

Personator 4

The indispensable tool for personalized mailings

If you're a systems administrator who either maintains personalized mailing lists or who must combine data from different sources, you will benefit greatly from this one-of-a-kind data-management tool.

Benefits:

- Increase response rates with personalized letters
- Target markets by gender for greater ROI
- Save time parsing name & address fields
- Simple to use – setup in less than a minute

Features:

- Processes appx. 100 million records an hour
- Resolves double & mixed format name fields
- Splits full names & inverse names
- Drag & drop interface for files, databases, setups, & fields
- Works directly with: xBASE, FoxPro, ASCII, Access, Excel, SQL Server, Oracle, DB/2 database types

Intelligent parsing...

Merging new data into an existing database doesn't have to be an exercise in frustration. This new version of **Personator** intelligently splits name, address, and city-state-zip compound fields into their components, genderizes database records, and creates salutations for personalized letters.

Personator 4 now includes GenderBase 100, formerly an add-on, as a standard feature! This additional table of 100,000 first names includes a correction file that will fix abbreviations and typos such as "Wm" and "Ahrry," enhancing processing speed and accuracy.

Personator 4 parses compound fields containing either single or double names, plus inverse names and government inverse, into their structural components:

- Prefix (Mr, Ms, Dr, etc.)
- First name
- Middle name (or initial)
- Last name
- Suffix (M.D., Ph. D.)

Full Name: **MR SEAN J MC HUE JR VP**

Inverse: **MC HUE JR VP MR SEAN J**

Gov't Inverse: **MC HUE SEAN J JR**

Double Names: **MARY O DAY TRUSTEE FOR SEAN MC HUE**

Fields containing double names such as "Mr. John Smith and Ms. Mary Jones" can be output to two separate full-name fields (contained in the same record), two sets of split name fields, or even to a newly created record to contain a second name.

Address parsing...

Personator 4 can also parse as many as three address lines, as well as city-state-zip fields, into their respective components... ideal for direct mail processing.

Genderize and build salutations...

You specify how conservatively or aggressively to genderize and whether your database has a dominant male or female population. You also specify whether the prefix should be put into its own field or inserted ahead of the first name. **Personator 4** can also exploit a suffix field to add a prefix such as "Dr." for "John Smith, MD."

Superior logic, and speed...

Personator 4 creates both formal (Dear Mr. Brown) and informal (Dear Greg) salutations using the prefixes it creates. When it encounters neutral names (Lee, Chris, Dale), you can assign a neutral salutation (Dear First Name, Last Name) or a "slug" (Dear Valued Customer).

Requirements...

- Microsoft® 2000, XP or Vista
- Intel Pentium III® or better
- 64 MB of RAM minimum, 128 MB is recommended
- 10 MB of available hard disk space

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