TargetSmart

SmartMatch

TargetSmart Leads with Data. 255+ million-record database.

Smartmatch. Powerful List Matching. Simplified.

Who we are

TargetSmart specializes in providing data-driven solutions that empower clients to understand, engage, and activate their key stakeholders. Our mission is to empower forward-thinking campaigns, companies, governments, labor unions, and non-profits to harness the full power of data, technology, and strategy to win their battles and build a better future.

What is SmartMatch?

SmartMatch, TargetSmart's cutting-edge self-service tool, is designed to empower your organization with effortless list matching capabilities. Simply start with your CSV or Excel lists and walk through the intuitive SmartMatch wizard to map your field layout and preferences. With its matrix of adaptive record linkage strategies, SmartMatch takes care of the rest, delivering an enhanced list with insight reporting and data dictionary support. Your enhanced layout can include any field from our comprehensive contact and analytics voter database, such as model scores, cell phones, and voter data.

SmartMatch Features Include:

- Easy-to-use field mapping, including a "Guess for me" option for simplicity
- Detailed view of the uploaded list for clear understanding
- User-friendly matching parameter controls for seamless customization
- Adaptive matching algorithm to pick the best strategies for your input list
- Comprehensive match reporting, including a data portrait of your list (PDF)
- Match result layout configured by Client Services, supporting any fields from our data dictionary
- Access to a comprehensive Data Dictionary (PDF, Excel) with each matched list

Curious About SmartMatch and its capabilities?

Experience the unparalleled potential of SmartMatch firsthand. Learn more about it here:

Elevate your list matching capabilities with SmartMatch and experience the power of seamless data integration. Simplify the process, enhance your insights, and make data-driven decisions for your organization's success. Partner with TargetSmart and unlock the potential of SmartMatch today.

PRICING

Per Input Record	$0.005
Per Matched Record (Includes Name, Address, Landline or VOIP)	$0.020
Per Wireless Phone Number Delivered	$0.035

TargetSmart.com

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