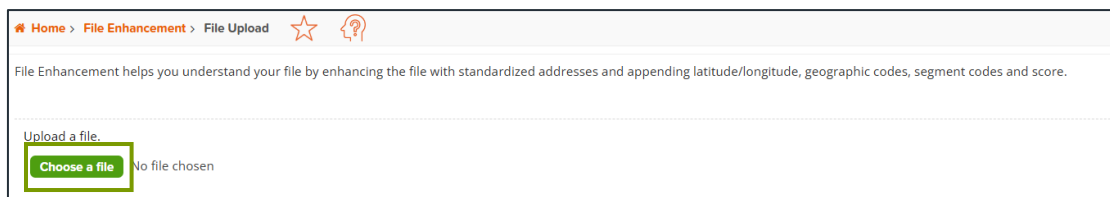# File Enhancement

OVERVIEW

File enhancement is a tool within Claritas 360 that allows you to append geographic data, segmentation data, and/or Claritas Scores to your customer files.

FILE UPLOAD

1. From the home screen, select the File Enhancement tool.

2. Select the Choose a file button to upload the file you wish to enhance.

identify
deliver
optimize

3. Identify the appropriate column headers from the dropdown menu. Then, select how you want to handle addresses that are not exact matches.

GEOGRAPHIC APPEND

1. Select which geographies you would like appended to the enhanced file. The default is for all your licensed geographic options to be selected.

   Note: The User Selections box shows the selections that have been made, the steps that have been completed, and the steps that are still required.

SEGMENTATION APPEND

1. Select your segmentation system. After you have selected a segmentation system, the most common options for level of coding have been preselected for you. To change or to add any additional selections, click the appropriate ON/OFF buttons.

    Note: Only the segmentation systems that you license will appear on your screen.

CLARITAS SCORES

1. Select if there are any scores you would like appended to your file.

GENERATE OUTPUT

1. Select your output file format, determine which output options you want ON/OFF, and name your file. Click Submit Job.

2. Click the OK button to open the My Jobs window to monitor progress.

OUTPUT OPTIONS

1. After your file enhancement job has completed, select the job by double clicking on the job number.

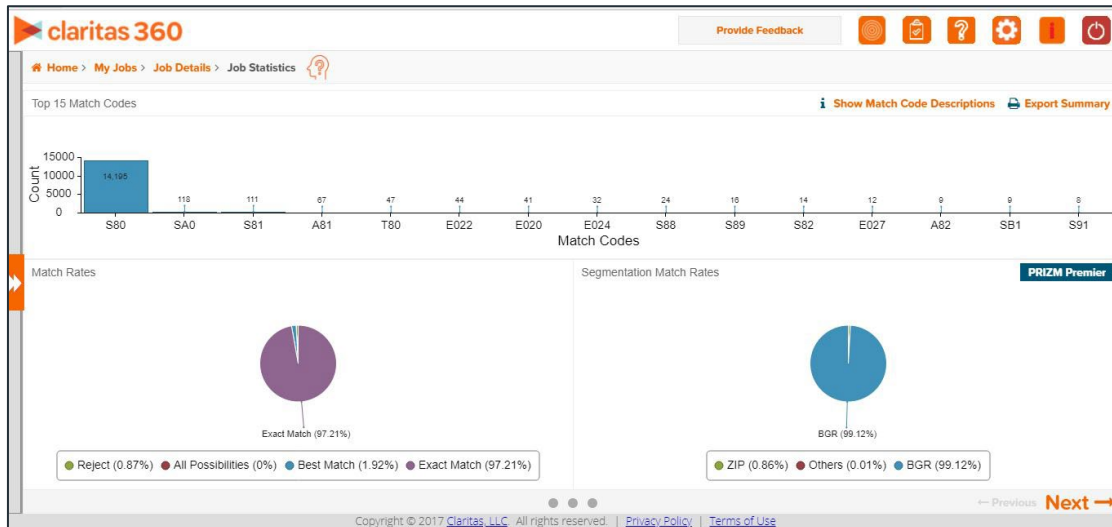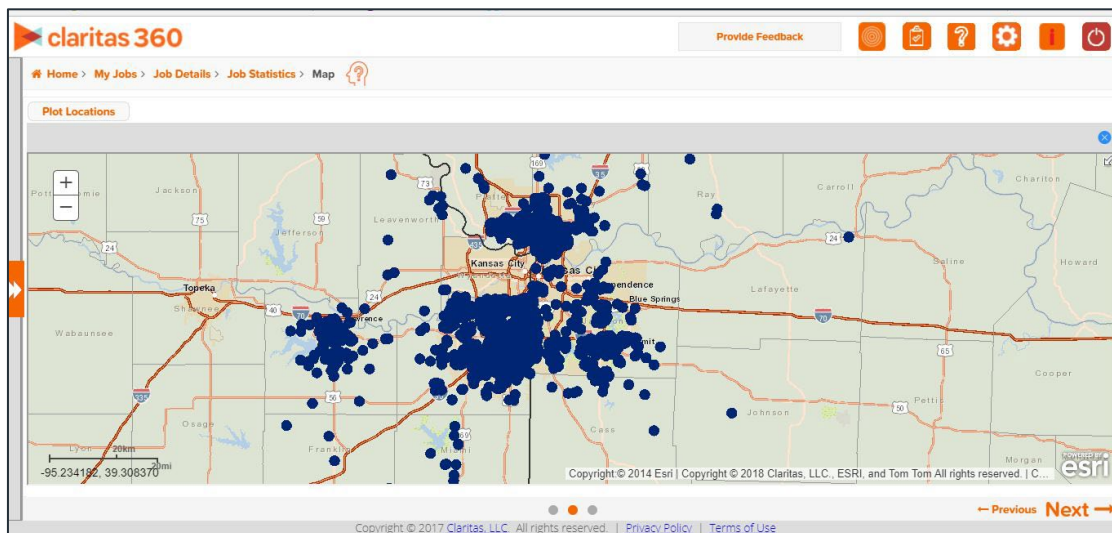2. The first window displays the match rate statistics for your customer file to the Claritas address database.

3. The next window displays your addresses plotted on a map.

4. The last screen gives you the option to export your enhanced file and displays the common workflows associated with file enhancement.