



**Better Data
Better Mailings**

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Business Data Audit

CCR have carried out a Data Audit on behalf of Sample Client
A total of 6,479 records were received in a comma separated text file. 23 of these records were deemed unsuitable for Data Enrichment and Suppression screening.

Data Enrichment Services

Duplication, records identified as potential duplicates.

Number of duplicates at Company Name level	175 (2.70%)
Number of duplicates at Contact Name level	52 (0.80%)

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. 1,565 (24.15%)

Suppression Screening

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

Number of records matched at contact level	17 (0.26 %)
Number of records matched at company level	448 (6.91%)

MPS, Records matched against the Mail Preference Service file. 57 (1%)

CTPS, Telephone numbers matched against the Corporate Telephone Suppression Service file. 259 (4%)

FPS, Telephone numbers matched against the Fax Suppression Service file. 0 (0.00%)

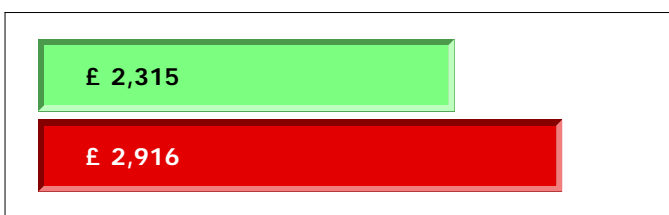
PAF Enhancement

Total number of records in which we can enhance the address to PAF standard 5,739.00 (88.58%)
Of these, we can also verify 1,023 (15.79%) company names against directory sources

Number of records where the address is not acceptable to PAF standard 712.00 (10.99%)
Of these, we can verify 96 (1.48%) company names against directory sources

Number of foreign addresses found	5 (0.08%)
Number of addresses with insufficient data to screen	23 (0.35%)

Potential Annual Saving £2,506



■ 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 **£626** per mailing.