

Experian Intact

online data cleansing

Job Number: 104180 / 51360

Dear Miss Data cleansing

The results of your cleansing, submitted on **24/04/2006** are now available for collection. Simply run the Intact application or click here, if you are using the browser version of Intact, and follow the retrieval instructions. The results are available for 5 days.

Please find below a complimentary audit of your data.

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

Number of records (including 0 companies):

75,000

Number of Telephone Numbers:

46

Number of FaxNumbers:

0

These numbers relate to the number of records that were on the file you submitted, and how many of them contained telephone and fax numbers on input.

Addresses - After Intact, **60,745 (80.99%)** are correct to PAF standard

Number of addresses which were verified as correct:

36,196 (48.26%)

Number of addresses which were incorrect before cleansing:

38,807 (51.74%)

Number of addresses which INTACT updated:

21,938 (29.25%)

Number of addresses which are not PAF standard:

14,258 (19.01%)

Experian Intact compares the data within your input file against the address information within the Postcode Address File, and details how many records are correct, and how many it can update.

Movers* - Intact can supply new addresses for **2,835 (3.78%)** of your customers.

Number of house movers with new address supplied:

2,835 (3.78%)

You may notice an increase in the number of hits to our Movers service. This is because of the inclusion of Absolute Contacts from Experian (more information on our website). 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.

Experian Intact uses Absolute Contacts and NCOA to identify how many new addresses can be provided for individuals that have moved.

!!The remainder of the audit uses this new movers address (where relevant and available) therefore if you choose NOT to select this service, the suppression figures relating to your cleansed file will be different to those on the audit!!

Telephone Numbers - Intact has been able to match **21,001** of your records to the telephone number file.

Experian Intact uses BT OSIS to both validate the telephone numbers on your input file and append numbers where they are missing.

Also, Intact has been able to match **21,863** 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. Intact will be able to amend **0** of your supplied telephone number records to fit the latest area codes (Big Number Day changes).

Ex directory numbers can be used for validation but cannot be appended to records.

National Canvasse

- Intact has identified **44,987**

(**59.98%**) of your records on National Canvasse.

Breakdown below.

Number where the individual appears on the National Canvasse file:

33,751 (45%)

Number where the family appears on the National Canvasse file:

11,250 (15%)

National Canvasse is Experian's Electoral Roll replacement product, and contains details of more than 40m individuals in the UK. Experian Intact matches the records on the input file to National Canvasse at two levels.

Age

Intact has been able to provide an actual date of birth for **22,651 (30.20%)** of your records:

Number of records that have a DOB provided at forename level: **18,601 (24.80%)**

Number of records that have a DOB provided at initial level: **4,050 (5.40%)**

Number of records that have a modelled age band allocated: **44,987 (59.98%)**

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

Actual Date Of Birth information is taken from Experian's National Canvasse file. Experian Intact can also provide a modelled age band for individuals whom we don't have an actual date of birth for.

Suppressions

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

Intact 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 in Intact.

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.

Intact provides 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

Forename:

Initial:

Surname:

Experian Intact uses a number of different data sources to identify records where the individual has moved house.

Unique Hits

2,543 (3.39%)

900 (1.20%)

3,150 (4.20%)

Cumulative Flags

2,543 (3.39%)

3,443 (4.59%)

6,593 (8.79%)

Deceased Persons

Forename:

Initial:

Surname:

293 (0.39%)

150 (0.20%)

360 (0.48%)

293 (0.39%)

443 (0.59%)

803 (1.07%)

County Court Judgements

(Only available with Mail File download option)

Forename:

Initial:

Surname:

743 (0.99%)

300 (0.40%)

1,350 (1.80%)

743 (0.99%)

1,043 (1.39%)

2,393 (3.19%)

Records that have been identified as having a county court judgement can only be suppressed. Experian Intact cannot flag these records and supply them back on the output file.

Preference Services

Number which appear on MPS:

2,753 (3.67%)

Number which appear on TPS:
(Expiry Date:17/05/2006)

8,483 (11.31%)

Number which appear on FPS:

23 (0.03%) (Expiry Date:17/05/2006)

Organisations have a legal obligation to remove individuals who have registered with either the TPS and/or FPS service .

Duplicate Detection - Out of 75,003 records you supplied, Intact detected 8,070 (10.76%)

duplicates.

Number of distinct individuals:

70,270 (93.69%)

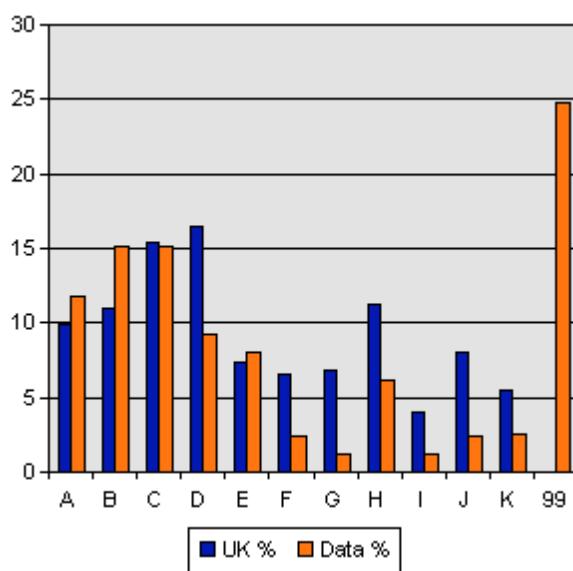
Number of distinct families:

68,688 (91.58%)

Number of distinct households:

66,933 (89.24%)

Profiling - Intact has profiled your data against a number of demographic measures. The graph below shows how the distribution of your data compares with the UK population as a whole when profiled against Experian's MOSAIC neighbourhood classification system at group level.



Legend

- A - Symbols of Success
- B - Happy Families
- C - Suburban Comfort
- D - Ties Of Community
- E - Urban Intelligence
- F - Welfare Borderline
- G - Municipal Dependency
- H - Blue Collar Enterprise
- I - Twilight Subsistence
- J - Grey Perspectives
- K - Rural Isolation
- 99 = Unclassified

Experian Intact is able to enhance your consumer data with additional demographic and lifestyle information such as age and income. You are able to select any additional enhancement data at the 'select services' stage of the Intact process. This information will be appended to your cleansed file ready for you to download to your database.

Click here for a more detailed explanation.

Intact will also append Individual, Financial, Family and Property demographics and Demographic, Behavioural and Neighbourhood classifications. For a full list of the variables click here or for further information about profiling click here.

All of the above counts are based on a full cumulative cleanse, you may receive slightly lower counts if you do not download all services.

You may now log-on to your Intact Application to download your result file(s). If you do not have a pre-arranged account with us then you can pay using any major credit card (all transactions are subject to a £25.00 ex VAT minimum charge).

If you have any problems or queries please email us at help@experianintact.co.uk or contact your Intact sales representative on 0845 4544044.

TPS & FPS: The checking for this file is only valid until the date shown above, if you intend to use this data for marketing purposes after this time, it will need to be rechecked. If you are unsure of the law then you should seek legal advice or contact the DMA.

* - certain business types are not able to use the NCOA (National Change Of Address) service due to constraints set by the data owners. If your audit states 0 for this service this may well be the reason. Please contact your Sales and Account Manager on 0845 4544044 for further information and investigation.

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