



Data Audit Report

Client Information

Client Name	Sample Audit
Date	30/11/2007
Total Records	35,219

Data Enrichment Services

Electoral Roll	Individual Level	Family Level
Individuals that have been confirmed to be at the present address.	12,940	5,271

Date of Birth	
Number of records we can append a date of birth to, matched at forename level.	4,606

De-Duplication			
Records identified as potential duplicates.	Records Affected	Duplicates	Distinct Records
	Individual Level	195	184
	Family Level	131	128

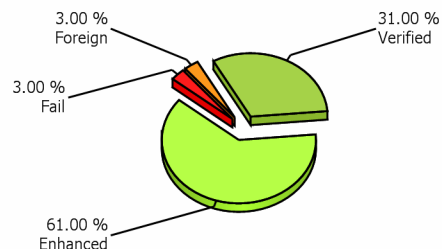
NCOA	
Addresses updated as a result of screening data against the National Change of Address file and Experian Absolute Contacts file.	2,731

BT OSIS	
Records matched using the OSIS All service. This is the full directory listing including XD and DQR (Directory Enquiry Records) entries	18,411

Postal Address Enhancement

Screening of 35,219 addresses against the Royal Mail Postal Address File. We could not screen 144 (0.4%) addresses, due to incomplete data supplied.

Addresses Acceptable to PAF standard	32,563
Addresses not acceptable to PAF standard	985
Business addresses found	893
Foreign addresses found	634
Addresses enhanced	21,490



	Verified	Enhanced	Appended
DPS		2,483	31,065
Postcode	29,799	2,803	504

Suppression Screening

Goneaway Suppression	Forename level	Initial level	Surname level
Records matched against one of the Gone Away suppression files.	2,620	3,372	8,624

Deceased		
Records matched against one of the Deceased suppression files.	89	1,558

Mail Preference Service	
Records matched against the Mail Preference Service file.	5,160

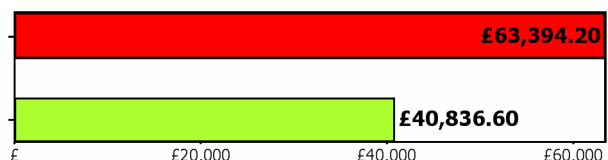
Telephone Preference Service	
Telephone numbers matched against the Telephone Suppression Service file.	9,466

Potential Annual Savings*

Based on 4 mailings per year with costs of 45 pence per pack you could save...

£22,557.60

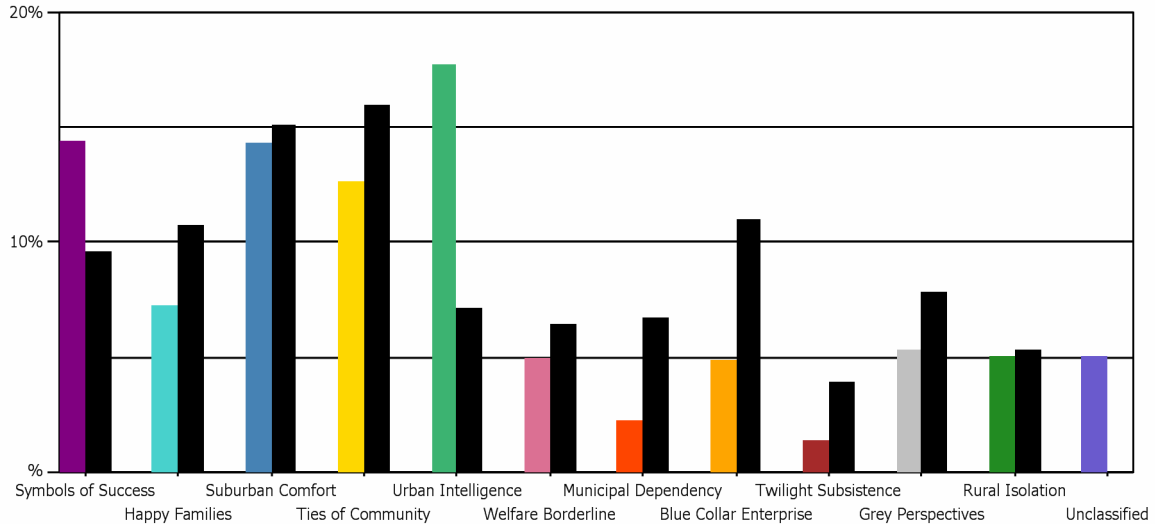
This graph shows the costs to mail clean vs dirty data.



Mosaic UK classifies all consumers in the United Kingdom by allocating them to one of 61 Types and 11 Groups.

The Groups and Types in these profiles paint a rich picture of all UK consumers in terms of their socio-economic and socio-cultural behavior.

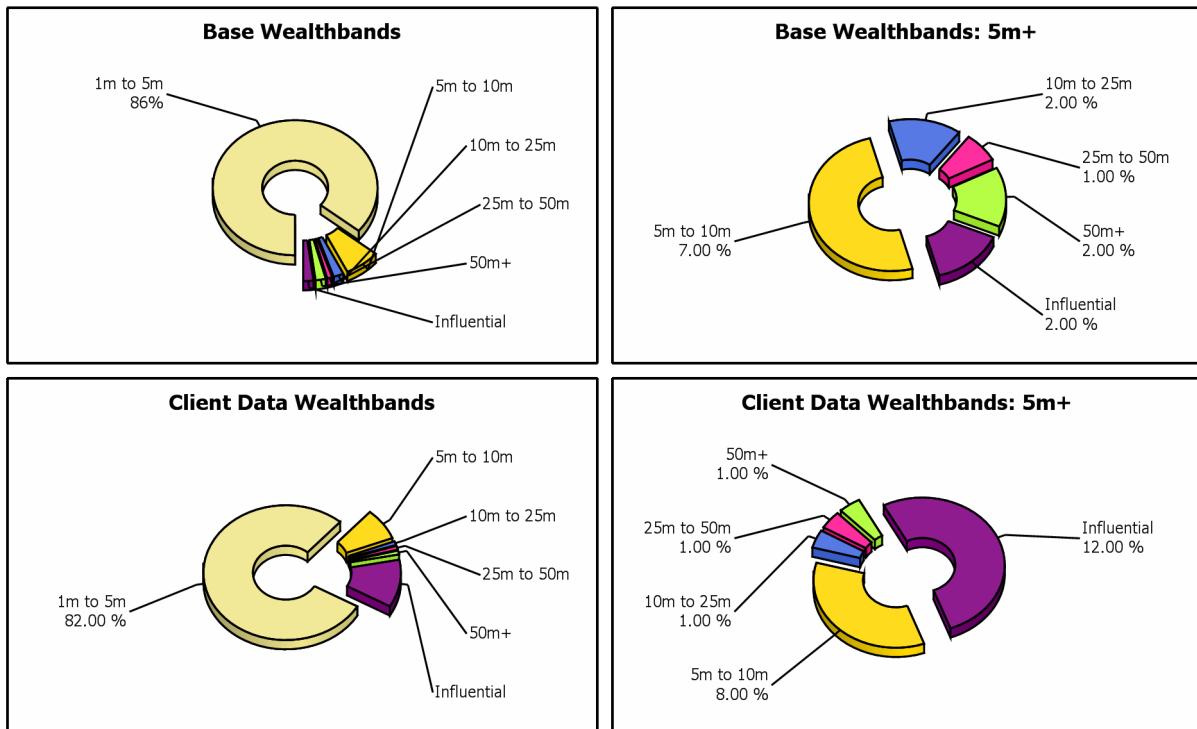
Your data has been profiled against a number of demographic measures. This graph shows the distribution of your data compared with the UK population (shown in black) as a whole when profiled against the MOSAIC neighborhood classification system at group level



Wealth Intelligence: Factual Profiling

The Wealth Intelligence database contains uniquely detailed factually information on just under ¼ million extremely wealthy people and is growing by some 800 records per month. Each record holds at least 12 primary attributes, which include details on

- Wealth bands and profiles (from £1m to £50m+)
- Investment types, histories and profiles (portfolios, propensities and patterns)
- Directors and business information (spheres of influence)
- Philanthropic and charitable propensity
- Socio and geo-demographic details



Distinct Wealth Matches
196

Individual Level Wealth Matches
188

Family Level Wealth Matches
196

PAF

Correctly addressed mail helps to create a better corporate image. Using the right addresses also ensures prompt and reliable delivery of goods and communications. The Postcode Address File (PAF) is a complete database of every address in the UK to which mail is delivered, together with its appropriate postcode. The database contains 26.5 million addresses of consumers, businesses and other organisations. PAF is produced by the Royal Mail and is updated quarterly.

Electoral Roll

Using PAF and the Electoral Roll in combination confirms the presence of an individual at a specific address. The edited Electoral Roll contains around 35m names of individuals who have registered to vote and agreed to their names being used for marketing & verification purposes. This represents around 80% of adults aged 17 and over who are resident in the UK. The ER is updated annually with the annual canvass conducted by local authorities every autumn, and the database is refreshed every spring. Therefore data on the Electoral Roll can be up to 18 months old, and should therefore be used in conjunction with other suppression files that are updated more frequently.

De-Duplication

Using Sophisticated matching techniques, we are able to use fuzzy matching to identify potential duplicates based on phonetics.

Movers - NCOA & Absolute Contacts

The National Change of Address file is provided by the Royal Mail, and contains details of consumers using their redirection service. Both old & new addresses are supplied for those consumers who have taken out a permanent redirection of their post, and agreed for this data to be used by licensed data bureau. As at August 2004, the NCOA file contains just under 14m records, and grows at a rate of about 80,000 records per month. The file contains records from early 1994 to the current day. Even after the householder's contract for forwarding elapses, the historic entry will remain on the NCOA register for use within this service. The Absolute Contacts File is from Experian and provides up-to-date and verified change of address information, using Experian financial information and the Electoral Roll. Individuals often change their information at banks, mortgage companies etc but don't change their information at the post office using the Royal Mails NCOA file, however we can now provide the new address with the combination of Absolute Contacts. If the individual who has moved has changed their new address details at their financial institution and opted in to have their details appear on the public register of the Electoral Roll we will pick this up and provide the new address.

MORTASCREEN

A database of recently deceased people used as a suppression file. Mortascreen is sourced from Probate Registrations in England, Scotland and Wales and more recently also by registrations from relatives. The minimum value of qualifying estates is £5,000 in England and Wales and £15,000 in Scotland. Mortascreen increases by 40,000 new names each month. Historically the database goes back more than 10 years - and currently contains about 4.8 million names of deceased people.

USS

This contains the previous address for both opt in and opt out movers collected by the Royal Mail on the Redirection Database, they have gone back 4 years. It also contains mail returns information (provided by post person) from a syndicated pool managed by the Royal Mail. It has approximately 20-25 large contributors. The USS file is updated on a monthly basis and currently contains approximately 6.3 million records.

GAS

3.2m people move house every year, and the Gone-Away Suppression (GAS) File dates back to 1992. Using both public & private data sources the GAS file is a compiled list of individuals at addresses they are known to have moved from. In every case, each move-out is qualified by a move-in to ensure accuracy. The GAS file contains 10.7m records and is updated quarterly with 0.5-1.5m records. 90% of all movers are captured within 12 months of moving.

MPS

The Mailing Preference Service was established in 1983. It is a list of individuals who would prefer not to receive unsolicited direct mail from companies. It is compiled from written requests sent to the MPS, which are then added to the file. Names are suppressed at household level and remain on the file for five years. To remain on the file after this time consumers must re-subscribe.

BT OSIS

(Operator Services Information System) The BT directory information database. This is the same database used by companies offering a 118 Directory Enquiry service. The OSIS file represents the most accurate and cost effective source for the appending of telephone numbers against names and addresses. Updated daily it also includes cable and mobile telephone numbers where these are provided by operators. The database also contains information for subscribers who prefer for their number to be 'ex-directory'. XD searching is useful to verify an individual at an address, but the telephone number cannot be returned. An XD flag appended to a consumer record confirms their name & address but indicates that they are ex-directory and therefore less likely to respond to telemarketing.

TPS

The Telephone Preference Service enables individuals to register their objection to receiving direct marketing calls with the Direct Marketing Association. It is unlawful to place a direct marketing call to an individual who has registered with the TPS, and companies must comply with an individual's request for suppression no later than 28 days after the request was registered. Screening customer databases & mailing lists against the TPS ensures that telemarketing is legitimate. Failure to comply with the TPS legislation can result in a fine of up to £5,000.