



CASE STUDY

Top Performance for WinPure's Clean & Match Tool



 BIRMINGHAM
HIPPODROME

COMPANY PROFILE

Birmingham Hippodrome is a cultural hub that gives everyone the chance to experience unforgettable theatrical performances, arts and culture

Birmingham Hippodrome engages with over 500,000 people each year with world-class performances on two stages, at their spectacular outdoor events and popular festivals and through their Hippodrome Education Network and other transformational participation projects.

DATA QUALITY CHALLENGE

Birmingham Hippodrome required some advanced data matching & cleansing software to help improve its marketing of ticket sales, particular with helping to identify duplications and to help make the data look more professional.

As Stephen Ebanks, Information and Sales Manager at Birmingham Hippodrome pointed out, “We needed something better to match records from our own database against records from other agencies that sell tickets, thus avoiding the sending of duplicate mail to customers and agencies”.

The popular venue tried out various other solutions but selected WinPure Clean & Match due to its array of cleaning and matching features, including modules for identifying missing data, correctly standardizing names and addresses, removing unwanted characters, deduplicating one or two lists using advanced ‘fuzzy matching’ and merge/purge facilities.



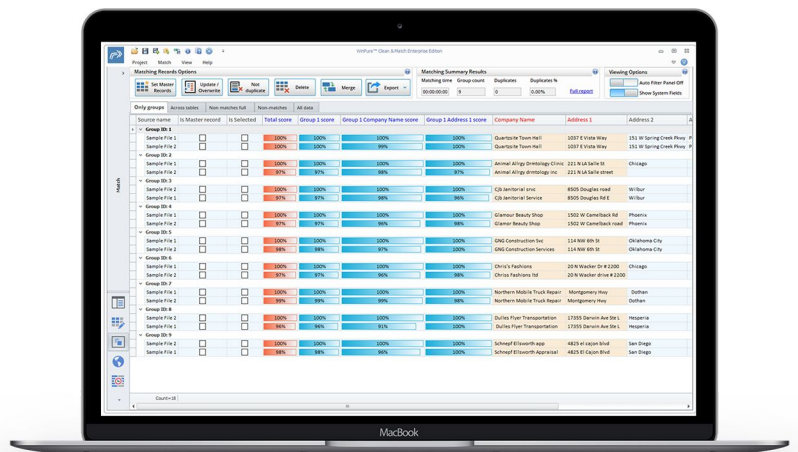
WINPURE SOLUTION

After considering a few other possible alternatives, Stephen Ebanks and his team chose WinPure™ Clean & Match, mainly due to its easy to use interface and fuzzy logic data matching. It would therefore enable them to remove all duplications and clean their lists meaning the quality of their data would vastly improve before going out to their mailing house.

Using WinPure Clean and Match has now enabled Birmingham Hippodrome to create duplicate free mailings with professional looking name and address details, which has resulted in lower mailing costs and a better branding image.

BENEFITS

- Best-in-Class Data Matching – While undergoing the data matching process, users were also able to locate 30% more matches than with the more expensive and difficult to use software.
- Avoided wasted direct marketing spend and upsetting customers by sending out duplicate mail.



**BIRMINGHAM
HIPPODROME**

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WinPure Clean and Match Software was the best tool we could find for our purpose. We use it regular to remove duplications and clean our lists meaning that the quality of our data has vastly improved before going to our mailing house.

WHY WINPURE

WinPure is a global data quality software company dedicated to helping business users within the entertainment industry get the most out of their data through data cleaning, matching and enrichment tools.

Accurate customer contact data allows you to provide the best support and service available, and WinPure's award-winning data quality software is the technology that can help with that.



Highly rated worldwide, sold over 50 countries across the globe



5 Star customer reviews from Trustpilot & G2 Crowd



Trusted and Reliable with 15 years in the industry



Tailored business solutions customized to your needs

SOME OTHER ENTERTAINMENT CUSTOMERS



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