



**Better Data
Better Mailings**

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Data Audit

CCR have carried out a Data Audit on behalf of Sample Company
A total of 46,584 records were received in a comma separated text file, 3,488 of these records were unsuitable for Data Enrichment and Suppression screening.

Data Enrichment Services

Electoral Roll , individuals that have been confirmed to be present at the supplied address.	14,889 (32%)
DOB , number of records we can append Date of Birth information to.	6,998 (15%)
Duplication , records identified as potential duplicates.	1,308 (3%)
NCOA , addresses updated as a result of screening data against the National Change of Address file and Experian Absolute Contacts file.	2,977 (6%)
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.	14,540 (31%)

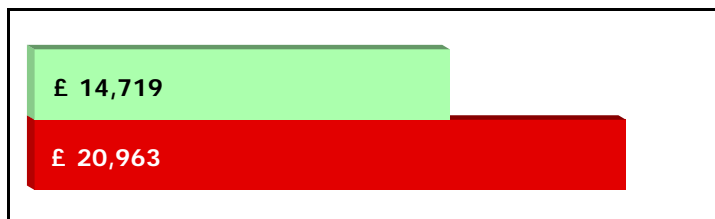
Suppression Screening

GAS , Records matched against one of the Gone Away suppression files.	
Number of records matched at forename level	1,815 (4%)
Number of records matched at forename and initial level	2,809 (6%)
Number of records matched at surname level	5,502 (12%)
DECEASED , Records matched against one of the Deceased suppression files.	
Number of records matched at forename level	566 (1%)
Number of records matched at forename and initial level	942 (2%)
Number of records matched at surname level	1,557 (3%)
MPS , Records matched against the Mail Preference Service file.	1,799 (4%)
TPS , Telephone numbers matched against the Telephone Suppression Service file.	5,324 (11%)

PAF Enhancement

Number of addresses acceptable to PAF standard	38,679 (83.03%)
Number of addresses not acceptable to PAF standard	4,417 (9.48%)
Number of foreign addresses found	140 (0.30%)
Number of business addresses found	516 (1.11%)
Number of addresses with insufficient data to screen	2,832 (6.08%)

Potential Annual Saving £24,977



■ 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 **£6,244** per mailing.