

Job Number: 211788 / 160639

Dear Mr Sage,

The results of your cleansing, submitted on 09/11/2011 are now available

Please find below a complimentary audit of your data.

Data counts - The following is a summary of the submitted data.

Number of records
(including 795
companies): 100,012

Number of Telephone
Numbers: 0

Number of
FaxNumbers: 0

Addresses - After analysis, 96,760 (96.75%) are correct to PAF standard.

Number of addresses
which were verified as
correct: 92,091 (92.08%)

Number of addresses
which were incorrect
before cleansing: 7,921 (7.92%)

Number of addresses
which can be updated: 4,669 (4.67%)

Number of addresses
which are not PAF
standard: 3,252 (3.25%)

Movers* - We can supply new addresses for 9,449 (9.45%) of your customers.

Number of house
movers with new
address supplied: 9,449 (9.45%)

You may notice an increase in the number of hits to our Movers service. This is because of the inclusion of Absolute Contacts. Two benefits of this are that you will be able to keep in contact with these individuals and our goneaway hit rate will have gone down.

Telephone Numbers - We have been able to match 38,131 of your records to the telephone number file.

We have also been able to match 68,416 of your records to the OSIS All service.

OSIS All is the full directory listing including the XD and DQR (Directory enquiry records) entries. We are not allowed to provide a breakdown on the number of different telephone numbers nor which tel type they are.

We will be able to amend 0 of your supplied telephone number records to fit the latest area codes (Big Number Day changes).

National Canvasse - We have identified 70,611 (70.60%) of your records on National Canvasse. Breakdown below.

Number where the
individual appears on
the National Canvasse
file: 60,802 (60.79%)

Number where the
family appears on the
National Canvasse file: 9,809 (9.81%)

We have been able to provide an actual date of birth for 30,152 (30.15%) of your records:

Number of records that 8,376 (8.37%)

have a DOB provided
at forename level:

Number of records that 21,776 (21.77%)

have a DOB provided
at initial level:

Number of records that 100,012 (100%)

have a modelled age
band allocated:

Please be aware that initial level matching is a looser level of match than forename. Matching at initial level may result in a date of birth for another individual in the household (whom shares the same initial and surname) being appended.

Suppressions

Please note that the number of Goneaways will increase substantially if the "movers" identified above are not downloaded.

Matches to our suppression services at three different levels.

Forename – This provides the tightest matching level, but relies on a full forename being supplied on client data and on the data sources available within Intact. This level should only be used for customer database updates where the other levels are not felt to provide a secure enough match. There is a very high possibility that accurate matches which would be spotted at Initial level would be missed.

Initial – This is the normal standard level of matching which is the recommended level for most situations. It includes all matches generated at forename to forename level plus any matches where an initial has to be used to identify an individual as this is all that has been supplied on the client file or all that is present on the data sources.

Surname – Includes all of the above plus any matches which are at the family or surname level, so no reference is made to either the forename or the initial.

We can provide the appropriate indicator on the results file to show at which level the match has been generated. So taking the Initial level service will mean there are F (Forename) and I (Initial) indicators in the results file.

Gone Aways	Unique Hits	Cumulative Flags
Forename:	2,023 (2.02%)	2,023 (2.02%)
Initial:	6,842 (6.84%)	8,865 (8.86%)
Surname:	18,872 (18.87%)	27,737 (27.73%)

Deceased Persons

Forename:	1,140 (1.13%)	1,140 (1.13%)
Initial:	3,276 (3.28%)	4,416 (4.41%)
Surname:	7,545 (7.54%)	11,961 (11.95%)

County Court Judgements

(Only available with MailFile download option)

Forename:	389 (0.38%)	389 (0.38%)
Initial:	1,416 (1.42%)	1,805 (1.80%)
Surname:	1,640 (1.64%)	3,445 (3.44%)

Preference Services

Number which appear on MPS: 8,305 (8.30%)

Number which appear on TPS: 0 (0%) This figure relates to client supplied telephone numbers only, under the BT OSIS T&Cs we are unable to provide TPS match information on the BT OSIS supplied numbers but on average a typical match rate could be anything between 30-80%.

Number which appear on FPS: 0 (0%)