

---

**Data Quality Audit for:**  
**United Pallet Network**

---

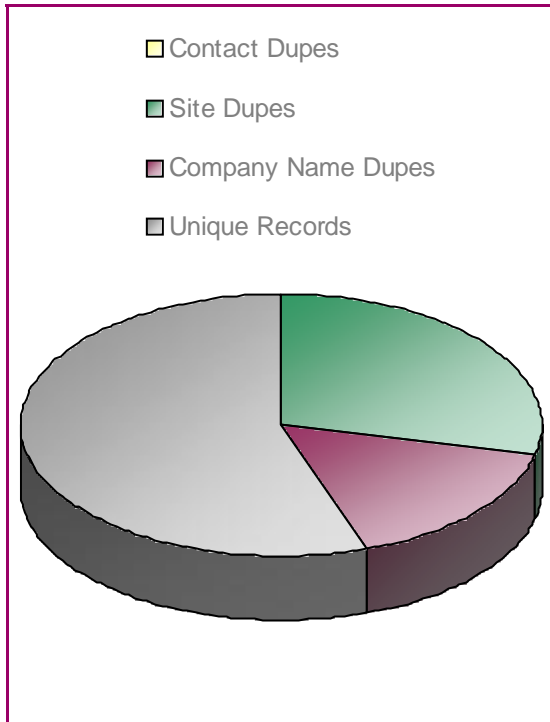
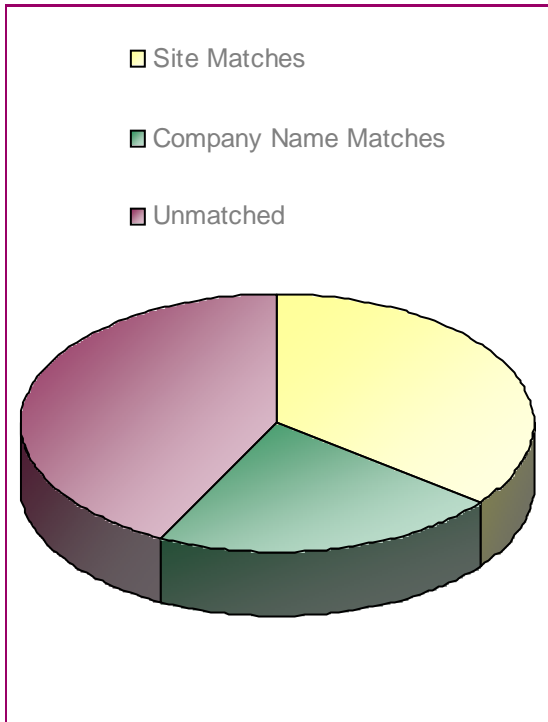
---

Date of Audit:

10/06/2009

---

## Matching Deduplication



### Matching

Your data is matched to the Data HQ Knowledge Base. The Data HQ Knowledge Base Database contains 2.2 Million records covering the vast majority of UK businesses. Your data can be matched at either Company or Site Level.

### Deduplication

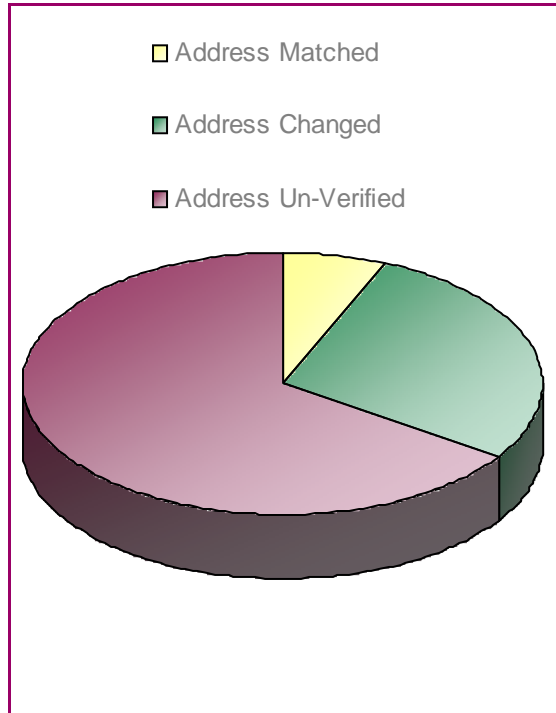
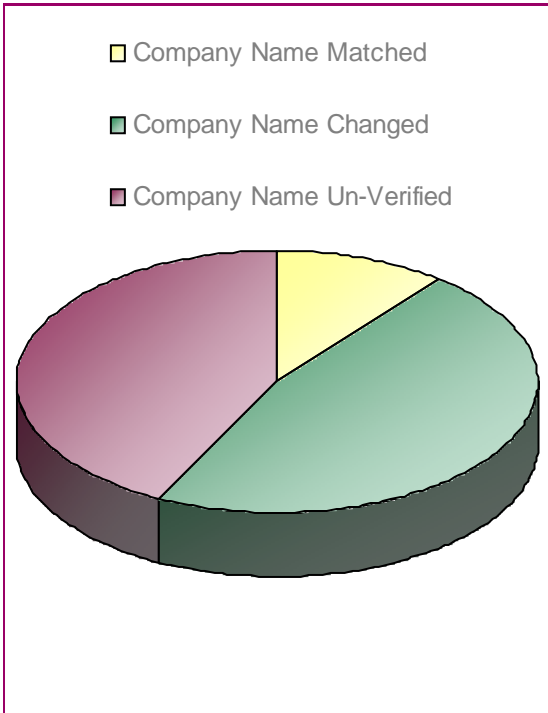
Your data file was deduplicated internally. Contact dupes are where the company site and contact names are the same on two records. Site dupes are where the company name and address is duplicated but the contact names are either different or there are no contact names. Company name dupes are where the same company name appears on two records but the addresses are different

	Records	% of File
<b>Total Records</b>	408165	100.00%
<b>Site Matches</b>	140424	34.40%
<b>Company Matches</b>	87744	21.50%
<b>Unmatched</b>	167919	41.14%
<b>Contact Dupes</b>	0	0.00%
<b>Site Dupes</b>	116680	28.59%
<b>Company Name Dupes</b>	65933	16.15%

### Match Rating



## Address Verification



### Address Verification

To verify the address details on the database we match it to the Data HQ Knowledge Base. If the company name is spelt differently or has more or less information on the our database, the record is flagged as "Company Name Changed". Where the company names match exactly, the record is flagged as "Company Name Matched". Company names which cannot be matched are flagged as "Un-Verified".

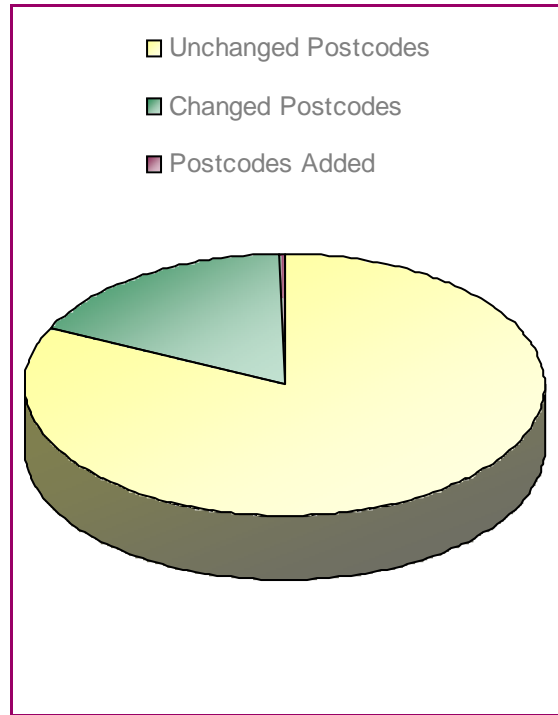
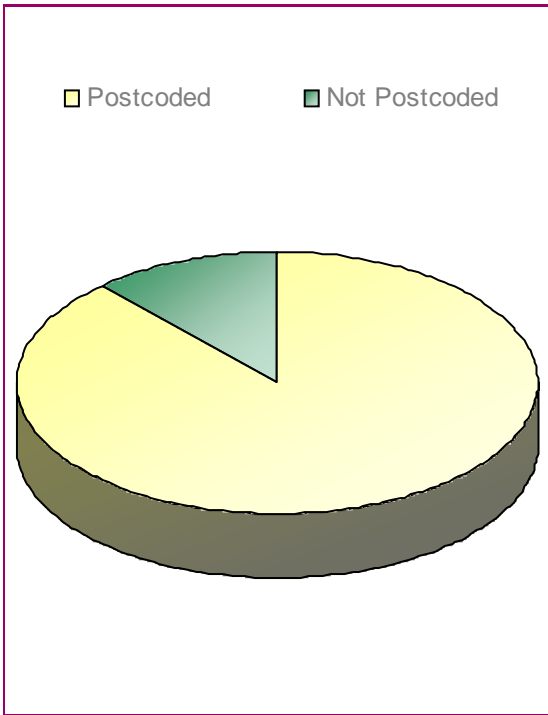
Similarly with company addresses, if we can match a sites address but the Data HQ Knowledge Base record is not exactly the same we flag the record as "Address Changed". If the address is an exact match the record is flagged as "Address Matched". Non matching sites are flagged "Un-Verified"

	Records	% of File
<b>Total Records</b>	408165	100.00%
<b>Address Matched</b>	26102	6.39%
<b>Address Changed</b>	114298	28.00%
<b>Addresses Un-Verified</b>	267765	65.60%
<b>Company Name Matched</b>	41837	10.25%
<b>Company Name Changed</b>	186331	45.65%
<b>Company Name Un-Verified</b>	167919	41.14%

### Address Verification



## Postcodes



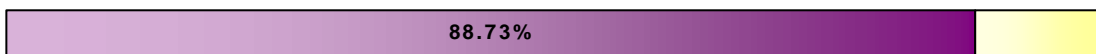
### Postcoding

We check your file to see how many records have a postcode. This is very important if the file is to be used for mailing purposes.

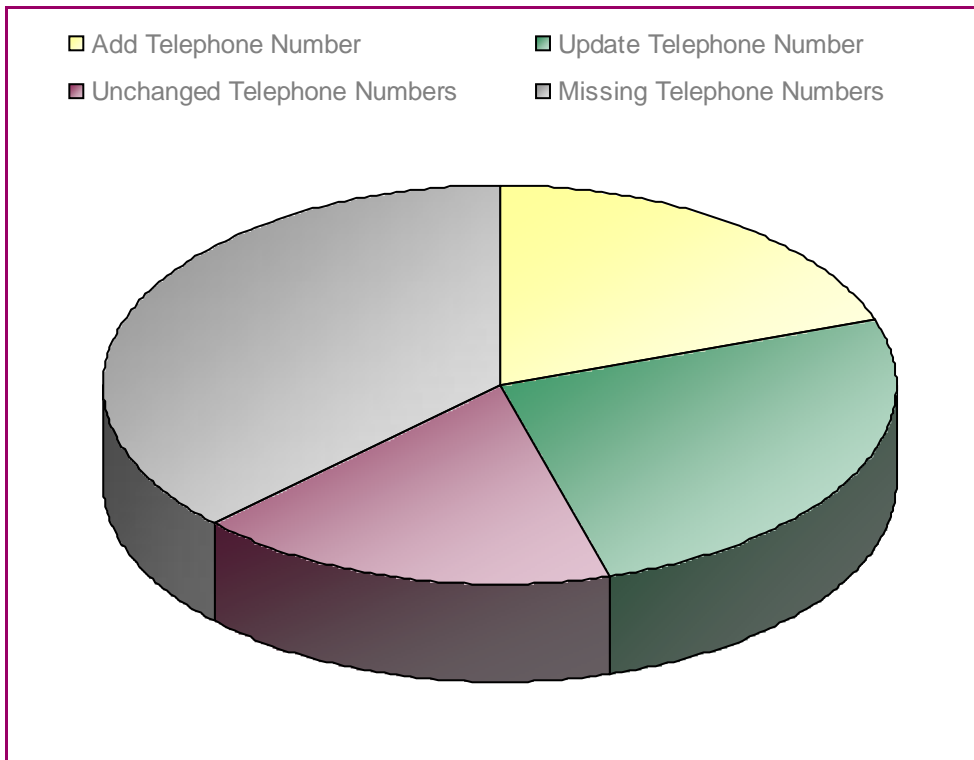
Where we have matched the address from your file, we compare the postcode to the corresponding record from the Data HQ Knowledge Base. If the postcode we hold for the record is different we flag it as "Changed Postcode" where your data does not have a postcode, we flag the record as "Postcode Added". Postcodes that match exactly are flagged "Unchanged"

	Records	% of File
<b>Total Records</b>	408165	100.00%
<b>Client Postcoded</b>	360541	88.33%
<b>Not Postcoded</b>	47624	11.67%
<b>Postcode Added</b>	1623	0.40%
<b>Postcode Changed</b>	70566	17.29%
<b>Postcode Unchanged</b>	335976	82.31%

### Postcodes



## Telephone Numbers



### Telephone Numbers

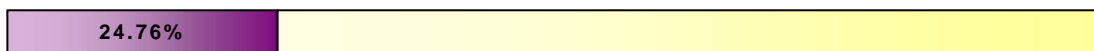
All of the records in the Data HQ Knowledge Base have telephone numbers. We can often improve your data by adding new numbers to the file.

Where we hold a telephone number for a site which does not have one on your data, we can add our telephone number to your file. Where we hold a different telephone number to that on your file, we can either change the telephone number to ours, or add the Data HQ Knowledge Base number as an additional field.

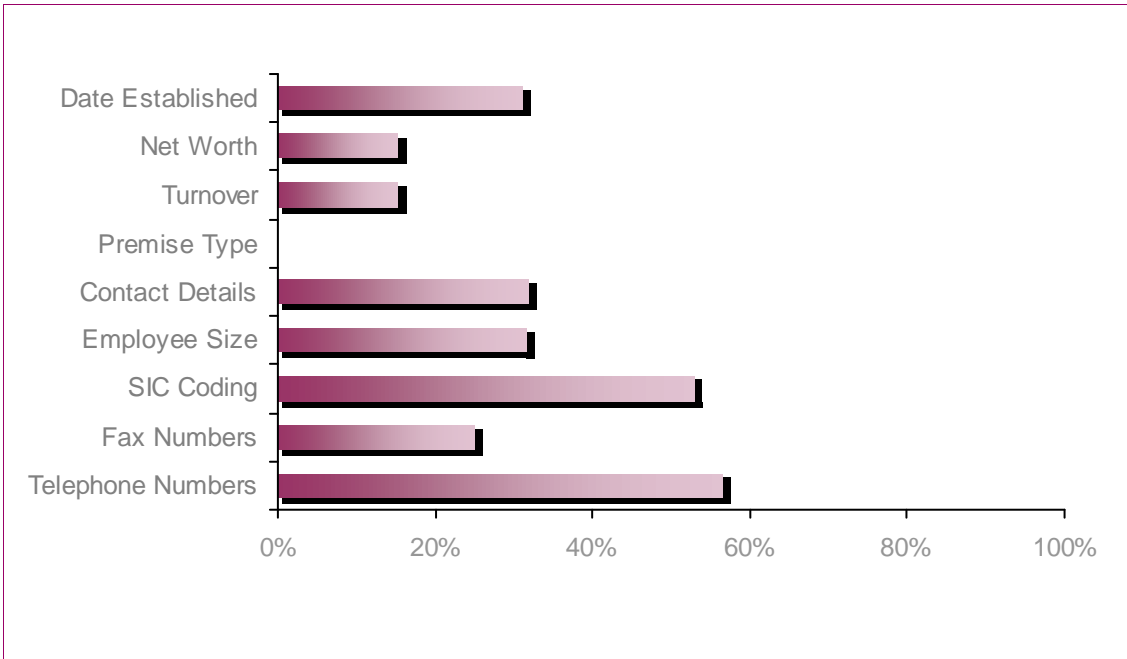
Missing Telephone Numbers are where there is no number on the file and we cannot match the record to our database.

	Records	% of File
<b>Total Records</b>	408165	100.00%
<b>Client Numbers</b>	1418	0.35%
<b>Numbers Unchanged</b>	87782	21.51%
<b>Numbers Updated</b>	130823	32.05%
<b>Numbers Added</b>	99625	24.41%

### Telephone Numbers



## Enhancements



### Data Enhancements

A number of data elements can be appended to the file. This data can both improve the accuracy of the data and enhance the file.

Data enhancement can make both accurate targeting and segmentation possible.

For accurate and informative market segmentation and analysis we can produce a profile report of your database.

A business profile report provides invaluable information about your file and how it relates to other businesses in the Data HQ Knowledgebase. This will enable more focused targeting for future prospect data and increase your ROI.

	Existing Data	Enhancements
<b>Telephone Numbers</b>	1418	230448
<b>Fax Numbers</b>	0	101714
<b>UK 92 SIC Coding</b>	0	216067
<b>Employee Size</b>	0	128636
<b>Contact Details</b>	0	130132
<b>Turnover</b>	0	62211
<b>Net Worth</b>	0	62211
<b>Date Established</b>	0	127156