

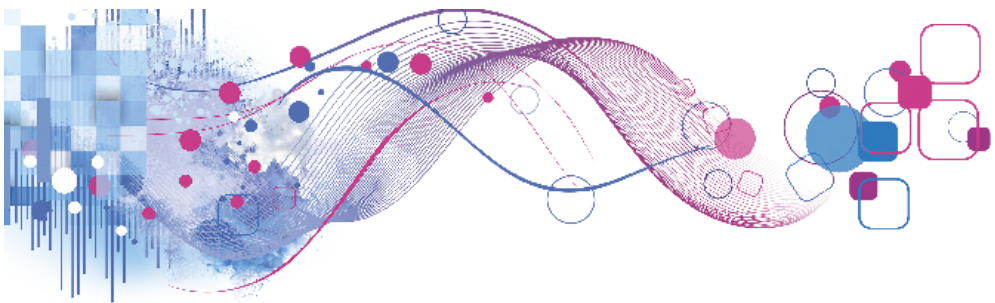
# Data Sets Guide

Unlocking accuracy and enhancing insight

---

Experian provides a wide range of datasets to enhance your customer name and address data. These datasets work seamlessly within Experian contact data management products to append additional data to an address record or postcode, they can also add value to a database by providing users with a more detailed understanding of each record, and afford businesses greater opportunities for analysis, profiling and segmentation.

This guide details each dataset and its sources, whilst also providing you with information on the benefits they can bring to your organisation.



# Contents

## Address data

- 4 Postcode Address File® (PAF)
- 5 AddressBase® Premium
- 7 AddressBase® Premium Islands

## Enhanced Address data

- 8 Not Yet Built
- 9 Multiple Residence

## Experian ConsumerView Names data

- 10 Names data

## Experian National Business Database

- 11 Business data
- 12 Telephone numbers
- 12 SIC codes
- 13 Employee Site Counts
- 13 Location Type and SOHO Indicator
- 14 Company Registration Office Number
- 14 Business Location Unique Reference Number

## Geographic data

- 15 100 metre grid reference
- 15 Code-Point® – 1 metre grids

## Geodemographic data

- 16 Experian Mosaic UK
- 17 Public Sector Mosaic
- 18 Financial Strategy Segments (FSS) data

## Public Sector data

- 20 Government data
- 21 Health data
- 21 Westminster Parliamentary data
- 22 Experian Patient Propensity data

## Suppression data

- 23 NCOA Update
- 24 NCOA Suppress
- 25 Gone Away Suppression (GAS) file
- 26 The Bereavement Register (TBR)
- 27 Experian Absolute Movers
- 28 Experian Mortality Suppression
- 29 Mortascreen Mortalities
- 30 Mailing Preference Service
- 30 Telephone Preference Service
- 31 International Suppression
- 32 Absolute Contacts

## International data

- 33 International data

## Professional Services

- 34 Professional Services

## Address data

### Postcode Address File® (PAF)

The Postcode Address File® (PAF) from the Royal Mail covers 1.8 million postcodes, 29.7 million residential and non-residential delivery points across the United Kingdom.

#### **Benefits of the Experian supplied PAF:**

- Daily updates and accurate information ensures you have a valid contact address
- PAF contains UDPRN (Unique Delivery Point Reference Number) data on eight digit unique numeric code that identifies a specific premise, improving the accuracy and granularity of your address data
- Experian Data Quality removes inconsistencies, duplicates and adds elements to the PAF data, ensuring that the file is standardised correctly
- Experian Data Quality perform a number of cleaning and compression routines on the data which makes the data sold superior to the PAF data of our competitors
- Experian Data Quality compresses the address file into a more manageable size (roughly an 85% reduction). This makes it easier to store the data and provides benefits when accessing the data across networks
- Experian Data Quality also offer Welsh language PAF data to ensure that communications to Welsh speakers are structured in the most appropriate way
- Experian Data Quality enhances its PAF data with postal non-required localities (customers who require locality information in their address that is not supplied with the standard PAF file) and postal counties

## AddressBase® Premium

AddressBase® Premium is a spatial addressing database for Great Britain (England, Scotland and Wales). Created by GeoPlace LLPs' National Address Gazetteer and managed by the Ordnance Survey.

The AddressBase® Premium dataset is built from Royal Mail PAF, OS AddressLayer 2, the National Land & Property Gazetteer, National Street Gazetteer, One Scotland Gazetteer and the Valuation Office Agency; AddressBase® Premium gives detailed information on over 34 million residential addresses, businesses and non-postal locations (for example Churches, Electricity Sub-Station and Ponds).

This includes multi-occupancy data, pre-build information, historic address information and alternative addresses all partnered with unique identifiers including the UPRN (Unique Point Reference Number), UDPRN, TOID (Topographic Identifier) and grid data. AddressBase® Premium also supports Gaelic language addresses and contains cross references to a range of popular OS and 3rd party datasets. If your organisation is a RSMA member, AddressBase® Premium is centrally funded by the government and is free at the point of use.

### **Benefits of Experian supplied AddressBase® Premium:**

- Access to every piece of data in the file through simple, intuitive, user-personalised interfaces such as address capture and address cleaning.
- Significant resource savings with our compression technology reducing the file size by 80%.
- Support for your migration from any other reference file (e.g. PAF, AddressPoint or NLPG) from your initial business case and research all the way to data evaluation, migration and beyond.
- Access to additional data not available with the raw AddressBase® Premium file.

### **Benefits of Experian supplied AddressBase® Premium: (cont...)**

- Easy integration of AddressBase® Premium into your enterprise applications meaning a single supplier and single license cost for your entire organisation.
- Receive your AddressBase® Premium file from Experian Data Quality or use Gateway to build your National or Local file yourself.
- Take advantage of our 20 years' experience in data migration projects to ensure your organisation realises the true benefits of AddressBase® Premium.
- Available to PSMA members and commercial entities, AddressBase® Premium is a revolution in location data.

## AddressBase® Premium Islands

A single definitive spatial address database for the United Kingdom. Around 800,000 records make up this detailed spatial address file for Northern Ireland. Available in Property, Boundary and Full versions; Pointer enables the capture and validation of both postal and nonpostal locations with the Unique Property Reference Number (UPRN) and Latitude/Longitude coordinates included.

Built from PAF, the NLPG, One Scotland Gazetteer, Northern Ireland Pointer Data, Digimap covering the Channel Islands, Isle of Man Government data and data from the Valuation Office Agency.

### **Benefits of Experian supplied AddressBase® Premium Islands:**

- Single definitive guide for the UK - England, Scotland, Wales, Northern Ireland, Channel Islands and Isle of Man
- Easy integration of the data into enterprise applications using address capture API.
- Accessible on your website using address capture.
- Support with integration and on-going data improvement from our expert Professional Services consultants.

## Enhanced Address data

### Not Yet Built

Not Yet Built data is compiled, updated and supplied by the Royal Mail. It includes postcode areas in England, Wales, Scotland & Northern Ireland. It contains address information relating to more than 475,000 properties at planning stage or under construction that have received an address but cannot yet receive mail. Not Yet Built data will help any organisation that captures customer/citizen or business information for billing, service delivery or planning, or those that are interested in accessing the most up to date, comprehensive datasets available.

#### **The property moves onto PAF when:**

1. The address is assigned as a forwarding address on the National Change of Address Update file (also available from Experian Data Quality).
2. A postal delivery worker visually records the ability to accept post.
3. A site manager informs the Royal Mail that the property is complete

#### **Benefits of Not Yet Built data:**

- Increases the number of address matches which can have a major impact on the efficiency of any organisation.
- Enables those providing products or services to new build housing to locate a property and plan for upcoming communications or service delivery.



## Multiple Residence

The Multiple Residence file is a dataset from the Royal Mail composed of approximately 750,000 properties that are defined as having a single delivery point but multiple residences. With around 2,000 new records per month, it's a crucial asset for any business with customers in large urban areas. Multiple Residence data is compiled, updated and supplied monthly and it includes postcode areas in England, Wales, Scotland & Northern Ireland.

In many cases, this will be the result of a sub-division of a property into a number of flats which may not be captured in the standard PAF file. This additional data therefore gives you a much more complete picture of your customer and prospect base especially in densely populated, urban areas.

### **Benefits of Multiple Residence data:**

- Reduce risk by verifying that a sub-property exists. This is especially pertinent to suppliers of utilities, insurance, other financial services and of course the Public Sector.
- Identify new potential customers who may benefit from particular services such as university students living in halls.

## Experian ConsumerView Names data

### Experian ConsumerView Names data Names data

Names data expands the consumer names and address information gathered in the Open Electoral Roll to provide enhanced visibility of the UK population. It enhances address data by matching consumer names to addresses to provide contact information about a specific individual, ensuring you have the correct data to create a good first impression.

Names data is sourced from Experian ConsumerView and the Open Electoral Roll. The Open Electoral Register is derived from the Full Electoral Register, but does not include people who have opted out of sharing their information for commercial purposes. Experian's ConsumerView file is an extension of the Electoral Register; it brings together multiple data sources and aims to fill any gap left out by those that opt out of the Electoral Roll. With Experian's ConsumerView file, Experian brings together registered records from the Open Electoral Register with supplemented data from Experian Consumer data, Director data, Shareholder data and Contributor data sources.

#### **Benefits of Experian ConsumerView Names data:**

Containing over 39 million names from the UK Electoral Register, the names file allows you to:

- Efficiently capture unfamiliar or hard to spell names
- Display and append a full address along with the name of the person(s) living at that chosen address
- Validate the name and address details provided against Experian's Consumer data
- Access 92.5% data coverage of all the names in the Full Electoral Register

Names data is to be used for marketing purposes only. The Full Electoral Register can only be used by a small number of specified organisations for a very restricted set of purposes.

## Experian National Business Database

### Business data

The Experian National Business Database is an industry leading dataset that contains core business addresses, names and unique reference numbers. Business data enhances your address management capabilities with the power of 2.79 million deliverable business names and addresses.

Business data is sourced from Experian's National Business Database, which is drawn from nine independent data sources. The majority of company records held within the database originate from Companies House and Directory data. Further information comes from BT's OSIS file and Experian's credit referencing business, amongst other sources. Between them, they cover over 2 million business locations and provide 120,000 updates to the National Business Database every month.

#### **Benefits of Business data:**

- Ensures the effective delivery of communications to correct addresses
- Reduces wasted mail
- Provides comprehensive coverage of additional data such as telephone, SIC codes and business types, with further information available directly from Experian
- Provides full and accurate business address data
- Enhances and improves targeting of marketing campaigns
- Helps with database profiling

# Experian National Business Database

## Telephone numbers

This dataset contains telephone and fax number information, sourced from BT's OSIS file, providing the main contact numbers for each business. Approximately 2.15 million records within the National Business Database are populated with telephone numbers. Over 5% include fax numbers.

### **Benefits of Telephone and Fax numbers**

- Additional information can be added to an organisation through which they can be contacted

## SIC codes

SIC (Standard Industrial Classification) codes are used to classify businesses by the activity they are involved in, and the type of products and services they offer. The codes can be used to profile a database of customers or prospects. SIC codes are sourced from Companies House for private limited companies (Ltd) and mapped from the Thomson classification code for other companies.

### **Benefits of SIC codes:**

- When used for market segmentation and profiling purposes, SIC codes enable users to target groups more effectively and position their products and/or services more successfully
- Enables an organisation to gain a true view of the composition of their database

## Employee Site Counts

The Employee Site Counts dataset, sourced from Companies House, returns an approximate figure for the number of employees at a given site/location.

### **Benefits of Employee Site Counts**

- Assists with prospect qualification or prioritisation
- Provides effective segmentation and profiling

## Location Type and SOHO Indicator

Location Type and SOHO indicator provides an indication of whether the business at the site in question is a Headquarters (H), Branch (B) or a Single (S) location. The data also includes a SOHO indicator where the business is classified as Small Office/Home Office. This is modelled based on correlations between PAF, Experian's consumer data and business characteristics.

Location Type and SOHO indicator is sourced from Thomson classification and Companies House.

### **Benefits of Location Type and SOHO indicator:**

- Assists with prospect qualification or prioritisation
- Provides effective segmentation and profiling

# Experian National Business Database

## Company Registration Office Number

This dataset provides the official Company Registration Office Number for all limited companies sourced from Companies House. The Company Registration Office Number is persistent and will not change if the company name changes. This dataset would help any organisation operating within B2B who capture or clean addresses.

### **Benefits of Company Registration Office Number:**

- Confirms company details for legal and finance purposes

This dataset only applies to limited companies, whether private limited companies (Ltd.) or public limited companies (plc).

## Business Location Unique Reference Number

This is a 14-character reference number that uniquely identifies each business record within Experian's National Business Database. A business which has many sites will have a Business Location Unique Reference Number for each site.

### **Benefits of Business Location Unique Reference Number:**

- Helps effective deduplication and database analysis
- Provides a reference number for any additional business-related information such as turnover, profit, parent subsidiary relationships and much more

## Geographic data

### 100 metre grid references

This coordinate datasets return a grid reference for a postcode with a resolution of 100 metres. The returned grid reference is the closest to the centroid property in the address postcode. 100 metre grid reference data is supplied by the Royal Mail's Postzon.

#### **Benefits of 100m grid references:**

- Enables accurate plotting of postcodes
- Useful for analysing customer spreads, planning distribution routes, and crime pattern analysis

### Code-Point® – 1 metre grids

Code-Point® – 1 metre grids is a coordinate dataset that returns a unique national grid coordinate for each postcode in Great Britain which is accurate up to 1 metre. Code-Point® – 1 metre grids is a dataset supplied by Ordnance Survey and provides grid references for each postcode (approximately 1.7 million) within Great Britain. The grid reference given is that of the centroid property in the postcode. Values are returned to a resolution of 1 metre.

#### **Benefits of Code-Point® – 1 metre grids:**

- Precise and accurate grid reference to 1 metre
- Makes planning of routes easier
- Improves the analysis of your customers and prospects for uses such as; store location planning and advertising site identification

### Geodemographic data

Geodemographic data can be used to analyse customer databases, identify key markets and help plan more targeted marketing activity for increased ROI.

#### Experian Mosaic UK

Experian Mosaic UK is a dataset that relates demographic data to postcodes. It provides an accurate understanding of the demographics, lifestyles and behaviour of all individuals and households in the UK. Experian Mosaic UK enables an organisation to analyse their database in order to maximise engagement with customers. This will help to prepare and plan for the future, increase loyalty, and drive profitable acquisition. Experian Mosaic UK is sourced from the Experian ConsumerView, the Census, and a number of other 3rd party data sources.

#### **Benefits of Experian Mosaic UK:**

- Helps organisations understand its customers' demographic and lifestyle characteristics in order to acquire, manage and develop profitable relationships to improve business results
- Enables organisations to discover the best medium for advertising campaigns
- Helps organisations review branch networks and set realistic targets
- Assists with selecting mailing lists more accurately to boost response rates, wasted communications, and improve ROI



## Public Sector Mosaic

Public Sector Mosaic data focuses on the need of the citizen. It provides a comprehensive view of society to enable policy decisions, communications activity and resource strategies to be applied at the right level of geography. The segmentation has 11 groups and 61 types that focus on public sector segment descriptions.

Public Sector Mosaic data is primarily sourced from Experian ConsumerView and the most recent Census information. Other sources such as council tax bandings and lifestyle surveys are used to build a complete picture of demographic and social trends across the UK.

### **Benefits of Public Sector Mosaic:**

- Helps organisations understand citizen requirements
- Identifies local assets and needs, and improves the targeting of resources

## Geodemographic data

### Financial Strategy Segments (FSS) data

Experian has been providing information on consumer behaviour to the global financial services industry for over 30 years. Our consumer databases are the largest and most comprehensive in the world, with our award-winning consumer segmentation being used by over 10,000 organisations across the world to provide insight and understanding on the behaviour of consumers.

This latest version of Financial Strategy Segments (FSS) is the fourth generation of behavioural classifications for financial service providers designed to help organisations optimise their relationships with consumers. It is very similar to Mosaic UK and divides the UK population into 14 Groups and 50 Types. These can be presented at either Postcode or Household level.

Over 300 data variables have been used to build FSS, these are split into two core categories.

#### **Benefits of FSS:**

- Helps you understand your customers and prospects by providing a comprehensive portrait of individuals and their financial behaviour.
- Enables you to identify your highest value customers, to benchmark performance, identify opportunities for new products and services, to understand regional and local variations in product consumption and tailor communication for prompt response.

**Publicly available data:**

- Office of National Statistics (ONS) Census
- Post Office Address File
- Shareholders register
- The 'edited' electoral roll
- Company Directors database
- Council Tax
- Consumer credit activity
- Property sales
- MORI Financial Survey propensity models

**Experian proprietary data:**

- Experian consumer surveys
- Pooled transactional data from Experian's business-to-consumer contributors
- Experian's Consumer Viewpoint database, which combines consumer identification data from all of Experian's businesses to provide a single customer view of every person and household in the UK.

This information is updated annually and used to replenish our view of the classification each year.

## Public Sector data

### Government data

Government data returns a selection of regional and local authority data for a given postcode. The user can specify the option to return the European Electoral Region, Government Office Region, Local Authority District code, Local Authority Electoral Ward, and the Local Education Authority code, or Census Output Area. Government data is supplied by the Office of National Statistics.

#### **European Electoral Regions**

European Electoral Regions are used to elect members of the European Parliament to the European Parliament in Strasbourg. The number of members of the European Parliament in each region varies with population size.

#### **Government Office Regions**

Government Office Regions reflect a number of government departments that aim to work in partnership with local people and organisations in order to maximise prosperity and the quality of life within their area.

#### **Local Authority Districts**

The Local Authority District code corresponds to the level of local government, including local authority districts, unitary authorities, metropolitan districts, London boroughs, council areas and district councils.

#### **Local Authority Electoral Ward**

The Electoral Ward code is a subdivision of Local Authority District data, which uniquely identifies a specific ward.

#### **Local Education Authorities**

Local Education Authorities (LEAs) are the bodies responsible for the local administration of state sector education services in England and Wales. Each Local Education Authority coincides with a county, unitary authority, metropolitan district or London borough. Local Education Authority boundaries are adjusted annually to correspond with any changes to the

boundaries of the surrounding areas.

### **Census Output Areas**

Census Output Data is a collection of 5,022 areas nested within wards, containing on average 125 households that tend towards homogeneity.

### **Benefits of Government data**

- Improves administration efficiency, for example, a university can associate a local education authority to a student's address record, helping them to track how fees should be paid
- Effectively profiles citizen data to enable efficient use of funding and accurate service delivery

## Health data

Health data can be configured to return the Clinical Care Group for England, Scotland, Wales and Northern Ireland. Health data is supplied by the Office of National Statistics.

### **Benefits of Health data:**

- Ensures that the correct Clinical Care Group is assigned to a patient
- Effectively profiles citizen data to enable efficient use of funding and accurate service delivery

## Westminster Parliamentary data

The Westminster Parliamentary dataset returns the member of Parliament, the political party to which they belong and the parliamentary constituency name for a given postcode. Westminster Parliamentary data consists of data supplied by MySociety.

### **Benefits of Westminster Parliamentary data:**

- Enables organisations to find out which citizens live in which borough/constituency to enable targeted political communications

## Experian Patient Propensity data

According to the NHS Institute for Innovation and Improvement, the national 'did not attend' (DNA) rate for all booked appointments is over 10%; a statistic that has an enormous impact on the healthcare system in terms of cost and waiting time, significantly adding to delays along the patient pathway and patient dissatisfaction. Of those people who fail to attend an appointment it is estimated that over 50% had simply forgotten; studies suggest that successful receipt of a reminder would encourage potential DNAs to either attend or cancel their pending appointment. Experian Patient Propensity Data identifies both the likelihood of an individual not to attend an appointment and the method of communication that they would be most responsive to should a reminder be sent.

Reducing the number of patient DNAs will create considerable efficiencies both in cash savings and improved service. According to the NHS Information Centre; based on average tariff by specialty by trust this provides a productivity opportunity of over £600 million.

### **Benefits of Experian Patient Propensity data:**

- Improves service delivery by identifying both a patient's risk of not attending an appointment and their preferred method of communication.
- Increases efficiency through reducing the wasted time associated with missed appointments, allowing more patients to be seen in a shorter space of time.
- Action at the point of capture by utilising Experian Patient Propensity data within address capture and Healthcoder; DNA risk and preferred communications preference can be returned at the point of capture. This allows appropriate actions to be taken whilst the patient is on the phone/face to face.

### Data sources

This data is unique to Experian and is derived from a number of Experian data sources including Mosaic and TrueTouch Propensities along with Health sector data through Hospital Episode Statistics.

## Suppression data

On average, 18,000 people per day in the UK move house, 1,600 people die and 1,800 people register with the Mailing Preference Service. Suppression data can help you to flag, find or remove unwanted records from your database, which will help to maintain the quality and durability of data.

## NCOA Update

Containing more than 21 million records, the NCOA (National Change of Address) Update file can help identify and locate those people who have changed address, as well as their associated forwarding address by matching records to surname or to individual level, helping you to avoid contacting an individual or family who have moved.

### Benefits of NCOA Update:

- Helps to maintain contact with high value clients
- Reduces wasted mailings to those that will not respond
- Helps organisations keep in contact with those that have moved, maintaining a warm prospect pool
- Increases the cost-effectiveness of campaigns
- Helps eliminate fraud

### Data sources

NCOA Update is sourced from the Royal Mail's redirection service, where people who have moved house pay to have their mail redirected to a new address for a certain period of time.

## NCOA Suppress

The NCOA (National Change of Address) Suppress dataset contains over 40 million records with details of individuals who are deceased or who have moved address.

### **Benefits of NCOA Suppress:**

- Saves organisations money on postage, print and production
- Helps to run more cost effective campaigns
- Reduces the risk of poor brand perception associated with contacting someone who has passed away

### **Data sources**

NCOA Suppress information is gathered from various sources by the Royal Mail, from mail redirections, and from companies who contribute their returned mail to the NCOA Suppress.



## The Gone Away Suppression (GAS) file

The GAS file was established in 1992 to address the problem of mailing people who have genuinely moved house. The GAS file combines a large number of consented datasets from organisations that have been notified when someone moves in or moves out of a property. The GAS file is supplied by The Data Agency and includes: government information (i.e. from local authorities) and information from blue chip organisations that have a transactional relationship with their customers.

### **Benefits of using the GAS file:**

- 41 million records – of home owners, split household moves and long/short term renters
- Updated daily with 450,000-650,000 new records added each month
- 90% of all UK home movers are added to the GAS File within 12 months
- Capability to clean databases containing records of up to 8 years old

## The Bereavement Register (TBR)

The Bereavement Register (TBR) is a leading consumer service that helps stop direct mail from being sent to the deceased. TBR is provided by The Data Agency who produces Death Certificate Folders for UK Registrars, which contain a FREEPOST tear off registration form, given to bereaved families. TBR leaflets are found in more than 5,000 key points throughout the UK. Distributed through a number of outlets such funeral directors, hospitals, hospices, police family liaison officers, solicitor firms, charities and Citizen Advice Bureaux, each leaflet explains how the data will be used. TBR is sourced directly from bereaved families and friends who have provided details of the deceased.

### **Benefits of using TBR:**

- Most records captured within 14 days following death
- Updated daily and released monthly
- All records are permissioned and validated, giving you reliable non assumed accurate data
- 3.2 million records with 10-30,000 new records added per month
- 75% of direct mail that is cleaned in the UK is screened against the TBR Data sources

## Experian Absolute Movers

The Absolute Movers dataset identifies and validates individuals that have left an address. With over 60 million records, the Absolute Movers file offers the greatest depth of coverage for goneaways in the marketplace.

The Absolute Movers dataset is sourced from private and public data sources such as customer informed moves, residency data from local authorities across the UK and a consolidated database of active UK customers. Mover information is continually monitored and updated on a monthly basis, ensuring that the latest goneaways are available for suppression.

### **Benefits of Absolute Movers:**

- Saves money on campaign costs by identifying goneaways
- Reduces mail returns and increases response rates
- Helps organisations maintain contact with high value clients
- Helps organisations keep in contact with those that have moved and maintain a warm prospect pool
- Helps eliminate fraud

## Experian Mortality Suppression

On average, over 170,000 mailings are delivered to people who have passed away. Mortality Suppression utilises trusted propriety data and all of the industry's major deceased files to provide unrivalled coverage. This enables organisations to accurately identify and suppress the deceased.

Mortality Suppression data contains over 1.9 million records supplied from private and public data sources. It is compiled from trusted deceased data sources identifying individuals that are not present within any other commercial source. This unique data compliments Experian's existing suppression services which include all of the industry's major deceased files.

### **Benefits of Mortality Suppression:**

- Reduces the wasted cost of mailing the deceased, and the associated risk of fraud
- Protects brand reputation against the negative impact of mailing the deceased
- Ensures organisations are compliant with legislation governing the use of personal data

## Mortascreen Mortalities

Mortascreen Mortalities is one of the largest and most up to date sources of deceased names currently available. It contains over 6 million records, with around half a million records collected and added each year, accounting for roughly 85% of all deaths in the UK. This makes Mortascreen the largest file of its kind, with the most comprehensive collection of recent deaths.

The Mortascreen Mortalities dataset is sourced from Probate data, Funeral Directors, Insurance data, the Deceased Preference Service and other third party data.

### **Benefits of Mortascreen Mortalities:**

- Helps organisations avoid damaging brand perception
- Ensures more accurately targeted mailing campaigns and better maintained customer records

Mortascreen is licensed for the purpose of direct mail suppression only. It may not be used for credit screening or fraud detection purposes

## Mailing Preference Service

The Mailing Preference Service is a suppression file set up to enable consumers to have their names and home addresses in the UK removed from lists used across the direct mail industry.

The Mailing Preference Service dataset is sourced from the Direct Marketing Association (DMA).

### **Benefits of the Mailing Preference Service:**

- Ensures organisations comply with the Advertising Standards Authority
- Improves brand perception through not mailing to those who do not wish to receive direct marketing

## Telephone Preference Service

The Telephone Preference Service is a sister service to the Mailing Preference Service with over 14 million telephone numbers in the file.

The Telephone Preference Service is a central database where individuals can register their wish not to receive unsolicited sales and marketing telephone calls.

The Telephone Preference Service is sourced from the Direct Marketing Association (DMA).

### **Benefits of the Telephone Preference Service:**

- Ensures organisations comply with the Advertising Standards Authority
- Improves brand perception through not phoning those who do not wish to receive unsolicited phone calls

## International data for suppression

Also available as a standalone dataset.

International data will appeal to organisations that currently operate internationally, or those that are looking to expand operations abroad. Access to global contact data from one source will facilitate a single global process for contact validation. International data is sourced from the national postal authority for that particular country.

### **Benefits of International data:**

- Ensures international addresses are verified and formatted with confidence
- Assists with the efficient delivery of international goods/services/information
- Enables a single global process for data collection and standardisation
- Ensures mailings are not sent to incorrect addresses

For more information on the benefits and countries available view page 32.

## Absolute Contacts

Absolute Contacts provides up-to-date and verified change of address information

### **Benefits of International data:**

- Absolute Contacts utilises Experian's wealth of name and address data and propriety business processes to accurately identify changes of address
- Absolute Contacts contains around 19 million address changes
- For a leading home shopping organisation up to date addresses were available for 43% of recently identified goneaways
- Experian was able to relocate almost half of lifestyle responders with whom contact had been lost

### **Data sources**

Absolute Movers is used to confirm an individual has left an address. The Edited Electoral Roll and other compliant sources of information (such as shareholders data or Companies with large commercial databases built from customer transactions) are then utilised to verify that they are currently resident at the new address, ensuring only genuine address changes are identified within Absolute Contacts.



## International data

International data will appeal to organisations that currently operate internationally, or those that are looking to expand operations abroad. Access to global contact data from one source will facilitate a single global process for contact validation. International data is sourced from the national postal authority for that particular country.

### **Benefits of International data:**

- Ensures international addresses are verified and formatted with confidence
- Assists with the efficient delivery of international goods/services/information
- Enables a single global process for data collection and standardisation
- Ensures mailings are not sent to incorrect addresses

### **The country datasets available from primary data sources are:**

Australia	Germany	Singapore
Belgium	Ireland	Spain
Canada	Luxembourg	Sweden
Denmark	Netherlands	Switzerland
Finland	New Zealand	United Kingdom
France	Norway	United States

Due to an expanded network of trusted partners, the following additional international data bundles are now available (Number of countries in brackets).

Africa (54)	Eastern Europe (22)	West Asia (16)
Middle East (14)	Western Europe (5)	Eastern Asia(20)
South America (13)	Oceania (8)	
Central America / Caribbean (24)		

Sources for this data range from postal authorities and carriers to research organisations.

### Professional Services

The Experian Data Quality Professional Services team can advise on all data issues and offer solutions to minimise risk and reduce implementation time. They provide invaluable advice and support to ensure you get the most from your investment. Our Professional Services team will work with you to:

- Produce a data quality strategy and associated plan of action for the ongoing improvement of your data
- Provide a free audit of your database(s) to help you understand your data better
- Reduce integration time
- Ensure a high return on investment
- Significantly reduce reliance on external experts for future maintenance and enhancement of your systems

## Why Experian?

Experian unlocks the power of data to create opportunities for consumers, businesses and society.

At life's big moments – from buying a home or car, to sending a child to college, to growing your business exponentially by connecting it with new customers – we empower consumers and our clients to manage their data with confidence so they can maximize every opportunity.

We gather, analyse and process data in ways others can't. We help individuals take financial control and access financial services, businesses make smarter decision and thrive, lenders lend more responsibly, and organisations prevent identity fraud and crime.

For more than 125 years, we've helped consumers and clients prosper, and economies and communities flourish – and we're not done. Our 17,000 people in 37 countries believe the possibilities for you, and our world, are growing. We're investing in new technologies, talented people and innovation so we can help create a better tomorrow.

**Learn more at [www.experianplc.com](http://www.experianplc.com)**

**Learn more about data quality from Experian at [www.edq.com/uk](http://www.edq.com/uk)**

## Next Steps...

---

Contact us:



0800 197 7920



[dataquality@experian.com](mailto:dataquality@experian.com)



[www.edq.com/uk](http://www.edq.com/uk)



---

**Experian**  
**George West House**  
**2-3 Clapham Common Northside**  
**London, SW4 0QL**

**T 0800 197 7920**  
**E [dataquality@experian.com](mailto:dataquality@experian.com)**  
**W [www.edq.com/uk](http://www.edq.com/uk)**

© Experian, 2016. All rights reserved

The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU.

Experian Ltd is authorised and regulated by the Financial Conduct Authority.  
Experian Ltd is registered in England and Wales under company registration number 653331.  
Registered office address: The Sir John Peace Building, Experian Way, NG2 Business Park, Nottingham,  
NG80 1ZZ.