INPUT FILE

	A	B	C
1	FULL_NAME_AND_ADDRESS	PHONE	EMAIL
1	JAMES SMITH JR 15 Sylvanhurst Court Baltimore MD 21236	410-256-7369	
2	Paul David 702 STONEY MILL COURT COCKEYSVILLE MD 21030		
3	Steve Smith SR 1600 Pennsylvania Avenue Washington DC		stevie@gmaill.com
	Barley Raymond 7702 BEEKAY Rd MARYLAND 21219	4108932347	raymondbarley@yahoo.com
4	GEORGE herbert walker Clinton 1146 Court of Fiddlers Green 21015	410.477.5210	jimbob@comcast.net
	Bobby O'Rourke 1 MAIN ST Louisville KY 40293-1000	4108049876	robertorourke@gmail.com
5	Harry Jones 3700 Koppers St Baltimore MD 21227	(410) 850-4900	hjones@itresourcepartners.com
9	Sam Smith		sammy@
6	Ray Barley 303 International Circle 340 Hunt Valley MD 21030	410-309-9300	barley@rdacorp.com
11	Charles Williams		charlie@yahoo.com
7	Karen Peterson-Barley 22382 Avenida Empresa Rancho Santa Margarita CA 92688	919.555.4321	karen.peterson@@yahooo.com
8	Mickey Mouse 1234 disney way orlando florida		mickey@NOSUCHDOMAIN.COM

1. Name does not have proper casing
2. Address is an apartment building; apartment number is missing
3. First name and last name swapped (it's me!); address not proper casing; city missing
4. 2 middle names; city and state missing
5. Office building; suite is missing
6. "Suite" text is missing
7. How would you parse the address and city?
8. There are some comedians out there

Show Results of FULL NAME PARSE

	CONTACT_KEY	FULL_NAME_AND_ADDRESS	MD_Results	MD_NameFirst	MD_NameMiddle	MD_NameLast	MD_NameSuffix	MD_Salutation
1	901	JAMES SMITH JR 15 Sylvanhurst Court Baltimore MD 21236	AS01,GS03,NS01,NS05,NS06	James		Smith	Jr.	Mr. Smith
2	902	Paul David 702 STONEY MILL COURT COCKEYSVILLE MD...	AE09,AS02,AS17,GS03,NS01,NS05,NS06	Paul		David		Mr. David
3	903	Steve Smith SR 1600 Pennsylvania Avenue Washington DC	AE05,GE01,NS01,NS05,NS06	Steve		Smith	Sr.	Mr. Smith
4	904	Barley Raymond 7702 BEEKAY Rd MARYLAND 21219	AC03,AS01,GS03,NS01,NS05,NS06	Raymond		Barley		Mr. Barley
5	905	GEORGE herbert walker Clinton 1146 Court of Fiddlers Gre...	AC02,AC03,AS01,GS03,NS01,NS05,NS06	George	Herbert Walker	Clinton		Mr. Clinton
6	906	Harry Jones 3700 Koppers St Baltimore MD 21227	AE09,AS02,AS17,GS03,NS01,NS05,NS06	Harry		Jones		Mr. Jones
7	907	Sam Smith	GE01,NS01,NS05,NS06	Sam		Smith		Mr. Smith
8	908	Ray Barley 303 International Circle 340 Hunt Valley MD 210...	AC13,AS01,GS03,NS01,NS06	Ray				
9	909	Charles Williams	GE01,NS01,NS05,NS06	Charles		Williams		Mr. Williams
10	910	Karen Peterson-Barley 22382 Avenida Empresa Rancho Sa...	AS01,GS03,NS01,NS05	Karen		Peterson-Barley		Ms. Peterson-Barley
11	911	Mickey Mouse 1234 disney way orlando florida	AE02,GE01,NS01,NS06			Mickey		

MD_Results

CODE	DESCRIPTION
NS01	Name parsing successful
NS05	FirstName found in our census table of names. Very likely to be a real first name.
NS06	LastName found in our census table of names. Very likely to be a real last name.

Show Results of FULL ADDRESS PARSE

1. Address is an apartment building; AE09 - Suite is missing
2. City is missing; AC03 – The locality (city, municipality) name was added or changed
3. City and State missing; AC02 – The administrative area (state, province) was added or changed
4. Address is an office building; AE09 - Suite is missing
5. Properly parsed street and city
6. Latitude is an example of additional data you can retrieve

FULL ADDRESS PARSE – More Results

📑 Messages

MD_AddressTypeCode	MD_CarrierRoute	MD_DeliveryIndicator	MD_UTC	MD_Latitude	MD_Longitude	MD_AddressHouseNumb...	MD_AddressStreetName	MD_AddressStreetSuffix	MD_AddressSuiteName	MD_AddressSuiteNumber
S	C022	R	-05:00	39.389300	-76.486000	15	Sylvanhurst	Ct		
S	C065	R	-05:00	39.233100	-76.443600	7702	Beekay	Rd		
S		U	-05:00	39.530900	-76.311300	1146	Fiddlers Green	Ct		
S	C003	B	-05:00	39.243800	-76.675900	3700	Koppers	St		
P	B900	U	-05:00	38.197100	-85.696500	931000	PO Box			
S	C025	B	-05:00	39.477300	-76.637100	303	International	Cir	Ste	340
S		U	-05:00			1600	Pennsylvania	Ave		
S	C057	B	-08:00	33.636900	-117.604300	22382	Avenida Empresa			
S		U	-05:00			1234	Disney	Way		

Examples of additional data available based on the address

SELECT ONLY VERIFIED CONTACTS T-SQL

```
INSERT [stage].[FULL_CONTACT] (
    CONTACT_KEY
,    <COLUMN LIST in [stage].[FULL_CONTACT]
)

SELECT
    <COLUMN LIST in [stage] tables ...>
FROM [stage].[CONTACT_NAME_AND_ADDRESS] na
JOIN [stage].[EMAIL_AND_PHONE] ep
ON ep.CONTACT_KEY = na.CONTACT_KEY
WHERE CHARINDEX('NS01', na.MD_Results) > 0
AND CHARINDEX('AS01', na.MD_Results) > 0
AND CHARINDEX('ES01', ep.MD_Results) > 0;
```

INSERT / UPDATE T-SQL

INSERT NEW CONTACTS

```
;WITH NEW_CONTACT AS (
SELECT
DISTINCT srcCONTACT_KEY[CONTACT_KEY]
FROM  [stage].[NEW_CONTACT]

EXCEPT

SELECT
srcCONTACT_KEY
FROM [stage].[UPDATE_CONTACT]
)

INSERT INTO [dbo].[CONTACT] (
<CONTACT COLUMN LIST>
)

SELECT
c.<COLUMN LIST>
FROM NEW_CONTACT n
JOIN [stage].[FULL_CONTACT] c
ON c.CONTACT_KEY = n.CONTACT_KEY
```

UPDATE MATCHING CONTACTS

```
;WITH UPDATE_CONTACT AS (
SELECT
u.srcCONTACT_KEY[SOURCE_KEY]
,u.cmpCONTACT_SK[CONTACT_SK]
,c.<FULL_CONTACT COLUMN LIST>
FROM [stage].[UPDATE_CONTACT] u
JOIN [stage].[FULL_CONTACT] c
ON c.CONTACT_KEY = u.srcCONTACT_KEY
WHERE u.mdMatchPercentage = N'100'
)

UPDATE c
SET
c.<CONTACT COLUMN LIST> = u.<UPDATE_CONTACT COLUMN
LIST>
FROM [dbo].[CONTACT] c
JOIN [UPDATE_CONTACT] u
ON u.[CONTACT_SK] = c.[CONTACT_SK];
```