



Enhance

Enhancing consumer or business data with additional information enables organisations to gain further insight into their customers and prospects, to improve campaign response rates and return on investment by targeting the appropriate offer at the right individual.

Experian Intact uses a number of reference sources to enhance both consumer and business data:

Consumer Data Enhancement

National Canvase

National Canvase is Experian's Electoral Roll replacement product. The file contains details for more than 40m UK adults and is built utilising Experian's proprietary data assets, data generated from partnerships with major data owners, and other compliant data sources. The following consumer data enhancement variables are available to append through Experian Intact:

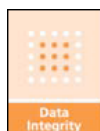
- Gender
- Age bands (modelled)
- Marital status - person level demographic variable that identifies the marital status of each individual living at an address
- Length of residency - identifies the length of time that an individual has been at the same address
- Directorship information - identifies individuals at an address who are company directors
- Financial Strategy Segments – a person and household level segmentation developed to help financial services companies target their financial products and services
- Personal income model – providing an individual's likely income
- Financial Stress – identifies an individual's potential to become financially over stretched and struggle with further payments
- Property council taxation – a segmentation tool based upon actual council tax bands for each residential property in England, Wales and Scotland, providing an indication of individual wealth and financial status
- Household Tenure
- MOSAIC for UK, Scotland and Northern Ireland – classification tool describing socio-economic and socio-cultural behaviours for all individuals in the UK
- Household Income model – providing the likely household income for an address
- Lifestage – a household level demographic that shows the combined stage of life and family status

Business Data Enhancement

National Business Database

Experian's National Business Database is the single most comprehensive data source in the UK and is the only source of business information containing both Thomson Directories and Yellow Pages data, along with a unique combination of 8 other datasets. The file contains 4.2m records in total, covering 5m decision makers in the UK and also contains the following business variables that provide additional insight into customers;

- Trading status
- Legal status
- Year of incorporation
- Number of employees
- Number of employees at site
- Site Type
- SoHo flag



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- Turnover
- Turnover flag
- SIC code
- SIC text
- Activity at site
- Registered Office Location
- Premise Type
- Parent Name
- Parent Registration Number
- Ultimate Parent Name
- Registration Number
- Net Worth
- Net Worth flag
- Pre-tax Profit/loss
- Pre-tax profit/loss flag
- Business Type
- Contact details for different job functions
- Commercial MOSAIC Group
- Commercial MOSAIC Type

Telephone Number Append

Experian Intact also enables organisations to append telephone numbers to both business and consumer data, providing organisations with a new marketing channel to communicate to customers through.

BT OSIS & Directory Enquiry (DQR)

Operator Services Information System is the central BT/Oftel database of residential and business telephone numbers.

Experian Intact uses this file to append consumer or business telephone numbers and subsequently verify that the telephone number held on your database is correct.

The file contains approximately 27 million records, of which approximately 46% are ex directory, and is updated on a daily basis with standard and ex-directory consumer details.

Whilst ex-directory telephone numbers cannot be appended to client records, flagging a client input record as XD enables clients to manage their contact strategy with individuals more effectively, for example a person who is ex directory may be more sensitive to telesales communications.



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Match

By removing duplicate consumer or business records from marketing campaigns, and not mailing an individual multiple times with the same offer, an organisation can improve the effectiveness of direct marketing campaigns and avoid causing consumer irritation and complaints. Experian Intact is able to offer a number of different options for the identification of duplicate records:

Self File De-dupe

Experian Intact uses a proprietary matching logic to identify duplicate records within a client file, at the following levels:

- Individual level – using forename or first initial, surname and address components to identify multiple occurrences of the same individual within the file
- Surname level – using surname and address components to identify individuals within the same family at an address
- Address level – using address components to identify individuals who share the same household, but not necessarily the same surname.

Cross File De-dupe

The Experian Intact bureau are able to accurately integrate and match records from multiple clients files in order to identify duplicate records across these files. Cross file matching can be performed at multiple match levels as above.

Client Suppression File De-dupe

The Experian Intact bureau service also enables clients to supply in their own suppression files to be used within the de-dupe service. These files are bespoke to an organisation and may contain data such as 'do not mails', customer records or individuals that have received the previous direct marketing mailing. This service can also be applied at the same multiple match levels as the 'self file de-dupe' process (see above for more information).

