ONEPOST™

Save on the things you send.

DATA SERVICES

DATA IS THE KEY TO DIRECT MAIL SUCCESS

ONEPOST DATA SERVICES

THE IMPORTANCE OF DATA QUALITY

Complete and accurate addresses in your customer database help ensure that your communications reach the intended recipient and give your customers a more professional image of your company.

There is also a natural link between data management and the effect it might have on the environment: waste prevention is even better for the environment than recycling.

Spending money on data cleansing will also help you to maximise your campaign return on investment. Yet many organisations are overlooking this area.

According to the Direct Marketing Commission Annual Report (2012) over three quarters of complaints made to the organisation were regarding data, privacy and quality issues.

Data cleansing enables companies to address these issues by:

• Reducing costs associated with contacting people who can't or won't respond

• Ensuring that data and marketing communications are compliant with data regulatory requirements

• Reducing the risk of causing consumer annoyance and damaging brand reputation

IT MAKES SENSE AND SAVES YOU MONEY

The intelligent use of data is vital to the integrity of direct marketing.

Fortunately there are a number of industry initiatives that actively encourage best practice.

In particular Responsible Mail™ and Advertising Mail® products, both require data services. For more details about these products please visit www.onepost.co.uk

SERVICES AVAILABLE

DE-DUPLICATION

As the sources of customer data within your organisation multiply, that information can become replicated or distorted.

We can apply complex matching routines to your data to identify actual and likely duplicate customer records. These work at individual, surname or household level; the degree of matching can be adjusted to suit the needs of your business.

For B2B data the three levels of matching are individual company contact, company name and location.

WHY DO WE USE MULTIPLE FILES?
For goneaway and deceased suppressions, we advise the use of multiple sources – this is simply because there is no central database available that contains all movers and deaths in the UK. Data has to be collated from numerous sources such as probate, funeral homes, electoral roll, financial information, credit scoring and address redirection. Using multiple files allows the greatest level of accuracy for data cleansing.

SUPPRESSION VS SUPPRESSION AND FLAG
Some services are charged on a cost per thousand basis (total file size), whilst others are per record. Suppression only or suppression and flagging charges apply per record.

SUPPRESSION A record is removed from a database for one-time use only. Ideal for cold mailings or clients who mail their database on an infrequent basis.

FLAGGING A flag is appended to the data to identify a 'hit'; this information can be used to permanently identify a match in the database for future use.

DATA VERIFICATION/ ENHANCEMENT

Verifying your data means that you can comply with best practice and regulatory requirements.

POSTCODE ADDRESS FILE (PAF) ● ●
The most complete and up-to-date database in the UK, containing the full address for every every place to which Royal Mail delivers (over 27 million addresses). This file is used to assess the quality of addresses within a file and update elements that may be missing or incorrect.

MAIL PREFERENCE SERVICE (MPS) ● ● ●
MPS allows consumers to register their address to say that they don't want to receive direct mail offers from companies with whom they have no existing relationship.

While organisations aren't legally obliged to use this file before deploying a direct mail campaign, it's a condition under the DMA's code of practice and a requirement of the British Code of Advertising, Sales Promotion and Direct Marketing, administered by the Advertising Standards Authority.

Once you've built up a communication with an individual and it's reasonable to assume they wouldn't mind you continuing to contact them, you may do so, even if the individual is on the MPS register, If, however, they ask you to stop mailing them, you must do so.

NATIONAL CHANGE OF ADDRESS (NCOA) UPDATE
Royal Mail's NCOA Update file will supply a forwarding address. This information is collected directly from the redirection application forms completed by consumers who are in the process of moving home. Each year Royal Mail helps over 1.2 million people moving home redirect their mail.

GONEAWAYS

We can remove or suppress people and businesses known to have 'gone away' by comparing your database with a number of national databases, including:

GONEAWAY SUPPRESSION FILE (GAS) ●
GAS was established in 1992 to address the problem of mailing people who had genuinely moved house. It contains data from the electoral roll as well as a number of active major syndicated customer databases. There are approximately 40 million addresses on the file, which is updated quarterly.

NATIONAL CHANGE OF ADDRESS (NCOA) SUPPRESS ●
Royal Mail's NCOA Suppress file provides details of goneaways, so these can be removed from your database. This information is collected directly from the redirection application forms completed by consumers who are in the process of moving home.

BUSINESS SUPPRESSION FILE (BSF) ●
BSF is the most effective way of removing obsolete businesses and employees from your B2B mailings. Collective data from Dun & Bradstreet, Thomson, Companies House, Experian Yell, GAS and TBR is cross referenced and verified against 'live marketable data' to create a file of over 7.1 million records.

BUSINESS CHANGES FILE (BCF) ●
BCF is the only business suppression tool that can update addresses for businesses that have moved. In addition to information gathered by Royal Mail's redirection service, BCF incorporates verified change information from a number of third party suppliers, including Dun & Bradstreet and Experian Yell. The file is updated monthly with approximately 30,000 new records.

ABSOLUTE MOVERS ●
Absolute Movers, from Experian Yell, is sourced from financial and credit checking data to identify goneaway records. It contains 65 million records and is updated monthly.

DECEASED

To avoid the unnecessary upset that can be caused by people receiving communications addressed to their deceased loved ones, we use a number of suppression files to maximise our ability to identify such addresses.

MORTASCREEN ●
A register of deceased individuals collected from probate. The file comprises 9 million names and is updated monthly.

THE BEREAVEMENT REGISTER (TBR) ●
TBR is information captured by The Data Agency from a scheme that distributes booklets with tear-off cards from key locations. All cards are then validated against a UK residents database. The file comprises 4.5 million names and is updated weekly.

DISCONNECT DECEASED ●
This data is supplied by Equifax and contains 1 million records also updated monthly.

NATIONAL CHANGE OF ADDRESS (NCOA) SUPPRESS DECEASED ●
Royal Mail's NCOA Suppress file will provide details of deceased individuals, so these can be removed from your database.

MPS DECEASED ● ●
A service set up over 20 years ago to enable UK consumers to have their names and home addresses removed from lists used by the industry. The Mailing Preference Service file contains a specific flag for deceased records.

NATIONAL DECEASED REGISTER ●
The only 100% fully validated deceased file available. Contains 4.6 million records and receives an average of 40,000 monthly updates.

● ADVERTISING MAIL REQUIRES YOU TO USE THIS SERVICE

● RESPONSIBLE MAIL ENTRY LEVEL REQUIRES YOU TO USE THIS SERVICE

● RESPONSIBLE MAIL INTERMEDIATE LEVEL REQUIRES YOU TO USE THIS SERVICE

RETURNS MANAGEMENT

Data decays rapidly so it's inevitable, despite cleansing, that you'll continue to receive some mailing returns.

Our returns management service can deal with your returns, capture the information you require, and help you remove 'goneaways' from your database.

We'll set up a dedicated PO Box return address for your mailing campaigns and handle your returned mail, returning or securely destroying items for you.

For more information about our returns management service please email marketing@onepost.co.uk.

SOURCING AND PROFILING DATA

Should you require further data for your mailing campaigns, ONEPOST can help you select the most relevant criteria and provide details of data available.

ONEPOST can also give access to demographic profiling tools such as ACORN or MOSAIC, to help you understand your customers better, and even identify potential new customers.

For more information email marketing@onepost.co.uk

INTERNATIONAL

We also have access to comprehensive address data sets for over 240 countries, including the USA, Germany, France, Spain, Italy, Netherlands, Austria, Switzerland, Belgium, Luxembourg, Sweden and Portugal.

FREE DATA HEALTH CHECK

We will screen your data to help identify any potential issues. This involves looking at all aspects of your data file including duplicates, suppressions and name/address quality.

Send us your data in any format and we will supply a FREE report. You only pay for the service you require after the health check.

For more information call us now on

0800 138 3551

ONEPOST TAKES DATA SECURITY VERY SERIOUSLY

We advise that all data is sent to us securely either via our website, ftp or password protected email. In turn this is how we will return all data to customers/production providers.

ONEPOST have the key ISO accreditations for quality management, information security and environmental management. As members of the Direct Marketing Association we are committed to following industry best practice.

we are a
dma
member

DATA SEAL

ISOQAR
REGISTERED
0026

U.K.A.S
MANAGEMENT
SYSTEMS

Cert No. 7537
ISO 27001
ISO 9001
ISO 14001

ONEPOST - THE UK'S LEADING PROVIDER OF INDEPENDENT POSTAL ADVICE AND MANAGEMENT

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2005 ✕ 2015

T 0800 138 3551
F 0844 249 2912
E info@onepost.co.uk
W www.onepost.co.uk

Marine View Office Park
42 Martingale Way
Portishead
BS20 7AW