

FACT SHEET

BUSINESS DATA QUALITY AUDIT

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Auditing your data is vital to ensure better-targeted and less wasteful marketing.

This audit is ideal for any organisation serving business customers. Research has shown that business data can decay by as much as 40% per annum due to frequent changes in premises, telephone numbers, job titles, staff and more.

It is essential to maintain your data quality and review this before carrying out any significant campaigns or analysis of your data.

KEY FEATURES & BENEFITS:

- Crucial before using your data for campaigns or analysis
- Save money by avoiding mailing to contacts who are no longer at the company or no longer relevant
- Improve response rates with better targeting
- Reduce customer complaints with improved accuracy
- Brand perception can be improved due to more targeted communications

WHAT DOES THE AUDIT COVER?

Our experts will analyse your data in terms of:

- Completeness** – Of addresses, postcodes, telephone/fax numbers, sector and company size details.
- Accuracy** – Where errors exist, the information is out of date or duplicated and what amendments can be made to improve.
- Consistency** – Where data is compiled in an inconsistent fashion and if there are discrepancies within it.

Your audit will give feedback on:

- Duplicate Records
- Company Name Matches
- Address Verification
- Telephone Verification
- New Contacts that could be appended
- Companies that have gone out of business
- Number of records which appear on the telephone preference services

You will also receive a brief profile within your audit:

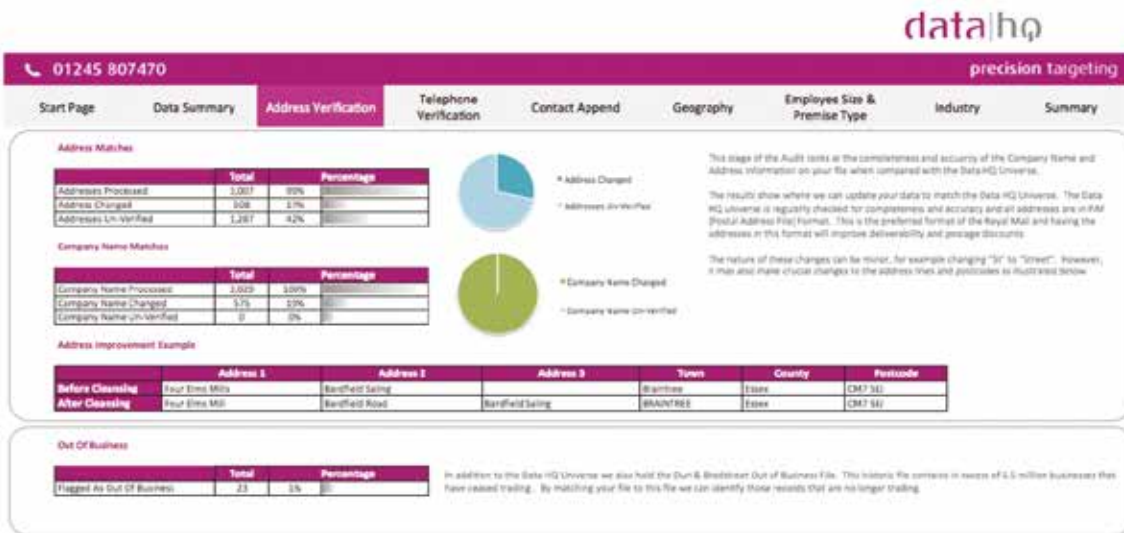
- Geography showing density of customers by UK Region
- Employee Size & Premises Type
- Amounts of data by Industry sector



WHAT HAPPENS NEXT?

With the information provided by your Business Data Quality Audit, you may be confident that your data quality is high and proceed with your planned campaign or analysis.

Alternatively the audit may highlight areas for improvement that you want to address before you go any further. If this is the case our experts can advise you on our cleansing, mailing list, full profiling or insight and analysis services depending on your business requirements.



WHY CHOOSE DATA HQ

Our extensive client list choose to work with us because, since 2001, we have built a reputation and expertise in maximising sales and marketing results through intelligent data usage.

We work with our clients to understand their customer data, source prospect data, implement database solutions, improve data quality, and profile customers to inform insights and strategic planning.

Our dedicated, highly experienced team of data experts will work with you to understand your business and goals to identify the most appropriate and high quality prospect data from trusted Tier 1 suppliers. This way you can target those most likely to have requirements for your product or service.

At Data HQ we focus on helping you find and target the right audience for your marketing campaigns.



FOR FURTHER INFORMATION CALL US NOW

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