

# SuperDupe II FOR WINDOWS

## for Windows SuperDupe II

- Cost-effective
- Easy to use
- Fast & efficient

### You're in control

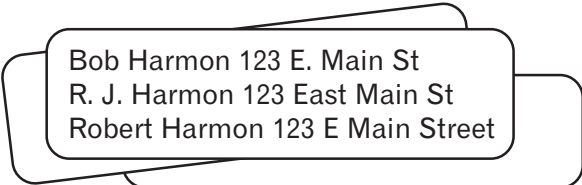
With **SuperDupe II**, you're in control of the checking criteria. Set it to find multiple records going to the same address by using the Address & ZIP™ only checking criteria. Using the Name & ZIP Code™ option finds customers who may have moved. SuperDupe II even allows you to check duplicate phone numbers or set user-defined options to check for duplicates based on custom fields or I.D. numbers.

**SuperDupe II** also allows you to set the criteria for determining which record to tag for deletion. Use highest or lowest in a list, most complete, etc. After processing, view or print a list of the duplicate records found by SuperDupe II. It even includes a pack command to permanently delete duplicate records from your list.

### Advanced soundexing & user controlled checking criteria

**SuperDupe II** uses an advanced soundexing algorithm to find duplicate records other programs may miss. It can identify sound-alike or near-matching names, initials, even nicknames like Bob for Robert or Dick for Richard.

Example: the following would be identified as duplicates:



Bob Harmon 123 E. Main St  
R. J. Harmon 123 East Main St  
Robert Harmon 123 E Main Street

### Make one, good impression

It is estimated that 10 percent of the names and addresses in the average mailing list are duplicates. Beyond the waste of printing and postage costs, duplicate records water down your marketing message and can annoy recipients. Your mailpieces are more likely to be tossed than opened.

## Identify & eliminate duplicates ...and all that waste

### SuperDupe II...

#### It just makes good business sense

- Increase response rates & ROI
- Maximize financial performance of your database
- Save time de-duping up to 7 lists at one time
- Find duplicates by multiple criteria
- Search for duplicates using custom fields
- Merge field data from one list to another
- Check different file types at the same time
- Works with your favorite contact database programs:
  - .dbf (dBASE, ACT!, Visual FoxPro, Goldmine)
  - .txt (ASCII Fixed-length)
  - .csv (ASCII Comma-delimited)
  - .mdb (Microsoft Access)
  - .xls (Microsoft Excel)

### Save time. Check up to seven lists at once!

**SuperDupe II** makes it easy to combine your regular mailing list with other lists. It can check up to six new lists against your master file. You also have the option of merging field data from one list to another to eliminate outdated information or fill in missing or incomplete data.

**SuperDupe II** is so good, it can even operate on different file types in the same checking session. Find a mistake in your list? Fix it without leaving the program. SuperDupe II contains a built-in editor so you can edit records before or after you check your list. With the powerful duplicate checking features in SuperDupe II, there's no more excuse for wasting money on printing, postage, materials, and labor.

Requirements: Windows 2000 and higher.  
SuperDupe II on CD-ROM: \$995.