STB
Direct Marketing
The UK & European Data Specialists

Overview | Summary | Address Quality | Name Quality | Duplicates | Telephones | Suspect Data | Suppressions

Overview

The following figures are a brief summary of the more detailed pages found within this document. This is intended as a guide to identify overall quantities identified **after** our processing has completed.

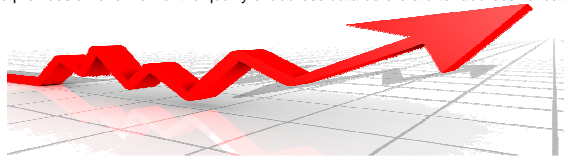|	
Records received:	112582
Unverified addresses:	42478
Unverified names:	6191
Duplicates (name @ address level):	838
Unverified telephone numbers:	13101
Suspect data records:	6523
Suppressions:	671

Based on a DM campaign we have identified upto 50,510 records that may not be suitable for mailing
If we make an assumption that each pack is worth £1 on average this equates to a waste of £50,510 for each mailing

Additionally to the cost saving, there is also your adherence to data protection principles in order to "keep clean"
your database (through effective use of suppressions), and remove those that do not wish to receive DM.
Coupled with cleansed and deduplicated data this will enhance your customers experience with your communications

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Summary

This page provides an overview of the quality of address data before & after address validation process

Quality Code	Before Clean	%	After Clean	%
A	2	0.00%	277	0.25%
B	492	0.44%	3,357	2.98%
C	23,887	21.22%	47,583	42.27%
D	16,882	15.00%	14,699	13.06%
E	5,249	4.66%	3,074	2.73%
F	975	0.87%	1,114	0.99%
G	1,671	1.48%	831	0.74%
H	2,461	2.19%	226	0.20%
J	15,667	13.92%	1,400	1.24%
K	6,680	5.93%	1,795	1.59%
Q	31,697	28.15%	38,190	33.92%
X	6,919	6.15%	36	0.03%
Total	**112,582**	**100.00%**	**112,582**	**100.00%**

Quality Code	Description	Company	Premise	Street	Town	Postcode
A	PAF validated, Premise level		v	v	v	v
B	PAF validated to STREET level			v	v	v
C	PAF validated to STREET level with COMPANY present	y		v	v	v
D	Nothing is missing but not on PAF		y	y	y	y
E	No street number			y	y	y
F	No street but a company name	y			y	y
G	Missing postcode		y	y	y	
H	Missing postcode and no street number			y	y	
J	Missing town		y	y		y
K	Missing town and street number			y		y
Q	Missing town and postcode			y		
X	Unrecognised/ blank					

v = validated
y = identified

Notes

Codes A through to C inclusive are PAF matches, this equates to 51,217 records which is 45% of the data supplied.

Codes D through to F inclusive are those that have significant elements of the address, however could not be found on the PAF file. This accounts for 18,887 records (17%)

Codes G onwards are generally not recommended to be mailed. This is due to significant key elements of the address not being able to be identified within the data supplied.

Before processing the number of mailable records were 47,487 which is 42% and after processing it becomes 70,104 which is 62% that is a a change of 22,617 records

Before cleanse

PAF Matches 22%
Non Verified 57%
Mailable 21%

- PAF Matches
- Mailable
- Non Verified

After cleanse

Non Verified 38%
PAF Matches 45%
Mailable 17%

- PAF Matches
- Mailable
- Non Verified

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