



eCRM Solutions

Confidence Level Assignments

To be considered a match at *any* level, the records must match last name and city.

Phonetic matching may be used on last name, first name, and street name for some matches.

- C.L. 1** First Name *or* First Initial
+ Middle Initial
+ Street Name
+ House Number
- C.L. 2** First Name *or* First Initial
+ Street Name
+ House Number
- C.L. 3** First name *or* First Initial *or* Street Name
+ Street Name + House Number + House Number
+ Middle Initial *or* (Apartment + Middle Initial or ZIP Code
Number or ZIP Code)
- C.L. 4** First name
+ House Number *or* (Street Name
+ Middle Initial *or* 1 Address Element)
- C.L. 5** First name or First Initial
+ 2 Address Elements *or* (Middle Initial + 1 Address Element)
- C.L. 6 & 7 *** 2 or 3 Name and Address Elements
e.g., House Number + Apartment Number
First Name + ZIP Code
First Name + Middle Initial
First Initial + Street Name

<u>Address Elements:</u> Street Name House Number Apartment Number ZIP Code

- * Records with two or three Name and Address elements are assigned C.L. 6 *if* there is only one possible match for the last name in the city and the last name was *not* a phonetic match. If there is more than one possible match, they are assigned to C.L. 7.
C.L. 6 and C.L. 7 records with a publication date more than one year old are not considered matches.