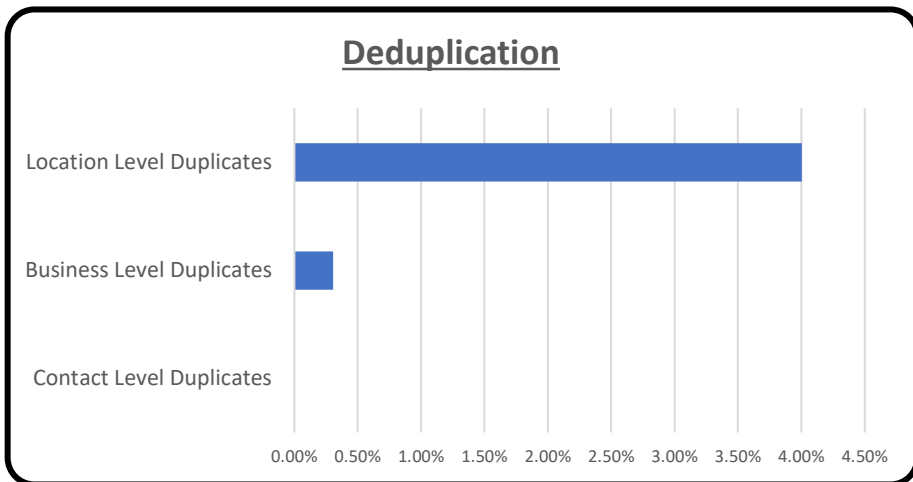
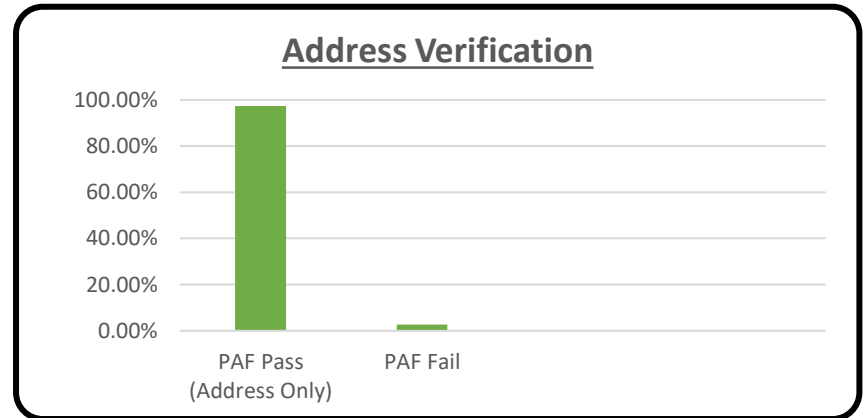




## B2B Data Audit - Summary Report

Client:	P Scott	File Name:	Example
Industry:		CRM System:	NA
Audit Number:		Date File Received:	05/10/2017
Date:	06/10/2017	<b>Total Defective Records:</b>	436
<b>Total Records Supplied:</b>	13740	<b>Total Clean Records:</b>	13304

Postal Address Enhancement		
PAF Pass (Address Only)	13371	97.31%
Verified Company Name	2957	21.52%
PAF Fail	369	2.69%

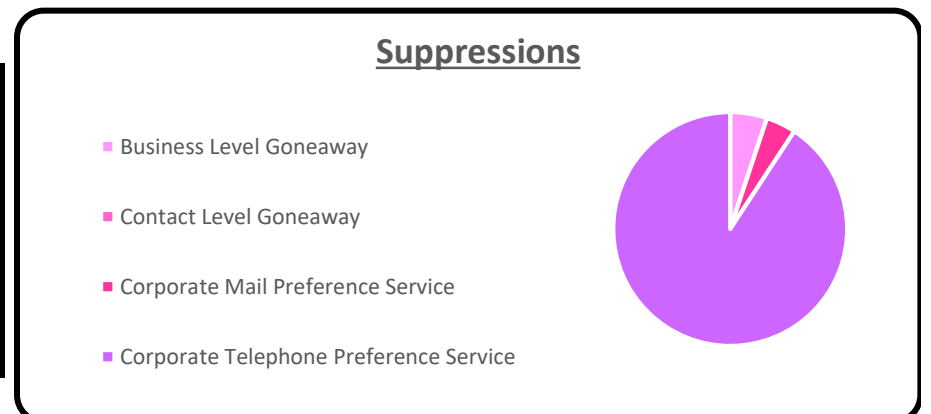


Deduplication		
Contact Level Duplicates	0	0.00%
Business Level Duplicates	42	0.31%
Location Level Duplicates	550	4.00%
<b>Remaining Records*</b>	<b>13740</b>	<b>100.00%</b>

\*Remaining records is based on removal of contact level duplicates from total records supplied

Suppression Screening		
Business Movers (BCOA)	152	1.11%
Business Level Goneaway	284	2.07%
Contact Level Goneaway	0	0.00%
Corporate Mail Preference Service	231	1.68%
Corporate Telephone Preference Service	5056	36.80%
<b>Remaining Records**</b>	<b>13456</b>	<b>97.93%</b>

\*\*Remaining records is based on removal of business level goneaways from total records supplied



Financial Information		
Turnover	570	4.15%
Credit Risk	153	1.11%
Net Worth	1643	11.96%
Pre Tax Profit or Loss	1461	10.63%

Business Information		
Number of Emploeyss at Site	6266	45.60%
SIC Code and Text	6438	46.86%
Site Type	6446	46.91%

Further Data Enrichment		
Telephone Numbers	3995	29.08%
Senior Decision Maker	258	1.88%

### Business 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 Postal 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, business and other organisations. PAF is produced by the Royal Mail and is updated quarterly.

### Business Deduplication

Using proprietary matching logic, we are able to identify potential duplicates based on a combination of first initial, surname and address components.

### Business Movers - BCOA

The Business Change of Address file is provided by the Royal Mail and contains details of companies using their redirection service. Both old and new addresses are supplied for those business who have taken out a permanent redirection of their post, and agreed for this data to be used by licensed data bureau.

### Business Goneaway

It is estimated that 36% of an average sized company database will decay every year, resulting in £180m being wasted by organisations through mailing out of date business information. Using both public and private data sources, the Business Changes File enables organisations to identify companies that have ceased trading or moved premises, and replace old address information with new contact details where available. The Business Changes File contains over 2m records and is updated monthly with 25,000-30,000 records. The National Business Database is also used to validate and update business names for an address and is the single most comprehensive data source in the UK.

### CMPS

The Corporate Mailing Preference Service was established in 1983. It is a list of individuals and companies who would prefer not to receive unsolicited direct mail from companies. It is compiled from written requests sent to the CMPS, which are then added to the file. Names are suppressed at household level and remain on 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. Update daily it also includes cable and mobile telephone numbers where these are provided by operators.

### CTPS

The Corporate Telephone Preference Service enables companies to register their objection to receiving direct marketing calls with the Direct Marketing Association. It is unlawful to place a direct marketing call to a number registered with CTPS, and companies must comply with a request for suppression no later than 28 days after the request was registered. Screening customer databases and mailing lists against the CTPS ensures that telemarketing is legitimate. Failure to comply with the CTPS legislation can result in a fine of up to £5000.