

ELEVATE

DIAL LESS, CONNECT MORE

MARKETING SYSTEMS GROUP [MSG]

recently announced the release of **ELEVATE**,
a new telephone number screening process.

Elevate is designed to improve the efficiency of
landline phone files, whether client provided
lists or randomly generated samples.

GENESYS**WHAT IS ELEVATE?****LIST ENHANCEMENTS**

Elevate is a new automated real time screening process that provides a fast turnaround and cost effective solution for cleaning lists of landline telephone numbers. With the Elevate process, you will save time and money by eliminating nonproductive landline numbers from your file, whether client provided lists or randomly generated samples. Elevate pre-identifies landline numbers ported to cellular and is TCPA compliant.



How does Elevate handle ported and likely cellular telephone numbers?

Landline numbers ported to cellular will be pre-identified, flagged, and inserted into the final “good” file.^{*1}
Other telephone numbers that may be cellular, such as those that reside in cellular IK blocks are not identified.

What geographic area does Elevate cover?

Elevate works in the 50 US states and DC.

Is screening cellular telephones through Elevate an option?

No, Elevate does not currently support the screening of cellular telephone numbers.

Are there any geographic areas where Elevate may not perform well?

Elevate performs similarly across all geographies in the 50 US states and DC.

Is the process performed in real-time?

Yes, Elevate is a real-time process.

How much is purged in a typical landline RDD file?

60% to 65% of the numbers in a typical 50 US state RDD file will be purged from the file.

How much is purged in a Listed HH file?

20% to 25% of the numbers in a typical 50 state national listed HH sample will be purged from the file.

^{*1} Requires subscription to the WDNC list.



One-size-fits-all never does.

That's where we come in.

MSG's Sampling Enhancement services improve the productivity of any list, lowering your costs and saving time.

LIST ENHANCEMENTS

ENHANCEMENTS MADE TO SAMPLE INCLUDING DATA APPENDING, SCREENING, GEOCODING AND OTHER SERVICES.

REDUCE THE COST OF DIALING CELL PHONES

Cell-WINS is a non-intrusive, real-time screening process that identifies inactive telephone numbers within cellular sample. This can reduce your data collection costs by up to 20%.^{*2}

IMPROVE LANDLINE SAMPLE EFFICIENCY WITH CSS AND ELEVATE

CSS is MSG's premier attended screening process for landline telephone samples. The process removes all listed business numbers and dials the remaining sample to screen out non-working, non-listed business, and ported cellular telephone numbers. Depending on the sample, CSS can remove up to 85% of the non-productive numbers in your file.

LIST ENHANCEMENTS

All too often researchers must work with imperfect lists. Adding or updating critical information to a list can help you reach the right respondents more efficiently. MSG offers the following:

- **Cellphone Identification** - This process assists with TCPA compliance when dialing cellular telephone numbers. It identifies ported cell phone numbers and cell phones that originate from thousand blocks dedicated to cellular service so they can be dialed manually.
- **Cellular Billing Zip Append** - Cell phone area codes may not match their geographic location. Appending the billing zip code to a file of cell phone numbers will improve sample accuracy and productivity.
- **Forward Match** - Appending name and phone number (landline or cell) to address.
- **Reverse Match** - Appending name and address to telephone number.
- **Geo-coding** – Appending latitude, longitude and census geography so respondents may be pinpointed more accurately.
- **Demographics Appending** – Appending individual and HH level demographics to a file.

^{*2} Geography and telephone carrier can affect performance.