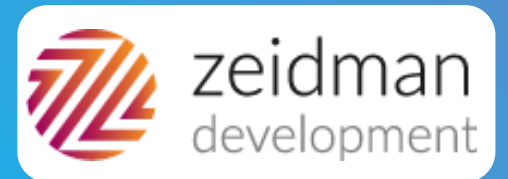


Seamless Integration, Hassle Free Importing and More



ROANNA RUSSELL
roanna@zeidman.info



bbcon[®] 2018

Who we are and what we do



Importacular



Audit Trail



Validatrix



Chimpegration



Contactegration



The Mergician

Where Can I Import From?

JustGiving[™]

 everydayhero

Eventbrite[®]

dotmailer

almabase

 **Graduway**

 **adestra**

isams

 **Excel**

and many more....

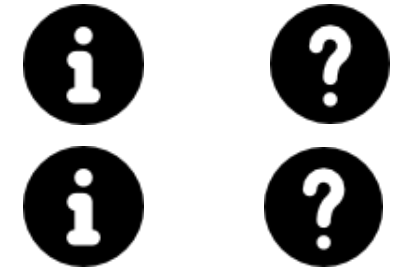
Maintaining your Raiser's Edge

Key challenges...

- ▶ Time
- ▶ Accuracy
- ▶ Data Cleanliness

...to name a few

How much can you import in one go?



How are Existing Constituents Found?

Importacular doesn't have a magic algorithm.

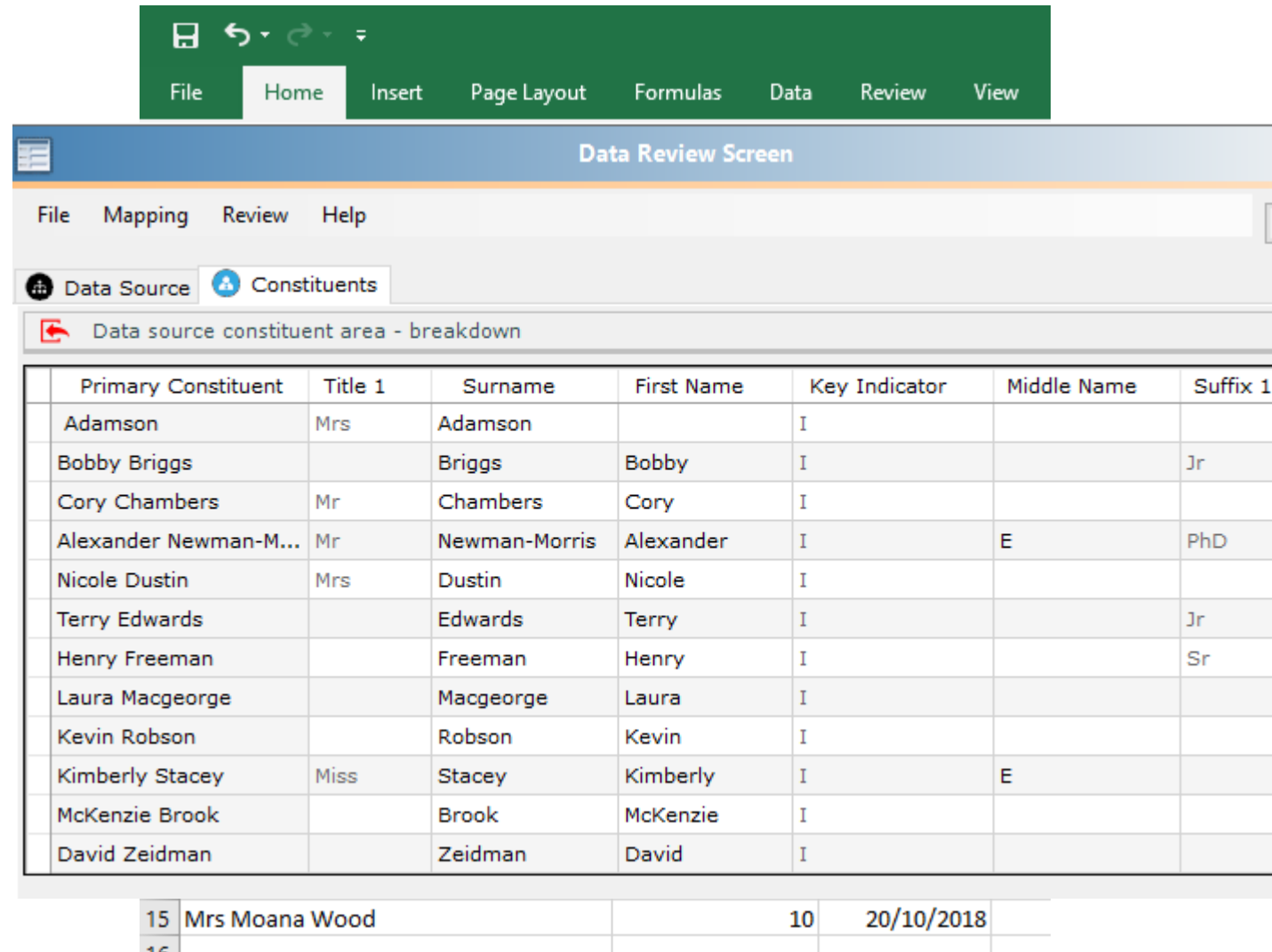
You know your data – You decide.



Matching Criteria

- First name
- Surname
- Address lines
- Email, Phone
- Aliases
- Spouse names
- Date of Birth
- Constituent Id
- Import Id
- National Insurance Number
- Membership Id
- Class Of

Cleaner Data - Name Parsing



	Primary Constituent	Title 1	Surname	First Name	Key Indicator	Middle Name	Suffix 1
	Adamson	Mrs	Adamson		I		
	Bobby Briggs		Briggs	Bobby	I		Jr
	Cory Chambers	Mr	Chambers	Cory	I		
	Alexander Newman-M...	Mr	Newman-Morris	Alexander	I	E	PhD
	Nicole Dustin	Mrs	Dustin	Nicole	I		
	Terry Edwards		Edwards	Terry	I		Jr
	Henry Freeman		Freeman	Henry	I		Sr
	Laura Macgeorge		Macgeorge	Laura	I		
	Kevin Robson		Robson	Kevin	I		
	Kimberly Stacey	Miss	Stacey	Kimberly	I	E	
	McKenzie Brook		Brook	McKenzie	I		
	David Zeidman		Zeidman	David	I		
15	Mrs Moana Wood				10	20/10/2018	

Cleaner Data - Transformations

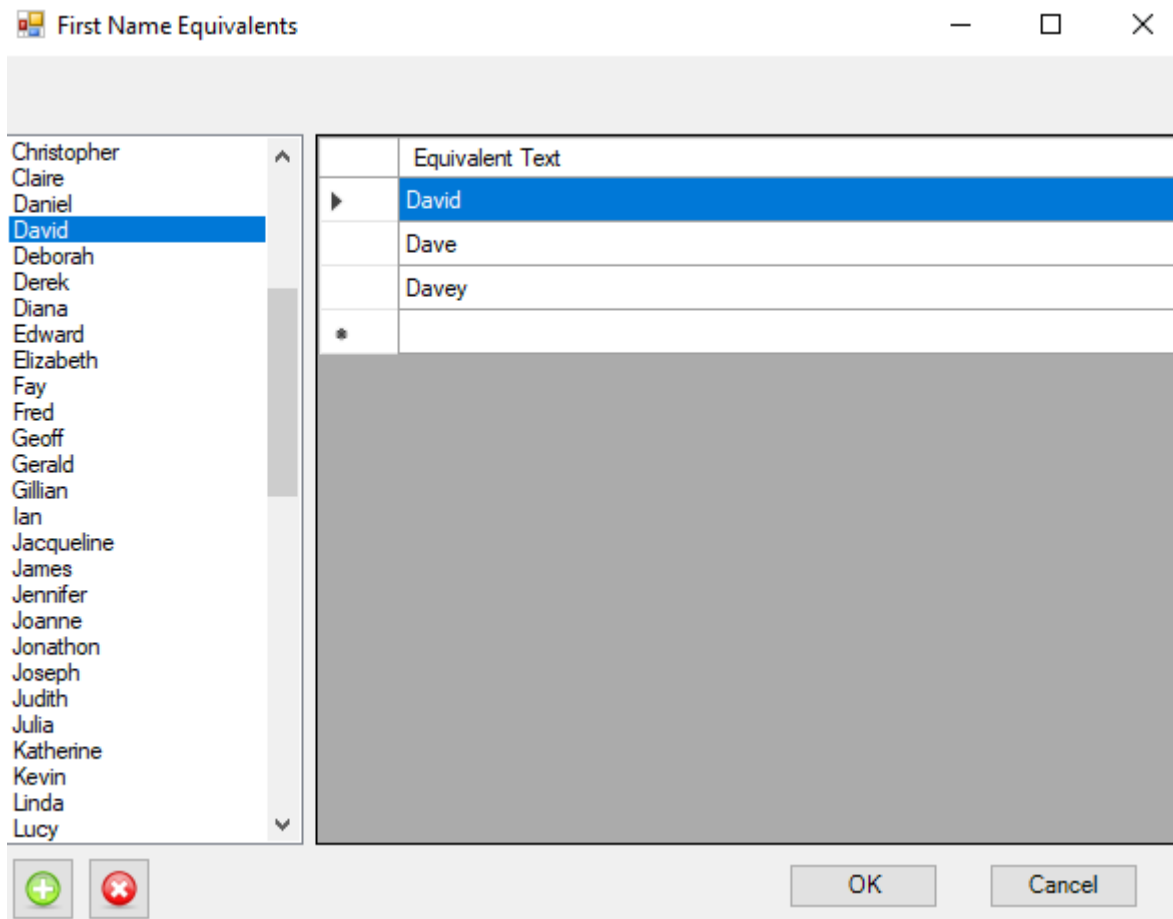
Navigation: [Data Source] [Constituents] [Actions]

Data source constituent area - breakdown

Primary Constituent	Title 1	Surname	First Name	Gender	Middle Name	Suffix 1
Adamson	Mrs	Adamson		Female		
Bobby Briggs		Briggs	Bobby	Unknown		Jr
Cory Chambers	Mr	Chambers	Cory	Male		
Alexander Newman-M...	Mr	Newman-Morris	Alexander	Male	E	PhD
Nicole Dustin	Mrs	Dustin	Nicole	Female		
Terry Edwards		Edwards	Terry	Unknown		Jr
Henry Freeman		Freeman	Henry	Unknown		Sr
Laura Macgeorge		Macgeorge	Laura	Unknown		
Kevin Robson		Robson	Kevin	Unknown		
Kimberly Stacey	Miss	Stacey	Kimberly	Female	E	
McKenzie Brook		Brook	McKenzie	Unknown		
David Zeidman		Zeidman	David	Unknown		

14	Ms Roanna Russell PhD	8	19/10/2018
15	Mrs Moana Wood	10	20/10/2018
16			

Cleaner Data – First Name Equivalents



Zeidman Development

Importacular can...

- Save time with multi-faceted imports, direct from the source.
- Avoid duplicates thanks to sophisticated matching criteria.
- Clean up data with advanced techniques.

...and much more.

How to get started with Importacular

- Either download from website or find in Plugins
- Activate after registering via our ZeidZone
- Free to import Constituent and Gifts data
- Subscription fees apply for other areas

Contact us for more info or a live demo: development@zeidman.info

LEARN
MORE

To learn more about our
products, please visit:

www.zeidman.info

Or contact us:

development@zeidman.info

THANK YOU!

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