inaccurate.

Data Scrub

Records	Price per Record	Total Cost
5,000	\$0.20	\$1,000
10,000	\$0.16	\$1,600
25,000	\$0.12	\$3,000
50,000	\$0.08	\$4,000
100,000	\$0.05	\$5,000
400,000+	\$0.04	\$16,000

Email Verification

Records	Price per Record	Total Cost
100k	\$0.015	\$1,500
250k	\$0.01	\$2,500
500k	\$0.008	\$4,000
1MM	\$0.006	\$6,000

We can also provide manual phone verification for an additional \$0.15/record

For more information talk with one of our Data Scrub experts at (818) 252-8140.

For a FREE Data Scrub analysis send 100+ records to datascrub@mountaintopdata.com

Did you know that over 95% of records with 5+ consonants in a row in the contacts last name are bad records. We wouldn't rely on this alone though, combined with 200+ other analyses we know if we need to leave the last name alone, fix it, or flag the whole record as bad.

**(this does not hold true for Icelandic databases)*

While we can identify, and fix many bad records and database issues, we cannot identify all instances of inaccurate information, bad email addresses, etc. We're good, but not yet perfect.