



**Better Data
Better Mailings**

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DATA AUDIT

SAMPLE REPORT

41,410 records received from client in a comma separated text file

PAF Enhancement

Results screening of 39,783 (96.07%) addresses against the Royal Mail Postal Address File.

Number of addresses acceptable to PAF standard before enhancement	5,172 (13.00%)
Number of addresses acceptable to PAF standard after enhancement	31,588 (79.40%)
Number of addresses enhanced	26,416 (66.40%)
Number of addresses we could not enhance	5,988 (15.05%)
Number of foreign addresses found	30 (0.08%)
Number of business addresses found	2,177 (5.47%)

Data Enrichment Services

Electoral Roll , individuals that have been confirmed to be present at the supplied address.	16,305 (39%)
DOB , number of records we can append Date of Birth information to.	2,831 (6.84%)
Duplication , records identified as potential duplicates.	673 (2%)
NCOA , addresses updated as a result of screening data against the National Change of Address file and Experian Absolute Contacts file.	807 (2%)
BT OSIS , records matched using the OSIS All service. OSIS All is the full directory listing including the XD and DQR (Directory enquiry records) entries.	14,055 (34%)

Suppression Screening

GAS, Records matched against one of the Gone Away suppression files.

Number of records matched at forename level	1,550 (4%)
Number of records matched at forename and initial level	1,714 (4%)
Number of records matched at surname level	4,698 (11%)

DECEASED, Records matched against one of the Deceased suppression files.

Number of records matched at forename level	344 (1%)
Number of records matched at forename and initial level	358 (1%)
Number of records matched at surname level	1,294 (3%)

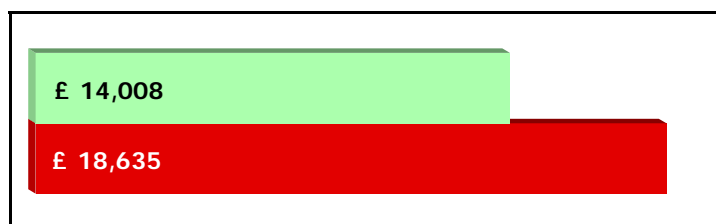
MPS, Records matched against the Mail Preference Service file.

755 (2%)

TPS, Telephone numbers matched against the Telephone Suppression Service file.

2,963 (7%)

Potential Annual Saving £18,506



■ Cost to Mail Clean Data ■ Cost to Mail Dirty Data

*The Annual Saving amount is calculated based on 4 mailings per year with a cost of 45 pence per item.

Based on a 45 pence item cost you could save **£4,626** per mailing.