



Who is it for?

- ▣ **All companies with at least 2,000 records (can be prospect data as well as customers of yours)**
 - ▣ Companies that mainly use direct mail for sales growth and regularly carry out mailing campaigns. Typically these companies benefit substantially from data cleaning because the cost of wastage that can occur with out-of-date data can be significant.
 - ▣ Any company that has not updated or cleaned its data for at least six months. Industry experts estimate that B2B data can decay as fast as 40% per annum so it needs constant cleaning to maintain its quality.
 - ▣ Companies that have several different data sources that need combining.

When to use it

- ▣ **Database cleaning should be done regularly to maintain the value of one of your most important assets.**
 - ▣ If you are receiving an unusually large amount of returns from mailing or have customers complaining they do not wish to receive the mailing.
 - ▣ When disparate data sources are being merged (Accounts, Sales, Marketing) to form an integrated a comprehensive customer file.
 - ▣ If you are changing CRM and contact systems or introducing new software it can be an ideal time to upgrade the quality of your data.
 - ▣ If you are about to carry out profiling or analysis (an essential task for any marketing organisation) it is essential to first clean the database.
 - ▣ If you have bought data from several different sources over a period of some months it will be necessary to merge, de-duplicate and clean the database.

How does it work?

- ▣ **Database cleaning is a way of upgrading the quality of your database to make it ready for marketing activities or insight purposes.**
 - ▣ We typically start by assessing what sources of data you have and how they are stored. Sometimes there may be a need to combine several different databases such as Accounts, Sales and Marketing. We will then develop a hierarchy of the different sources and merge them into a single database for you.
 - ▣ Next we match your database to our comprehensive universe of 2 million UK businesses. Where our data is different to yours we can append information from our data to your data and help you to make informed decisions about which data is more accurate, for example taking into account the age of your data and how your data is maintained.
 - ▣ Using our experience in database management we have created intelligent system rules that know how to interpret the matching process. For example, we may find IBM plc, I.B.M Ltd and International Business Machines all within company names. Our Accumatch system rules will then tell us that this is a valid company match even though the three company names in the database are all different.

What are the benefits?

- ▣ **Reduced wastage from mailing to inaccurate prospects. Note that if you are significant mailer the savings can be substantial.**
 - ▣ Fewer returns and/or customer complaints.
 - ▣ Improved company image
 - ▣ Improved response rates by eliminating out-of-date or inaccurate data.
 - ▣ Higher return on investment. NB Data HQ can perform a cost-benefit analysis for you. Just tell us more about your mail quantities and the costs of your campaigns and we will quickly estimate the cost-benefit to you of doing data cleaning.
 - ▣ More accurate profiling and analysis, therefore improved results from the analysis.

To find out if you can benefit from Data HQ data cleaning simply ask for our Free Data Audit. We will audit your existing database free of charge and give you a report showing how closely your records match our own database (for all the possible elements listed above) and what enhancements are possible.

See our Fact Sheet Data Quality Audit.



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- We never over-write your data (unless you specifically ask us to) so any recent contact updates you may have made will always be protected.
- We will then deduplicate the files using the three main matching grades: company name, location and contacts.

Credentials

□ **Data HQ is the UK's leading full service data agency. We specialise in providing high quality data services to clients in every industry sector and we guarantee to hold the most up-to-date and accurate data in the UK.**

- Our business universe of 2 million UK businesses has been created using several highly reliable and reputable external sources. Please see our Fact Sheet B2B Database.
- We regularly update our database with feeds from many different sources such as Companies House and common business directories.
- We carry out daily data cleansing from our dedicated UK call centre and from the direct mail and email campaigns we manage on behalf of our clients.
- To strengthen our data quality we use national data sources that conform to best practice, e.g. telephone numbers, Royal Mail files that record companies that have gone away or moved to new addresses and the Read Business Suppression file.
- We comply with all statutory UK regulations such as the Corporate Telephone Preference Service (CTPS). We ensure that addresses are PAF-formated (the Postal Address File) which is preferred by the Royal Mail.
- We are approved members of the Direct Marketing Association (DMA), the Institute of Direct Marketing (IDM) and an Investors in People (IIP) accredited company
- We have a substantial client base of satisfied customers many of whom would be happy to recommend us. Please ask for details if you would like a reference.

Remember that the cost of any cleaning exercise is in proportion to the amount of data that is out-of-date so if your data is good quality already the costs will be minimal. However, you won't know this until the data is audited.