

Record Linking



Linking Records More Accurately. **Automatically.**

You already know that matching isn't just needed for removing duplicate records. A vital use of matching is Record Linking i.e. linking or grouping together records that match each other - sometimes just in pairs but frequently in groups of three, four or many more records for the same person, family, address, business etc. matchit automatically performs record linking as part of the matching process, assigning a Match Reference to group the records together and a count of the number of duplicate records in the group. matchit assigns the Unique Reference of the Master Record in the group as the Match Reference.

If the source data being matched includes a Unique Reference for each input record, matchlit uses the Master Record's Unique Reference as the Match Reference for each record in the group. If no Unique Reference is supplied, matchit assigns Unique References automatically. matchit also automatically determines which record in the group is the Master Record - usually this is the most complete record in the group, but the user can configure the software to prioritise data attributes that are most important to their use case e.g. to prioritise the email address with the highest quality score (which is also assigned by matchit automatically) or the verified postal address.

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Data Matching

When matching across two files, matchit assigns the Unique Reference number of the matching record from the main file (or master file) as the Match Reference for each matching record in the other file.

matchit can then write these Unique References and Match References to an output file for reading back into the source system for whatever that system needs to do e.g. removing duplicate records and relinking their subsidiary data (such as orders, notes etc.) to the Master Record so that no "orphan data" arises.

File Ref	Match Ref	Base Score	Highest Score	Master	Group Count	Name
0016355	0016355	0	0	Y	1	BARKER,ANDY,,
10 0882261	0882261	0	0	Y	1	MAIER,KURT,,
10 2001764	2001764	0	0	Y	1	GONZALES,JOSE,,
10 0014635	0014635	95	110	Y	4	NAUGHTON,ANTHONY,,
10 2047521	0014635	95	110	N	4	NORTON,ANTHONY,,
0588774	0014635	95	110	N	4	NAUGHTON,A,R,
1005587	0014635	95	110	N	4	NAUGHTON,A,R,
0016355	0016355	0	0	Y	1	BARKER,ANDY,,

- Intelligent fuzzy matching, built for contact data
- Finds the most true matches with least false matches
- Proven on UK and worldwide, consumer and business data
- Intelligently grades matches for automatic processing

How it Works

Grouping records together is a complex process which matchit performs quickly and efficiently behind the scenes. For example, take a look at the matching group shown below: using default rules, the 1st, 2nd and 4th records are grouped together as they match (although fuzzily) on name, address and postcode - or if matching at business level, on company name, address and postcode. The 3rd record doesn't include an address or postcode, but it matches the 1st record on name and email address (or company name and email address). Because the 3rd record matches the 1st and the 1st matches the 2nd and 4th, matchit groups all these four records together automatically.

NAME	COMPANY	ADDRESS 1	ADDRESS 2	ADDRESS 3	POSTCODE	EMAIL	PHONE
Anthony Norton	PAS	25 Kingsmill Lane, Bldg 3	Redhill	RH1 5YP		anaughton@pas.co.uk	(01737)454107
A R Naughton MIEE	Palma Alarms Limited	255 Kings Mill Lane	Building 3	Redhull	RH1 5YO	anaughton@gmail.com	
Mr. A Naughton	Operations Director	Palmr Alarm Systems Ltd.				anaughton@pas.co.uk	01737454100 x207
Tony Naughton	Palmer Alarm Systems	Unit 3	25 Kings Mill Ln	Redhill	RH1 5YP	info@pas.co.uk	01737454100

Of course, there's a lot more to it than this, because matchit must make sure that it doesn't group together unlike records that have a common record that matches them both - typical examples of this are:



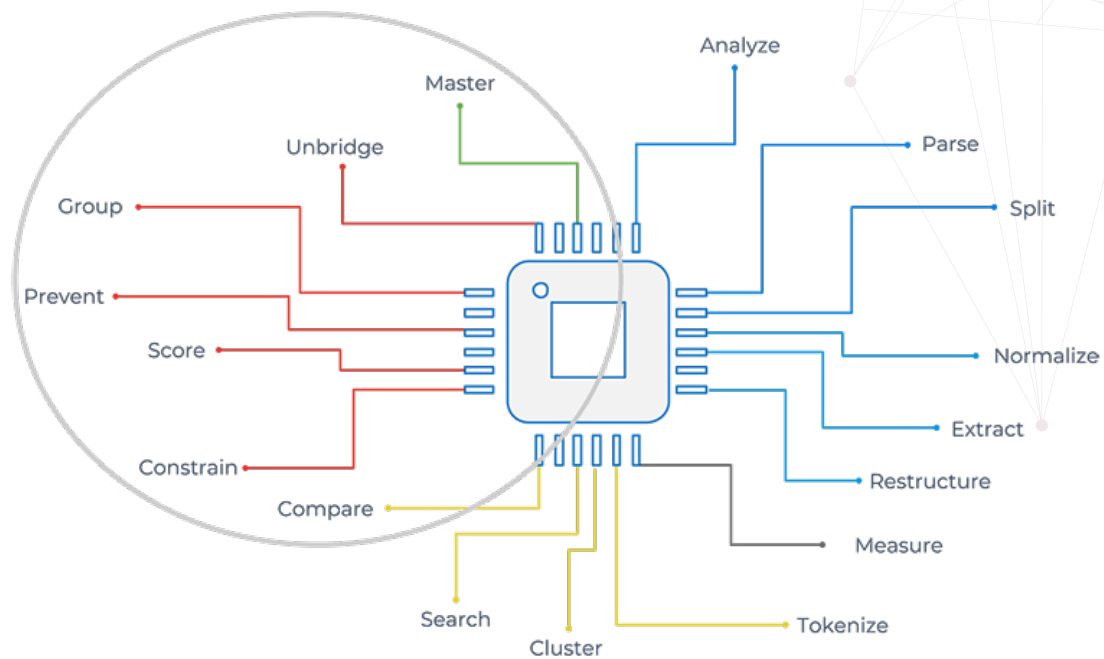
John Smith, James Smith and Mr J Smith at the same address



John Smith, Mr & Mrs J Smith and Susan Smith with the same phone number

The matchit AI matching engine includes sophisticated logic (highlighted below) for handling these and many more grouping scenarios automatically - unlike competitive software where the user has to review matching results carefully and then run further processes to break apart these unwanted groups.

The matchit Engine



For more information on how to use [Record Linking](#) with matchit, contact us: