



The Client

The Association for International Cancer Research (AICR) exists to help save lives that are currently being lost to cancer. They fund the very best cancer research projects, wherever in the world they happen to be.



The Challenge

CCR were engaged initially by AICR to identify and manage duplicates which existed within the AICR supporter database.



Solution

Due to the multi-million record nature of the client supporter database CCR carried out an initial assessment of the data quality, reporting was created and these results discussed in detail directly with the client. These reports proved that deduplication was not a data issue; a far deeper problem existed in relation to data suppressions – movers, goneaways and deceased.

Due to the extremely high number of data suppressions identified within the AICR supporter base, CCR in consultation with the client agreed that data segmentation would need to take place in order to effectively manage the identified data quality issues. The year of last donation was utilised as a core segmentation value and bespoke segmented data audits created. This enabled AICR to assess the quality of the address information they held within each year of last donation. The created bespoke data cleansing audits highlighted each specific area of concern within each data segment, in addition to this further data enrichment opportunities were identified and reported.

Due to the length of time required during the consultation and investigation stages a new supply of data was required to take into account any natural data changes within the supporter base. In order to ensure that data could be selected quickly and effectively CCR created a video guide for AICR explaining and guiding the client through the export query routines.

All records supplied to CCR were then processed through data cleansing routines. Deduplication was carried out to remove duplicate individuals, data was matched and reverse matched to PAF (Postal address file) to improve address structure and quality, all goneaways, movers and deceased individuals were flagged. All goneaways previously marked within the supporter base were also processed through CCRs' movers service to provide an up to date mailing address.

In addition to the data cleansing CCR provided data enrichment as a number of records did not contain an email address or date of birth. Those records were submitted for Email-Append and Date of Birth Append and results were supplied to AICR.



Results

Over 8% of data supplied matched to suppression files for goneaways, movers and deceased individuals. Records were flagged so that these individuals could be updated within AICR supporter database system.

Lapsed donors who had moved were traced and re-contact enabled.

Data enrichment enabled approximately 13% of the data to be appended with an email address allowing new contact methods for existing donors. Over 15% of the total file was appended with a date of birth.



Conclusion

CCR in consultation with AICR created a unique way of assessing the data quality issues within the supporter database. AICR now have a core of recent supporter data that is of considerably better quality and depth. More importantly future donation campaigns will now provide an improved return on investment due to a considerable reduction in direct mail wastage.