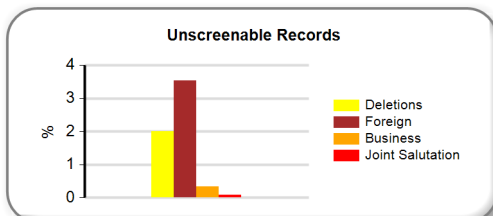
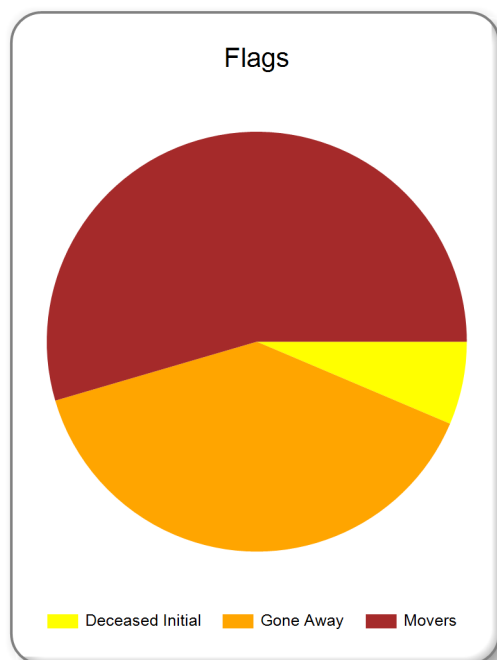
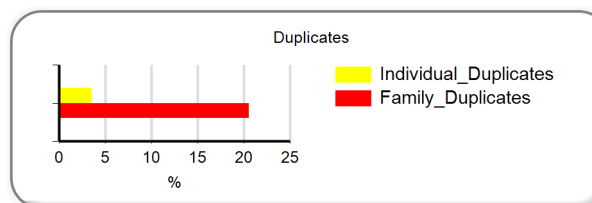


<b>Date</b>	18/10/2013	<b>Total Records Supplied</b>	52,706	100 %
<b>File Format Received</b>	<Not Entered>	<b>Total Clean Records</b>	36,501	69.25%
<b>Industry Sector</b>	Sports & Leisure	<b>Total Defective Records</b>	16,205	30.75%
<b>CRM System</b>	Salesforce			



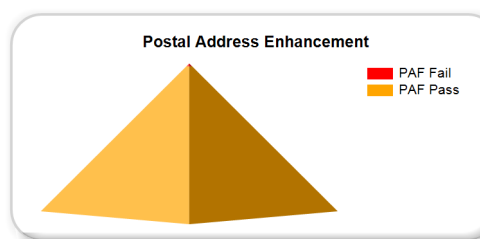
Unscreenable Records		
Incomplete Data	1,052	2.00%
Business Addresses	179	0.34%
International Addresses	1,863	3.53%
Joint Salutation Records	47	0.09%

Deduplication		
Individual Level	1,755	3.54%
Family Level	10,191	20.56%



Suppression Screening			
File	File Type	Forename Only	Forename & Initial
Mortality Suppressions	Deceased	540	878
Mortascreen Plus	Deceased		
<b>Deceased Total</b>		<b>540</b>	<b>878</b>
Absolute Movers	Goneaways	2,470	3,014
NCOA - Suppress	Goneaways	475	640
Purity	Goneaways	336	473
disConnect	Goneaways	1,020	1,241
<b>Goneaways Total</b>		<b>4,301</b>	<b>5,368</b>
Absolute Contacts	Movers	2,580	3,230
NCOA - Update	Movers	987	1,180
reConnect	Movers	2,464	3,080
<b>Movers Total</b>		<b>6,031</b>	<b>7,490</b>

Postal Address Enhancement		
Addresses Passed	48,689	98.23%
Addresses Failed	876	1.77%
Mail Preference Service	4,007	8.08%



Wealth Intelligence		
Individual Level matches	185	0.37%
Family Level matches <i>(Includes Individual Level Matches)</i>	365	0.74%

Email Address Append		
Email Addresses available at Address and Initial Level	10,727	21.64%

Telephone Number Append		
Landline Telephone Numbers (update, append & verify)	8,336	16.82%
Landline Telephone Numbers (update, append & verify with ex directory flags)	27,381	55.24%
Telephone Preference Service Flagging	0	0.00%
Mobile Telephone numbers available at Address and Initial Level	10,219	20.62%

Date of Birth		
Birth Dates available at Forename Level	8,221	16.59%
Birth Dates available at Initial Level	3,641	7.35%

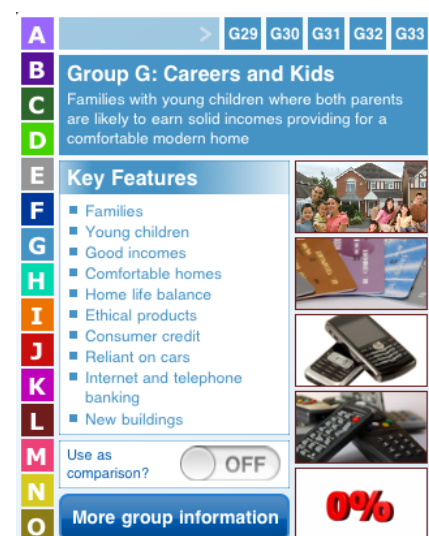
Residential Validation		
Names confirmed at present address at Individual Level	22,232	44.85%
Names confirmed at present address at Family Level	10220	20.62%

MOSAIC Classification Append		
Records Available for MOSAIC Classification Append		43,991

MOSAIC UK classifies all consumers in the United Kingdom by allocating them into one of 67 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.



The screenshot shows the MOSAIC UK interface for Group G: Careers and Kids. It includes a navigation bar with letters A through O, a description of the group, key features, and a toggle for comparison.

**Group G: Careers and Kids**  
Families with young children where both parents are likely to earn solid incomes providing for a comfortable modern home

**Key Features**

- Families
- Young children
- Good incomes
- Comfortable homes
- Home life balance
- Ethical products
- Consumer credit
- Reliant on cars
- Internet and telephone banking
- New buildings

Use as comparison?  OFF

More group information **0%**