

## Suppression Notes

### Why run suppression files?

At DPC we are firm believers in maximising your marketing impact whilst helping to reduce your costs. Suppression files are one of the ways we help you to do this. The benefits of suppression work can be described simply as:

- Reduction of cost by not mailing potential customers who are no longer there, either through relocation or they have unfortunately deceased.
- Customer retention.
- Reduction of image damage from distress, caused by mailing the deceased or being seen as out of touch with your customers.
- Reduction in waste, in this day and age when everyone is doing their part to reduce waste it makes sense to reduce waste as much as possible.

### Reduction of cost

By not mailing potential customers who are no longer there, either through relocation or they have unfortunately deceased, you can reduce the cost of your campaign overall for a modest outlay. A suppression match can vary in price but all of our Suppression files offer fantastic value for money. It can be easy to see the cost of the suppression files as an additional cost to your mailing campaign, however when you look at the big picture the savings available can quickly add up. For example, with each mailing piece you have the following costs:

- The actual mailing piece be it a catalogue, a letter or a pack of information.
- Postage cost.
- Possible Mailsort costs.
- Cost of dealing with returned mail.

These costs can easily reach and exceed £1 per person. At the time of publish our most expensive suppression would save you 46% of the cost, and our cheapest would save you 85%, based on £1 per person.

### Customer Retention

People in the modern world relocate, and as more and more people rent properties rather than buy they tend to move more often. With each move of your customers it can become easier to lose contact and then to lose that customer altogether. As it costs more to acquire customers than it does to retain them customer retention is vital. Using our suppression file we will, where possible, tell you if a customer has moved and provide you with their new address so that you can continue to stay in touch.

### Image damage reduction

Using our suppression files we aim to reduce any possible damage to your brand through mailing the gone away and the deceased. Whilst it is virtually impossible to catch all deceased and gone-aways, through our selection of files and our years of processing experience we aim to alert you to as many

as possible, whilst not 'over-suppressing' your data by removing records that do not need to be removed.

### Reduction in waste

Using our suppression files every record we identify as gone-away or deceased is another mailing piece that is not sent out, delivered and then either returned, recycled or ending up in landfill. This means less wasted paper for the mailing, less wasted fuel for the delivery and less cost for you.

We currently use the following files for suppression at DPC:

### Deceased Suppression

#### Mortascreen

#### The Bereavement Register

MPS Deceased

### Gone-Away Suppression

NCOA Suppress

GAS

Purity

SmartCleanse SmartDepart

### Customer Relocation

NCOA Forwarding

SmartCleanse SmartLink

Our Suppression Policy

We will only charge you for one suppression per record – no matter how many files a record matches to we will only charge you for one suppression file using our hierarchy of suppressions.

We match as exactly as possible – where possible we require a full forename to ensure the most accurate match possible.

Our aim is to find you the most accurate matches we can, not to find the most suppressions we can.

# mortascreen™



## Deceased Suppression you can Trust

With over 1,500 deaths in the UK every day it's vital that marketing databases are kept up to date to ensure cost-effective campaigns and avoid the negative publicity that mailing deceased can create.

Mortascreen contains the details of over 10 million deceased individuals with around 45,000 new records added each and every month. This provides coverage of up to 95% of all UK deaths, with fully verified data including exclusive sources not available to any other company.

### Our Sources

Probate Data	Fully verified	6 -12 weeks* recency
Funeral Data	Fully verified	0 – 2 weeks* recency
Insurance Data	Fully verified	4 – 6 weeks* recency
Registrations**	Fully verified	0 – 2 weeks* recency

Mortascreen is the preferred, proven and trusted choice of businesses throughout the UK, and guarantees more accurate, comprehensive and recent data than any other deceased file.

- Maintain up to date and accurate customer databases
- Improve quality and accuracy of prospect data
- Comply to direct marketing industry best practice guidelines
- Reduce costs and improve campaign performance
- Minimise distress to bereaved families and reduce customer complaints
- Protect and limit brand reputation
- Reduce the impact on the environment by eliminating wasteful practices
- Make substantial savings on wasted postage costs

\* Average length of time from date of death to data being added to the file

\*\*Registration Cards within Register Offices and our Consumer Online Registration Service

Matched on Prefix or Gender, Forename, Surname, Address Lines and Postcode

## **The Bereavement Register**

What makes TBR unique?

- Records are captured within 14 days of the death
  - Daily feeds, monthly releases
  - 6 million records with 30-40,000 new records added per month
  - Captures an average 74% of verified UK deaths
  - Every record added to the file has been confirmed – negating the need for confidence level indicators
  - 72% of direct mail that is cleaned in the UK, is screened against TBR
- \* 2012 UK death rate: sources [www.statistics.gov.uk](http://www.statistics.gov.uk), [www.gro-scotland.gov.uk](http://www.gro-scotland.gov.uk), [www.nisra.gov.uk](http://www.nisra.gov.uk)

### Bereaved Data Sources

The REaD Group Ltd, trading as The Data Agency, has a team dedicated to The Bereavement Register's free consumer facing service, which gathers fully permissioned, verified registration data directly from the bereaved. Death Certificate Folders distributed to UK Registrars, contain a FREEPOST tear off registration form and are given to bereaved families.

Amongst other key organisations that come into contact with the bereaved thousands offer The REaD Group Ltd service, such as funeral directors, hospitals, hospices, police liaison officers, solicitors, charities and coroners.

### Key Third Party Data Sources

Over the years we have developed strategic relationships with a number of organisations to deliver bank, transactional

relationship and solicitor/estate related data. These sources include:

- Notifications of bank account/transactional relationship closures
- Notifications from professional organisations as part of estate/probate activity
- Notifications from funeral and other professional organisations
- Updates to The REaD Group Ltd in-house data set

Matched on Prefix or Gender, Forename, Surname, Address Lines and Postcode

## **Experian's Mortality Suppression file**

Experian's Mortality Suppressions file helps prevent the associated risks of mailing these deceased individuals. It includes 2.4m records compiled from trusted deceased data sources to identify individuals that are not necessarily present on other commercial sources.

Matched on Prefix or Gender, Forename, Surname, Address Lines and Postcode

## **MPS Deceased**

This file is compiled from records registered with the MPS and specifically stated as deceased at registration updated monthly and a file size of 92k at time of publish.

Matched on Prefix or Gender, Forename, Surname, Address Lines and Postcode

## **NCOA Suppress**

The NCOA® Suppress File uses data from Royal Mail's Redirection service. This allows you to flag your customer database and/or enquirer, prospect data to say that individual has gone away. The file contains approximately 43 million records dating back to 1995, and continues to grow at the rate of around 100,000 records per month.

### Reliable data

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The data is collected directly from the Redirection application forms completed by consumers who are in the process of moving home.

### How it works

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Royal Mail provides a Redirection service to members of the public who wish to have their mail redirected when they are in the process of moving home. To apply for this service, customers complete an application form including details of their name, old address, new address, email and telephone numbers. Customers can submit applications directly via a local Post Office®, complete online or alternatively over the telephone. All applications are ID verified for security purposes, which means that the data is extremely accurate.

Matched on Prefix or Gender, Forename, Surname, Address Lines and Postcode

## **NCOA Update**

Royal Mail offers a Redirection service to people who want their mail redirected when they move house. To apply for the service, customers complete an application form including details of their name, old address, new address, email and telephone numbers. Customers can submit applications at a local Post Office®, online or over the phone. All applications are ID verified for security purposes, making the data extremely accurate.

### NCOA® Update data

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The NCOA® Update File is built from Redirection Service data. It contains the name of the person who has moved, the address they've left and the address they move to. The data comes directly from the Redirection application forms of people who are moving. Your customers have already given the Royal Mail permission to forward their new contact details to organisations that have their old information. The file contains approximately 23 million records, and continues to grow at the rate of around 100,000 records per month.

Matched on Prefix or Gender, Forename, Surname, Address Lines and Postcode

## **GAS**

Addressing the problem of mailing customers who have moved house

The GAS File was established in 1992 to address the problem of mailing people who have genuinely moved house. It is the most accurate, up-to-date and widely used solution for

identifying non-assumed, validated goneaways and is responsible for cleaning over half of all direct mail in the UK. The information on the GAS File is updated on a daily basis with new goneaway records only being added when they have been fully validated

Matched on Prefix or Gender, Forename, Surname, Address Lines and Postcode

## **GAS Reactive**

GAS Reactive provides verified forwarding addresses and new occupants linked to a goneaway.

Why use GAS Reactive?

Your data is ever changing, constantly renewing and always updating. You need to optimise the full potential of your data, squeeze every drop of response from campaigns and reduce your overall costs. Data accuracy and its cleanliness is part of our core business. GAS Reactive has been designed to deliver 'dynamic data'. With an estimated 11% average churn of data, goneaways can leave an unhealthy gap in your sales. The vast majority of customers fail to let you know they are leaving. Response analysis shows consumers are 4 times more likely to buy as a result of direct marketing if they are already a customer, so it is prudent to find out where they have gone.

GAS Reactive can provide you with their forwarding address so you can continue your marketing communications where they are now. GAS Reactive is based on the trusted Gone Away Suppression File. GAS has an independent audit rating of 98.8%. This means you can reliably suppress customers and use GAS Reactive to find reliable forward addresses. All GAS Reactive data is supplied on a permanent use basis.

Matched on Prefix or Gender, Forename, Surname, Address Lines and Postcode

## **Purity**

Acxiom Purity contains over 13 million verified and confirmed goneaways – no postal returns

Purity from Acxiom makes sure you only mail people who currently live at a target address – and avoid paying for "false gone-aways". Only people that have been verified as actually having left their address are entered into the Purity file – that file consists of over 13 million records, which is updated quarterly. Purity has been created using Acxiom's 20 year long data collection program, which is second to none in the marketplace. The file has deliberately excluded any postal returns to prevent over suppression.

Matched on Prefix or Gender, Forename, Surname, Address Lines and Postcode

## **SmartLink**

Smartlink is a proprietary forwarding address link database that's available exclusively through Wilmington Millennium, it is derived from Tracesmart's holistic database of the UK population detailing consumer address movement spanning over a decade. Calling upon a wealth of up-to-date data, Smartlink will enable you to regain contact with customers and prospects within your database that have moved home.

Having evolved from a forensic tracing agency, Tracesmart has a solid understanding of tracing processes. The Smartlink database draws upon this expansive knowledge to provide accurate forwarding address links for millions of movers. Past and present address information is collated from an abundance of data sources, which are evaluated and processed via Smartlink's intuitive tracing scorecard to create an address movement history that you can rely on. These fresh contact details can be appended to your customer records to help you reconnect with them.

Matched on Prefix or Gender, Forename, Surname, Address Lines and Postcode

## **SmartDepart**

Smartdepart is unique in the marketplace, built from verified address movement with millions of records further substantiated by verified property sales. The file also contains verified gone away data from Tracesmart's innumerable outsourced customer verification and tracing projects performed on behalf of leading financial institutions. This file is aggregated and distinctive to Tracesmart, and alone contains over 70 million records, spanning 10 years, and it continues to grow. This multi-tiered verification process ensures market leading accuracy and reduces the risk of flagging false gone aways, a characteristic common to many other suppression files, which can typically report inaccuracies of approximately 30%. There's no point removing data when the information can be used - it might even be a quality prospect.

Matched on Prefix or Gender, Forename, Surname, Address Lines and Postcode