

Comic Relief 'goes the extra mile', using Experian Intact to reactivate participants for Sport Relief



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Liz Curry,
Comic Relief CRM Manager.



Comic Relief uses Experian's Absolute Contacts and Experian Intact to maintain contact with participants of the 2004 Sport Relief mile.

Statistics show that up to 18,000 people move house every day and at least 37% of consumers neglect to notify organisations of their new address. Maintaining contact with individuals who have previously had a relationship with an organisation significantly improves the effectiveness of any subsequent communication with them. Utilising the latest contact information available for a consumer not only reduces wasted mail costs, but also ensures that the organisation is meeting its best practice and regulatory obligations by keeping its data accurate and up to date.

Helping Comic Relief achieve its goals

Using Absolute Contacts from Experian has enabled Comic Relief to regain contact with participants of the 2004 Sport Relief mile and inform them of how they can get involved again this year.

The 2004 event saw over 81,000 people take part, raising over £16m for the charity. In order to build on this success Comic Relief planned to run a series of campaigns to increase the number of participants and maximise the amount of money it could raise in 2006.

Experian Intact identified that 2223 participants had moved house since the last event and provided new address details for 2000 of these movers. The improved accuracy of Comic Relief's data ensures that they can communicate with their target group more effectively, reduce their overall campaign mailing costs and help generate even more money for good causes.

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About Absolute Contacts

Absolute Contacts from Experian provides up to date and verified change of address information enabling organisations to maintain, or regain, contact with UK consumers when they move house.

By providing change of address information, Absolute Contacts enables organisations to continue to communicate effectively with consumers even after they have moved, reduces wasted mailing costs associated with mailing an individual at a previous address and minimises consumer annoyance caused by poorly addressed direct mail.

Comic Relief accessed Absolute Contacts using Intact, Experian's online data cleansing solution. They were able to easily submit their data using the simple online service and quickly received back a free data audit indicating how many new addresses could be provided for those Sport Relief participants who had moved house. The final step involved Comic Relief simply downloading this updated address information and incorporating it into their marketing campaign.

About Experian Intact

Intact is Experian's online data cleansing service. Intact is a single, easy to use interface delivering consistent services using a wealth of industry reference information, to enable organisations to clean, suppress and enhance their consumer or business data.

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