

Reverse Matching

In this process, phone book information is appended or added to a list of phone numbers. These phone numbers are supplied either by you or your client. The reverse matching process is done automatically. The automatic process is reliant on the accuracy of the most recent telephone directories available.

There are three possible identifications for each number

1. Residential
2. Business
3. Not listed

The following table illustrates the data appended according to the number's status. In the case of numbers that are not listed in the phone book, a most probable Zip or Postal code is automatically appended and all additional coding is done based on the assumed Zip or Postal code

Data field	Residential	Business	Not listed
US/Canada - Name	Yes	Yes	N/A
US/Canada - Address	Yes	Yes	N/A
US/Canada - Town/City	Yes	Yes	N/A
US/Canada - Zip/Postal code	Yes	Yes	Yes
US/Canada - State/Province	Yes	Yes	Yes
US/Canada - Universal time code	Yes	Yes	Yes
US/Canada - Daylight savings time flag	Yes	Yes	Yes
US/Canada - Connection probability	Yes	Yes	Yes
US - County code (FIPS)	Yes	Yes	Yes
US - MSA/PMSA code	Yes	Yes	Yes
US - Congressional district	Yes	Yes	Yes
Canada – Economic region code	Yes	Yes	Yes
Canada – Census Division code	Yes	Yes	Yes
Canada – Census Subdivision code	Yes	Yes	Yes
Canada – Census subdivision population	Yes	Yes	Yes
Canada – CMA/CA code	Yes	Yes	Yes
Canada – Federal electoral district number	Yes	Yes	Yes
Canada – Urban Rural flag	Yes	Yes	Yes
Canada – BBM cell	Yes	Yes	Yes
Additional custom fields (when available)	Yes	Yes	Yes

Data Sources

1. Phone Books: Axiom Infobases Eletronic phone lists.
2. US coding: US Census Bureau, ZipInfo
3. Canada Coding: Statistics Canada

