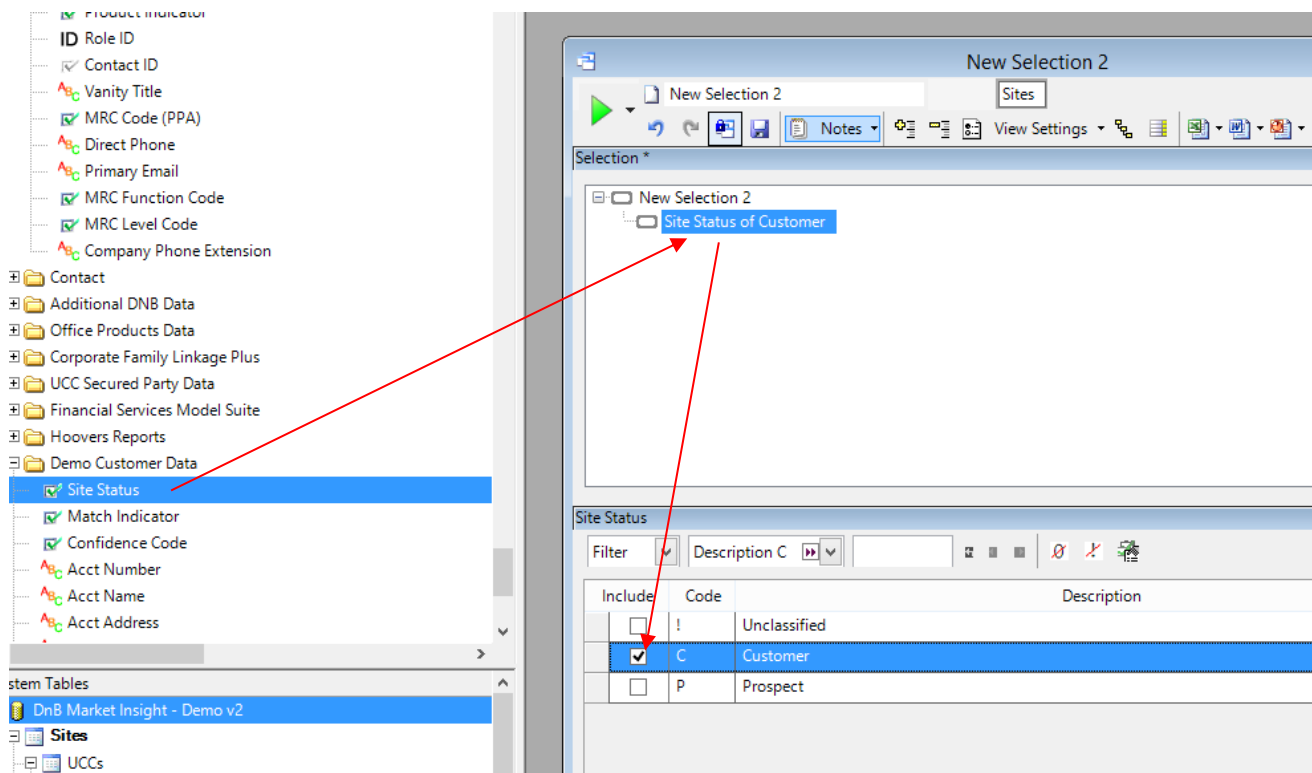# Recommendations for Selecting Customers with a Specific Confidence Code in Market Insight

There are times where you may want to create a selection with customer records in specific confidence codes.

Start by using the site status field to begin your selection and choose customer records.

Next bring the confidence code field into your selection and choose confidence code of 7,8,9 and 10. This can be changed to whatever confidence codes you wish to include but typically to include the better confidence code records it is usually 7 to 10.

Next you still want to make sure you do not bring in any duns numbers that are all zeros. To do this bring the Site ID duns field into your selection and specify all zeros 000000000.

Now you will want to put your mouse over the sites in URN set 000000000 and right click with your mouse and choose NOT.
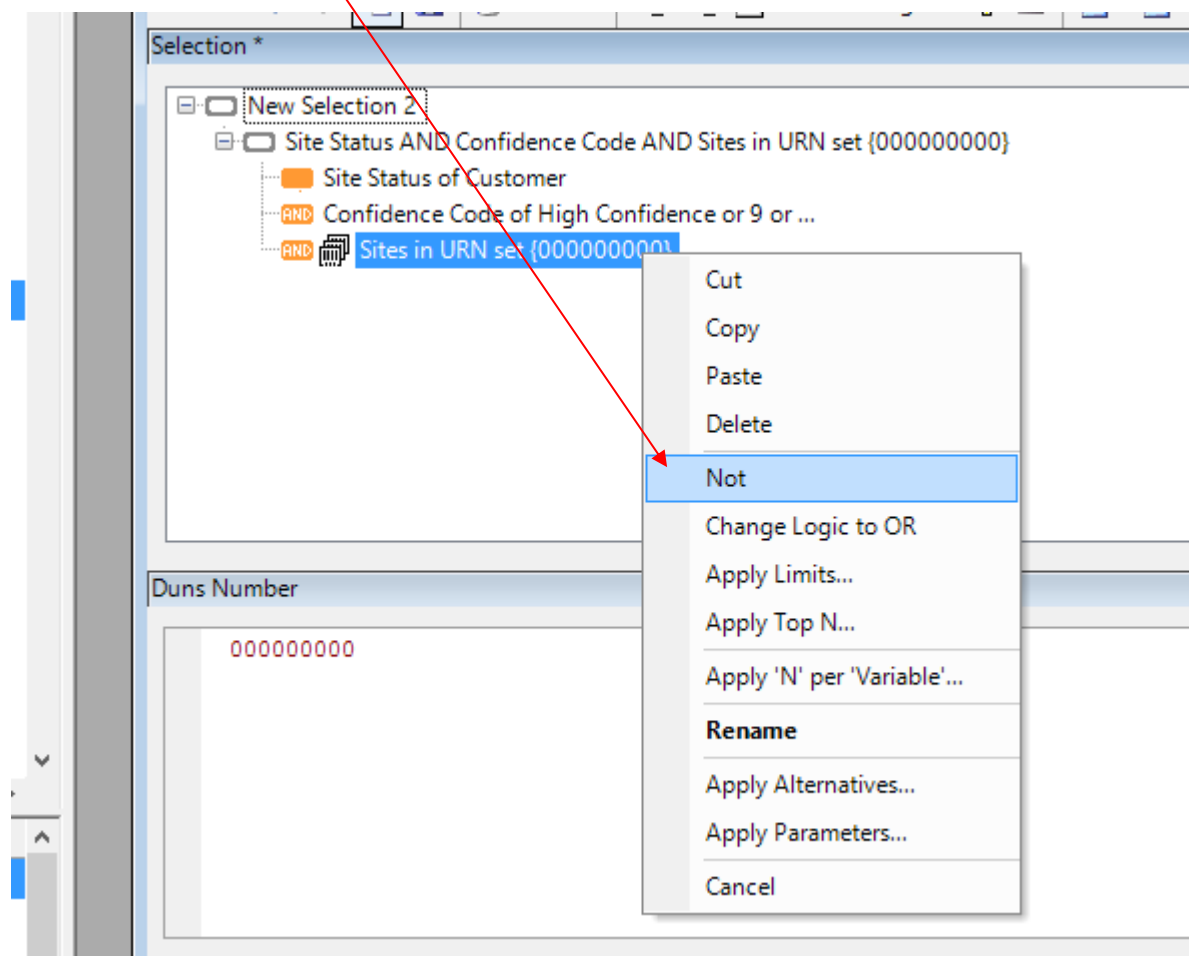
You can now run your selection by clicking on the green triangle. This will return customer records only with a confidence code of 7,8,9 or 10.