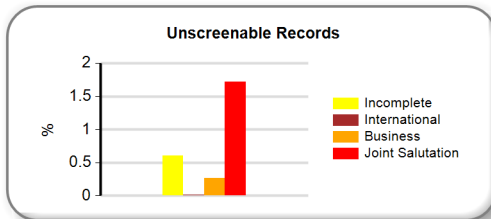




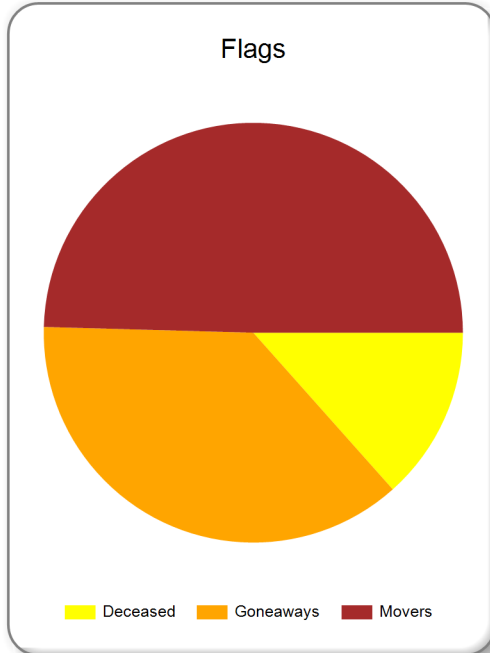
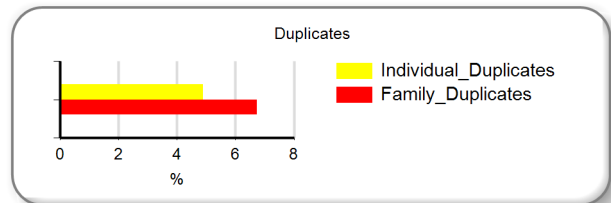
Powered by **CCR**  
DATA MATTERS

<b>Date</b>	26/05/2015	<b>Total Records Supplied</b>	41,128	100 %
<b>File Format Received</b>	CSV	<b>Total Clean Records</b>	31,044	75.48%
<b>Industry Sector</b>	Agency	<b>Total Defective Records</b>	10,084	24.52%



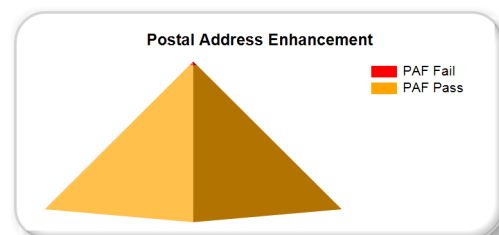
Unscreenable Records		
Incomplete Data	249	0.61%
Business Addresses	109	0.27%
International Addresses	7	0.02%
Joint Salutation Records	705	1.71%

Deduplication		
Individual Level	1,956	4.88%
Family Level	2,697	6.73%



Suppression Screening			
File	File Type	Forename Only	Forename & Initial
Mortality Suppressions	Deceased	177	183
National Deceased Register	Deceased	316	320
Mortascreen Plus	Deceased	345	356
The Bereavement Register	Deceased	191	202
<b>Deceased Total</b>		<b>1,029</b>	<b>1,061</b>
Absolute Movers	Goneaways	1,104	1,121
disConnect	Goneaways	872	893
Purity	Goneaways	371	425
NCOA - Suppress	Goneaways	470	490
<b>Goneaways Total</b>		<b>2,817</b>	<b>2,929</b>
Absolute Contacts	Movers	1,314	1,329
reConnect	Movers	1,736	1,767
NCOA - Update	Movers	804	825
<b>Movers Total</b>		<b>3,854</b>	<b>3,921</b>

Postal Address Enhancement		
Addresses Passed	39,122	97.66%
Addresses Failed	936	2.34%
Mail Preference Service	8,918	22.26%





Wealth Intelligence		
Individual Level Matches	207	0.52%
Family Level Matches <i>(Includes Individual Level Matches)</i>	514	1.28%

Social Media Append		
Social Media Tags available at Individual Level (Facebook, Twitter & LinkedIn)	1,420	3.55%

Email Address Append		
Email Addresses available at Address and Initial Level	9,469	23.64%

Telephone Number Append		
Landline Telephone Append (update, append & verify)	11,755	29.34%
Ex Directory Flagging and Landline Telephone Append (update, append & verify)	28,201	70.40%
Telephone Preference Service Flagging	20,961	52.33%
Mobile Telephone numbers available at Address and Initial Level	7,207	17.99%

Date of Birth		
Birth Dates available at Forename Level	10,747	26.83%
Birth Dates available at Initial Level	1,472	3.67%

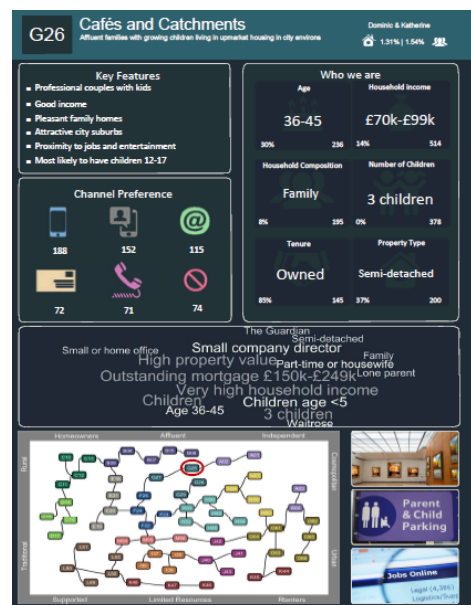
Residential Validation		
Names confirmed at present address at Individual Level	22,682	56.62%
Names confirmed at present address at Family Level	5348	13.35%

MOSAIC Classification Append		
Records Available for MOSAIC Classification Append		34,965

MOSAIC UK classifies all consumers in the United Kingdom by allocating them into one of 66 types, which are grouped into 15 categories.

Each type has a detailed description which will tell you likely characteristics such as which media people are more likely to respond to, purchasing trends, holiday habits, housing types and tenure, likely leisure pursuits and life stage. From this information you can build up a picture of the people on your database which can then be analysed further.

Figures shown are for illustration only and do not relate to the supplied data.





## Glossary

### **Total Clean Records**

This is derived from removing the count of defective records from the total records supplied.

### **Total Defective Records**

This figure is calculated by combining the total records identified as incomplete data, duplicates at individual level, Deceased at Forename level, Goneaways and Movers (both at forename and initial level).

### **Unscreenable Records**

These are records deemed unsuitable for processing this includes data which contains joint salutations, name and/or address data with insufficient field population and records which are deemed to be either business or international.

### **Deduplication**

These are records which are deemed to be the same at either individual or family level. Flagging these records enables the immediate ability to save money on wasted duplicate mailings.

### **Deceased**

Flag individuals who are listed in the public domain as deceased. Identifying people who are deceased prevents distress and brand damage.

### **Goneaways**

These are individuals who are no longer at the address provided for processing. By flagging these records you will save money by not mailing people who are no longer at the address.

### **Movers**

A mover is an individual who has moved from the address provided, and unlike a goneaway, a new address can be supplied. This allows you to stay in touch or reconnect with lost/lapsed individuals.

### **Postal Address Enhancement**

Using the Postcode Address File (PAF), data is structured and altered to match the standard address format of Royal Mail. PAF is a complete database of every address and postcode in the UK to which mail is delivered. The database contains 29 million addresses of consumers, businesses and other organisations. Using PAF enables organisations to obtain Royal Mail postal discounts.

### **Mailing Preference Service (MPS)**

The MPS file contains names and addresses of consumers who have informed the Direct Marketing Association that they wish to limit the amount of direct mail they receive.

### **Wealth Intelligence**

This identifies liquid asset millionaires existing on your database by screening against Prospecting for Gold's Wealth Intelligence Database. The data set contains over 280,000 individuals which have been factually researched using public domain information.

### **Social Media Append**

The tagging of all records with their relevant social media profiles and usernames where available. Matching is conducted using email addresses only.

### **Email Append**

This service simply appends an email address to records provided, where possible. This will give you an alternative method of contact and improves your digital footprint.

### **Landline Telephone Number Append**

Using our Telephone Append master file, new numbers can be added to your database. In addition any numbers supplied are verified or updated where possible.

### **Telephone Preference Service (TPS)**

The TPS file contains details of individuals at their residential address, who have registered their wish not to receive unsolicited sales and marketing telephone calls. It is a legal requirement that companies do not make such calls to numbers registered on the TPS. Organisations found in breach of this can face a fine of up to £5,000.

### **Mobile Telephone Number Append**

Append a validated mobile telephone number to records on your database. This gives you an alternative method of contact.

### **Date of Birth**

Append a date of birth to records; this will enhance your data allowing improved segmentation for analysis and/or marketing campaigns.

### **MOSAIC Classification Append**

MOSAIC UK classifies all consumers by socio-economic and cultural demographic information. This service will append both the Group & Type allowing detailed data segmentation to take place.