

Enhanced Location Data

Improve and enhance your contact data with Experian's Enhanced Location Data

Gain wider coverage and improve accuracy with an additional 1.2 million records

Identify new customers

According to National Statistics, in the last year alone, over 140,000 buildings have been developed in England. In the UK a large number of houses are being turned into multiple residences and new properties are built every day.

Despite this, more than 30,000 organisations use PAF® (Postal Address File) to validate their contact information. However, many consumers have experienced frustration over the years due to some gaps in PAF caused by the basic purpose of the data. PAF was built by the Royal Mail to deliver a letter to a letterbox. It was never intended as a 'location' dataset or to contain intelligence about how many properties may be behind that flap.

Businesses can no longer rely purely on PAF data to validate contact information. To gain wider coverage and improve accuracy you need to enhance your location data with Multiple Residence™ and Not Yet Built™ data – providing 1.2m additional records.

Multiple Residence Data

Working alongside PAF Multiple Residence data allows customer to access information on household that share the same front door.

- It holds over 750,000 households records and can be easily integrated with PAF within your existing systems
- It enables more accurate deliveries first time
- Saves time and inefficiency with lost or missing mail, or provision of services
- The file includes data for England, Scotland, Wales and Northern Ireland
- Multiple Residence is updated on a monthly basis

Not Yet Built Data

To increase your contact data matches the tool has access to the Royal Mails Not Yet Built (NYB) Data. This contains properties in planning or construction that have assigned an address but cannot yet receive mail.

- Working alongside PAF, it identifies over 450,000 new residential properties in planning or construction phase every year
- Arrange for delivery of goods or connection of services; made possible through a valid address and postcode
- Identify potential new customers and accept orders

- The file includes data for England, Scotland, Wales and Northern Ireland
- Not Yet Built is updated on a monthly basis
- When a delivery point is added to Not Yet Built we assign it a Unique Delivery Point Reference Number (UDPRN) and a Delivery Point Suffix (DPS)

These files bridge an important gap between residences behind a single door, new property builds and PAF to provide a more comprehensive address file.

Product Sheet

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