TrueAppend's Output Guide

Contents

Overview

TrueAppend's Output File Guide describes how to export, download, and understand the TrueAppend data.   Once your file is in a status of "Completed", you define your export and download your data. Depending on which layout and fields you select, you may have to interpret the output differently.

The general process is as follows:

1. Import data by uploading a file or pasting data
2. Map your import file fields to the TrueAppend system fields
3. Submit the import file for Processing
4. Review the TrueAppend Report to determine if you want to purchase the results
5. Export the fields you want
6. Download and extract the data
7. Please refer to our Data Dictionary to view all fields and descriptions.

Definitions

- Import file – this is the file uploaded to TrueAppend and what is processed.
- Import field – this is a field included in the import file uploaded to TrueAppend and is used during processing.
- Export file – this is the file exported from TrueAppend and has been processed through NCOA.
- Export field – this is a field included in the export file downloaded from TrueAppend.

If you haven't uploaded yet, check out our Input Guide.

Exporting A File

When your file is in a status of "Processed", you can click the "Export" button located at the top of the file display page.

This will direct you to the export page. Here, you choose which fields to export. As you pick and choose your fields, the Credits Required Counter – different from the credits counter at the top right of the page - will adjust the count to only include the fields you want to download.

Remember, TrueAppend matches your records to ALL attributes. This allows you to save time and pick and choose your own attribute package – even if they are only the FREE attributes!

TrueAppend.csv > Export

Download

12,357 Credits Required

Details

Type	Import	
Status	Completed	
Name	2018 Active Donors.csv	
Records	311,792	
Create Date	1/20/2018 3:26:49 PM	

Layout

☑ **Field**	**Output Field Name**
c_id	input_c_id

Because we match your records to ALL Attributes, the initial Total Credits required count is simply indicating the amount of credits needed if you were to download ALL Attributes. To view the total number of attributes, you need, simply, uncheck the attributes you do not want. Or uncheck all and then check the attributes you do want to purchase. The Total Credits Required Counter will update.

146 Total Credits Required

	ZipCode	input_ZipCode
☐	Birth Year (56 Credits)	birth_year
☐	Age (56 Credits)	age
☐	Political Party (38 Credits)	political_party
☐	Business Owner (3 Credits)	business_owner
☑	Gender (Free)	gender
☑	Occupation (18 Credits)	occupation
☑	Heritage (128 Credits)	heritage
☐	Religion (128 Credits)	religion

Downloading a File

Once you are satisfied with your selections, you can download your export file by clicking on the "Download" button at the top.

You need credits to download your file. Your account must have a balance greater than or equal to the amount of credits required to download your file. The system will prompt you twice before you use your credits, so there should be no concern about accidentally using credits.

The download will start automatically, and your export file will be placed in a ZIP file. You can open this file to find your TrueAppend Processed File. Once you have downloaded and opened your file, you are ready to explore the data returned to you!!

Reviewing the Data

When reviewing the data returned to you, you should keep in mind that TrueAppend returns all raw data back to you. This means that if we find more than one match for a record, we will include all match values. These match values will be inserted as a new row. Additionally, if you are downloading more than one attribute at a time, and some of these attributes return more than one value, then it may appear that you have duplicates. You should review the returned attributes with these duplicates to see if there are differences between other attributes.

	A	B	C	J	P	U	V
1	id	first	last	age	income_decile	market_value_range	home_owner
2	119	John	Doe	77	1	4	Y
3	119	John	Doe	77	1	7	Y

For example, in the screenshot above, you'll see that John Doe's record is listed twice. While he has the same Age, Income Decile, and Home Owner match value, his Market Value Range is not the same. He matched to both values, so TrueAppend returns both values. We do not want to make a decision for you on which value best represents this constituent.

Additionally, you can always download just a single attribute again for free after you have already purchased the attribute in your initial export file.

Data Dictionary

The fields returned include your input fields plus the purchased attributes. To see all possible attributes and review their definitions, check out our Data Dictionary located on our FAQ page.