

The Gone Away Suppression (GAS) File

Maintain the quality and durability of your data

Enhance your data and protect your reputation

Increase efficiency

Why use the Gone Away Suppression (GAS) File?

The Gone Away Suppression (GAS) File was established in 1992 to address the problem of mailing people who have genuinely moved house. Sourced from REaD UK, it is an accurate and up-to-date solution for identifying non-assumed, validated goneaways and is responsible for cleaning over half of all direct mail in the UK.

The information on the GAS File is updated on a daily basis with new gone-away records only being added when they have been fully validated according to REaD UK's strict criteria thus ensuring accuracy.

What can the GAS File do for you?

- Direct Marketing campaign performance is based on response rate against volume – removing goneaways from your mailing files will maximise response rates and ROI
- Increase your efficiency and corporate responsibility by not mailing people who aren't there – saving you money
- Limit corporate brand damage created by irresponsible data practices
- Help stop identity fraud, which substantially increases the risk of bad debt
- Improve the environmental reputation of your company and the DM industry
- Provide Data Protection Act compliance for your company
- Enhance your data by attaching flags – the first step towards re-establishing contact with your customers, using REaD UK's product, GAS Reactive
- Avoid over-suppressing your database - each record on the GAS File goes through a unique validation process that captures and tracks movers on an individual basis.

What makes the GAS File unique?

- Non-assumed, validated data sources 35 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
- Made up of individuals at addresses they are validated as moving from ensuring accuracy.

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