



Clean

Experian Intact uses a range of data sources and processes to clean and update names, addresses and telephone numbers to ensure that an organisation's communications are personalised, accurate and deliverable:

Address Verification

Ensuring that address information is accurate and complete not only reduces wasted mail costs for organisations but also enables them to maximise mailing discounts and create a good impression with the individual.

Experian Intact is able to assess the quality of consumer and business address information and update address elements that may be missing or incorrect using the most up-to-date and complete address database in the UK:

Postcode Address File

The Postcode Address File contains over 27m addresses, and is the most up-to-date and complete address database in the UK. This file is used to assess the quality of the addresses within your file and update address elements that may be missing or incorrect. The file can also update historical, out-of-date address information.

Mover Information

Organisations are able to increase return on investment and profitability by maximising relationships with customers, and for this reason it is important to ensure that contact is maintained with individuals after they have moved house or business premises.

Experian Intact is able to support clients with this requirement by providing up to date address information for individuals/businesses that have moved using a number of different data sources:

Absolute Contacts

Absolute Contacts from Experian provides up-to-date and verified change of address information. Experian's wealth of name and address information and proprietary business processes are employed to accurately identify address changes providing comprehensive coverage of the mover population.

Absolute Movers, the UK's premier source for identifying home movers, is used to confirm an individual has left an address. The Edited Electoral Roll and other compliant sources of information are then utilised to verify that they are currently resident at the new address, ensuring only genuine address changes are identified within Absolute Contacts.

National Change of Address (tracking)

The National Change of Address file provides a more recent address for consumers who have moved house and subscribed to Royal Mail's redirection service. The NCOA file consists of individuals that have not 'opted out', thereby allowing their information to be passed on to third parties for marketing purposes. Redirection information does not appear on the NCOA tracking file until after the redirection period ends.





Business Changes File (Business Updates)

The Business Changes File from Royal Mail combines Royal Mail business redirections, Dunn & Bradstreet data and other third party data to track, monitor and update changes to business information on a monthly basis.

The Business Updates service enables organisations to identify companies that have ceased trading or have moved premises, and replace old address information with new contact details where available. The file contains over 2m records and is updated on a monthly basis with approximately 25,000-30,000 records.

Age

Organisations are able to improve the integrity of their customer and prospect data by ensuring that the personal information held for an individual is as complete as possible. This enables organisations to gain further insight into the profile of their customers, and also improve direct marketing campaign response rates by ensuring that the offer is relevant to the recipient.

Actual Date Of Birth

Date Of Birth information is sourced from National Canvasse, Experian's UK Consumer file. This file consists of information taken from the Edited Electoral Roll, Director's File and Experian's Lifestyle survey information

Modelled Age variable

This model identifies the likely age of each individual living at an address. Using data sources such as Experian's lifestyle database, forenames were analysed by their age distributions and a hierarchical clustering technique was applied. A discriminant analysis model was then developed using a range of variables such as the forename clusters, MOSAIC factors, Household composition and length of residency.

Experian Intact uses National Canvasse to source this information and an age band is appended to each UK consumer either using:

- Actual age from sources such as Experian's Lifestyle survey database, wherever known
- The results from the discriminant analysis age model

