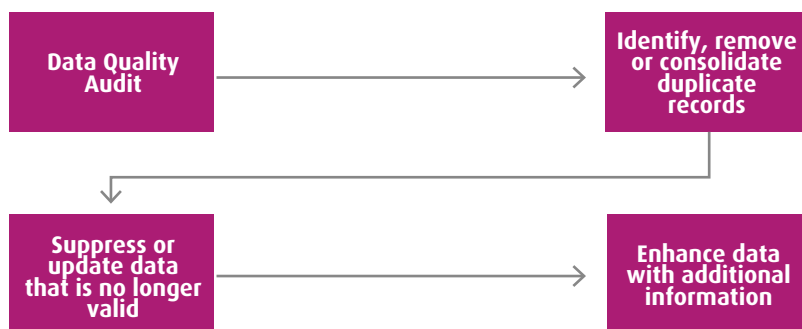


## DATA PROCESSING & CLEANSING

**Making sure your customer and prospect data is up-to-date and accurate is key to successful marketing.**

Data becomes out of date very quickly with people and businesses regularly changing their details. With various data sources adding to your database, duplicate records are also bound to occur.

Fixing these issues, as well as enhancing the data you hold by adding missing information, can all add real value to your data. Your database is one of your most valuable business assets so looking after it is essential.



### KEY FEATURES & BENEFITS:

- Identify gaps in your data and uncover new ways to contact customers and prospects
- Increase response rates and ROI
- Save budget by only marketing to accurate contacts
- Add and update telephone numbers, contact names and email addresses
- Improve targeting by allowing more accurate segmentation
- Free Data Quality Audit available to identify cleansing requirements
- Enable better insight & analysis with better data quality

## WHY PERFORM DATA PROCESSING & CLEANSING

Undertaking a database-cleansing project is key to saving time and money and improving your campaign results.

### Suppress or update data that is no longer valid

Unfortunately data decays at a persistent rate - so after a year your database could be 40% inaccurate. This is due to regular changes in business names, office locations and contact job titles or consumers moving home, changing contact details or passing away.

Ensuring you remove inaccurate data is vital to make sure you don't waste time and money trying to contact customers or prospects using the wrong details.

Where possible, we also fix records by updating with the correct address, name, phone number, email or other available details. This information is provided alongside the original information rather than overwriting it.

As part of our processes we check your data against various files including:

#### Business Data Files

- Business Changes File
- Business Suppression File
- CTPS & TPS / MPS – sales & marketing opt out

#### Consumer Data Files

- National Change of Address
- Gone Away Files
- Deceased Registers
- TPS / MPS – sales & marketing opt out

#### Identify, remove or consolidate duplicate records

With our comprehensive deduplication systems we can identify and remove duplicate records within a file or combine multiple files while ensuring against duplicates. By ensuring you do not have the same contact more than once you protect your brand, improve customer service and save money by not mailing an individual multiple times.

#### Enhance data with additional information

As data marketing specialists we hold an extensive data universe which we can cross-reference and match to your data. We can add any information that we hold on a contact, that your data doesn't already include - such as:

##### Business

- Phone, Email, Address details
- Employee size
- Turnover
- SIC Code

##### Consumer

- Phone, Email, Address details
- Modelled Age
- Gender
- Areas of interest & Hobbies

This can open new communication channels and help you understand the demographics of your customers and prospects for better targeting.

#### Data Quality Audit

Our **FREE Data Quality Audit** is the first stage of any cleansing project and will highlight the areas of your data that we can improve. The audit will inform and support your decision as to what enhancements you would like to make, based on the amount of alterations available and the costs involved.

## 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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