

Reader's Digest improves goneaway suppression with Absolute Movers from Experian®



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**Stephen Boyle,
Head of Marketing Services,
Reader's Digest**



Reader's Digest has selected Experian's Absolute Movers file, the UK's premier source for identifying home movers.

The world's most widely read magazine uses Absolute Movers to improve the identification and suppression of goneaways and enhance its direct marketing activity in the UK.

According to government statistics, more than 12 per cent of the UK population move home each year, equating to approximately 18,000 people every day. The implications for organisations that utilise direct marketing for customer acquisition and retention are considerable and Reader's Digest has joined over 1500 other UK businesses who now rely on Absolute Movers to help reduce the financial, regulatory and brand-image risks created by mailing goneaways.

"Because Absolute Movers doesn't rely on assumed data and uses fully validated records, it means that only genuine home moves are suppressed from receiving our direct marketing communications", says Stephen Boyle, Head of Marketing Services for Reader's Digest. "The breadth, depth and recency of data Experian's file provides will help us further improve our goneaway suppression strategy."

Removing people that cannot respond, because they have moved home, helps improve the effectiveness of marketing communications whilst protecting the reputation of brands from consumers who become irritated by poorly addressed mail.

About Absolute Movers

Absolute Movers is the UK's premier source for identifying individuals that have moved. Private and public data sources are used to accurately identify and validate individuals who have left an address. Sources include:

- Customer informed moves
- Residency data from local authorities across the UK
- A consolidated database of active UK consumers

Absolute Movers - chosen by over 1500 UK organisations for goneaway identification

- With over 40m records, Absolute Movers offers the greatest depth of coverage for goneaway suppression
- Refreshed monthly with the most up to date goneaway information
- No assumed data – fully validated records ensure only genuine movers are suppressed



In tests, Absolute Movers provided the following results:

Cost savings

Through identifying 300,000 additional goneaways for a home shopping organisation, a net saving of £90,000 was achieved.

Greater coverage

Five times more goneaways were identified for a leading UK insurer than other industry sources tested.

Increased response rates

A four per cent decrease in mail returns was delivered for a UK financial institution with an increase in mail response from 0.3% to 1%.

Absolute Movers is exclusively available from Experian's bureau service and online through Experian Intact and Intact from QAS.

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**For more information on Absolute Movers from Experian,
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