

# Address Cleaning with Enrichment and Suppression

Get greater insight from your contact data from Address cleaning with enrichment and suppression

Keep the quality and durability of your contact data high over time

## Enrich your contact data

### Challenges of data integrity

The need to clean, maintain and suppress contact data should be recognised by all organisations as a fundamental part of Contact Data Management (CDM). Treating data in this way helps to retain customers, enhance database analysis and improve business efficiency. Although capturing contact information accurately first time is a step in the right direction, it must be followed with regular cleaning and suppression as contact data changes. Every day in the UK, 1,600 people die, 18,000 people move house and 1,800 people register with the Mailing Preference Service (MPS).

The consequences of allowing data decay can mean that your organisation may:

- Not be able to achieve a competitive advantage as business decisions are based on unreliable and inaccurate contact data
- Have difficulty maintaining a single customer view
- Send information by post that never reaches the intended recipient
- Deliver goods and services which do not arrive on time
- Damage customer relationships
- Not meet industry regulations
- Increase the risk of fraud through mailing to goneaways and the deceased

Our address cleaning tools will help maintain the quality and durability of your contact data over time. It matches information against a range of datasets from your desktop providing you with control and security over your data.

An address cleaning run will check any number of contact data records and present the before and after results in a comprehensive report. Where contact records cannot be automatically checked, users can manually interact and update records where appropriate.

## Business benefits

### Reduced expenditure

With an average of 23% of revenue wasted in organisation as a result of poor quality contact data<sup>1</sup>, removing duplicate records and updating those that are incorrect reduces money wasted on communicating with those that cannot or will not respond. This helps to maintain a financial advantage over those organisations without any cleaning and suppression software. For example, money and resources can be saved by preventing a customer or prospect receiving the same piece of marketing communication more than once.

### Improved decision making

Intelligent business decisions can only be made if your organisation can ensure a single view of existing or prospective customers. Our address cleaning solutions will ensure confidence can be applied to a business decision based on contact data held within your database.

### Positive brand perception

Effective contact data management can enhance the perception of your organisation. By ensuring you maintain a single customer view, complaints regarding duplicate mailings or inaccurate data can be avoided. Ongoing suppression will prevent your organisation communicating with people who have passed away and avoid angering family members.

“Using address cleaning tools from Experian Data Quality, we have seen a substantial saving on postage costs alone. This is without even considering the production costs or the damage caused to the brand through mailing people who have moved or died.”

— David Edgeworth, Database Administrator, Coloplast

# Address Cleaning with Enrichment and Suppression

## Environmental

Increased attention is also being given to the impact of poor data management on the environment, especially amongst the direct marketing community.

Existing and prospective customers are now giving more consideration to how organisations manage the environmental implications of their operations. If your organisation is sending multiple mailings unnecessarily and without due care, this may have a detrimental effect on the perception of your organisation and, in turn, customer acquisition and retention. Our tools guarantee that a single customer view of your contacts is maintained at all times.

## Effective profiling and analysis

Address cleaning ensures contact data records are validated, cleaned and consistently formatted, making database analysis simple with reliable results. Valuable information can be added to residential and business records, allowing you to effectively profile your database for targeted communications.

## Better sharing of data

Clean, consistently formatted data facilitates the sharing of contact information across an organisation.

Databases that are merged to produce a central store of essential contact information can be cleaned and suppressed to ensure all records are in a standard format.

## Improved data quality

As part of an ongoing contact data management strategy, address cleaning plays a vital role in bringing your database up to date and putting records into one consistent format. As a result, the levels of contact data accuracy within your database will improve dramatically. In addition, the tool will flag contacts that have signed up to preference services, assisting with data compliance and avoiding the legal and financial implications of contacting those who have opted out.

## Address cleaning delivery platforms

Address cleaning is available in a standalone version, or as an API that can be embedded within an existing or third party application.

### Address cleaning – standalone

Address cleaning in the standalone format offers flexibility and control when cleansing records from the desktop. For records that can't be automatically updated by the software, manual intervention is available. This set-up suits smaller volumes of contact records.

### Address cleaning – API

Address cleaning API carries out cleansing and suppression without manual intervention or supervision. It is particularly appropriate for large volumes of contact data that may have been previously sent offsite for cleansing and suppression. The software can be set to run at any time of the day, ensuring cleaning and suppression is carried out within the timeframes you require. It helps you to stay within budget and provides your organisation with the flexibility and speed to be able to react quickly to business needs. A post payment system means the required number of suppression clicks are always available, offering continuous real-time data cleansing and suppression.

## Step by step – how address cleaning works

**1) Clean and maintain** – The tool completes missing elements within contact records, corrects spelling errors and recodes postcodes that have changed

“Data quality is important to Chelsea FC and we need to communicate with our customers effectively. My remit is to maintain data integrity across the business – the only way to do this is to use an address cleaning tool.”

— **Vicky Mudge**, Database Manager, Chelsea Football Club

**2) Suppression** – contact data is suppressed against comprehensive files to remove or flag contacts that have moved, passed away or subscribed to preference services

**3) Enhance** – additional valuable information can be added to contact records, enabling more detailed data analysis for reporting and more targeted marketing communications

## Suppress your contact data

Despite growing awareness of the risks posed by mailing contacts that have signed up to preference services or those that have passed away, many organisations fail to suppress their data before using it for marketing or mailing campaigns. Contact data suppression allows organisations to communicate more effectively with customers and prospects held within their database by identifying individuals who cannot or will not respond. Contact data records that have been validated can then be profiled or enhanced. Address cleaning gives you flexibility and control over your database and allows you to suppress against the following datasets:

Available suppression files include:

### International address data

Our Address Validation covers 244 countries and provides relevant address insight including county code, geolocation and more.

### Suppression tracking

Files such as NCOA (National Change of Address) and GAS (Gone Away Suppression) enables businesses to track the movement of customers and prospects when they move.

### Preference service

Ensure you don't contact individuals registered to not receive communication by suppressing your contact data against the mail and telephone preference service.

### The Bereavement Register

Suppress data to ensure you don't send communication to the deceased.

## Enrich your contact data

A wide range of datasets are available to enhance the contact information held within your database. This allows additional valuable information to be added to records, permitting detailed analysis for reporting and a more targeted approach to marketing. The additional information can be appended at the point of contact data capture or added at a later stage.

## Address Cleaning with Enrichment and Suppression

### Business data

Business data enhances your contact data capabilities with access to over 2.7 million business names and addresses from Experian. The Experian National Business Database consists of an exclusive range of data sources able to provide:

- Business names and addresses
- Business telephone and fax numbers
- Thomson Directory classifications
- Commercial MOSAIC for future prospect targeting
- Company registration numbers
- Business location URN
- Small/Home office location codes
- SIC codes

### Names data

Enhance your contact data records further by matching and amending forenames and surnames to an address.

Names data consists of 39 million records based on the latest available UK Electoral Register (edited version) and supplementary data sources.

### Additional data

Further datasets are available including:

- International address data for countries and territories across the globe
- Lifestyle data such as MOSAIC UK codes
- Government and administrative data
- Geographic grid-reference data
- Health administration data