



Crimson Keyline Summary

The following keylines apply for Crimson Imports, Crimson Data Entry, WidgetMakr data loads, and most major dupe checker reports:

Keyline #1 - Address

- **Prefix**
- **First Name** – First 4 characters of standardized name
- **Last Name** – First 5 characters
- **Suffix**
- **Address** – Zip, Street

Keyline #2 – Email

- **Prefix**
- **First Name** – First 4 characters of standardized name
- **Last Name** – First 5 characters
- **Suffix**
- **Email** – exact match for primary email address

Keyline #3 – Phone #

- **Prefix**
- **First Name** – First 4 characters of standardized name
- **Last Name** – First 5 characters
- **Suffix**
- **Phone** – exact match for primary phone number