


Innovairre's merge/purge is just better. There is no duplicate.



Innovairre's *Power Purge Technology*
delivers the industry's highest level
of dupe elimination.

With higher postal costs and less effective lists,
merge/purge is more important than ever.
Yet all merge/purge services are not the same.
Only Innovairre offers *Power Purge Technology*...

- Eliminates Up to 25% More Duplicated & Undeliverable Mail
- Saves You More in Printing & Postage
- Provides Detailed Reporting
- *Delivers:*
 - 72-hour turnaround
 - Concurrent, Phonetic & Soundex Matching
 - Household & Individual-Level Matching
 - Online List of Lists Tracking

- DMA Pander and Prison Kill File Suppression
- Deceased File Processing
- Multiple Gift Arrays and Scanline Creation
- Finder ID Sequencing/Custom Splits

There is a Difference

For merge/purge, demand the one and only
Power Purge Technology. There is no duplicate.

Call us at 1-800-248-9834.

Email: Hello@Innovairre.com • Web: Innovairre.com



Ask our experts about...

Database Management

Innovairre's experts can do it all:

- Full service/active management
- Turnkey solutions
- Covering all data inflows & outflows
- Around the clock access

All supported with proactive account management.

Data Analytics

Innovairre's nonprofit data experts can help:

- Leverage big data on smaller budgets
- Use structured & unstructured data
- Deploy cutting-edge, machine-learning models
- Provide effective, actionable reporting & analysis

Analytics are essential for NPO success. Innovairre has the expertise today's NPOs need.

Masterfile Audits

Innovairre's *Masterfile Audits* prove fundraisers can:

- Lower acquisition costs
- Find donor lookalikes
- Increase reactivation
- Enhance 2nd gift donations

Audits are recommended every 18 months for NPOs with 10,000 donors or more.

24-Hour Thank You Service

Innovairre's *24-hour Thank You Service* drives:

- Higher average gifts
- Greater response
- Increased frequency of giving
- Better conversion

Inquire about our *24-Hour Thank You Service* now. Time is money.

Operations Software

Innovairre offers the next generation of integrated software, built for NPOs:

- Manages everything from CRM activities to crowdfunding to caging
- Is cloud-based, cutting edge & very affordable
- Is available as self-serve software or with hands-on support

Every NPO should find out about the next generation technology very soon.

Merge/Purge

Merge/purge services are not all the same.

Our *Power Purge Technology*:

- Eliminates Up to 25% of Duplicated & Undeliverable Mail
- Saves You More in Printing & Postage
- Offers 72-hour turnaround
- Delivers the highest dupe elimination rates

Demand *Power Purge Technology* for merge/purge. There is no duplicate.



Insights & Expertise



Data & Analytics



Donor Software



Personalization



Direct Mail



Print Production



Digital Marketing



ROI Optimization



innovairre™
innovate for good

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