



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 Typically these companies benefit substantially from data cleaning because the cost of wastage that can occur with out-of-date data can be significant.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 data can decay as fast as 20% 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 cleansing is a way of upgrading the quality of your database to make it ready for marketing activities or analytical purposes. For Consumer databases the Basic Level of data cleaning includes title, name, address and telephone number.**
 - 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 then merge them into a single database for you.
 - We de-duplicate the database and remove gone-aways and deceased using a series of nationally available registers covering 45 million UK households:
 - The Postal Address File (PAF) from the Royal Mail
 - The National Change of Address database
 - The Universal Suppression Service
 - The Mailing Preference and Telephone Preference Services (MPS and TPS)
 - The Bereavement Register

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.



- Morta screen (deceased persons)
- The Gone-away Suppression file
- Other specialist files as required such as the Baby Mailing Preference Service and the Profanity check
- 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 S Smith, Sam Smith or Samantha Smith all within the names field. Our bespoke system rules will then tell us whether these are duplicates even though the three names in the database are all different.
- We always append the changes to your database. We never over-write your data (unless you specifically ask us to) so any recent contact updates you may have made will be protected.
- The title, name, address and telephone number of consumers comprises what we call our Basic Level of data cleansing. For more advanced data quality we can append additional variables such as Age-Band data, Demographic Profiles, or Financial Segment data. Doing this can significantly enhance the profiling of your data which can give you greater insights into your customers and enable you to improve the targeting of future campaigns. See our Fact Sheet Customer Profiling and Market Penetration for further information on this.

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.
- 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 data quality we use national data sources that conform to best practice, e.g. telephone, the Royal Mail national Change of Address file, and other nationally recognised databases.
- We comply with all statutory UK regulations such as the Telephone Preference Service (TPS) and the Mailing Preference Service (MPS). We ensure that all addresses are PAF-formatted (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.