

DataMAX-Phone Numbers Quality Control

There are many types of phone numbers collected inside the DataMAX identity graph. For any type of outbound contact (calling numbers via call centres etc) we recommend using only Skip_Trace fields.

These fields are:

SKIPTRACE_LANDLINE_NUMBERS

SKIPTRACE_WIRELESS_NUMBERS

DNC

These numbers have been skip traced with several other offline datasets which ensures their accuracy.

When running a health check on skip_trace phone numbers we will usually see an 80-99% validity.