



## Validate

Experian Intact provides a number of validation services that verify that an individual or business is present at an address.

This enables organisations to ensure that communications reach the intended recipient, and can also provide verification that an individual is over the age of 18.

### Residential validation

Name and address validation enables organisations to reduce wasted mail costs and improve the effectiveness of marketing campaigns by ensuring that the mailing reaches the intended recipient. Experian Intact provides a name and address validation service for consumer data using the following reference file:

#### **National Canvase**

National Canvase is Experian's Electoral Roll replacement product. The file contains details of 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.

### Business validation

Organisations are able to validate and update business names for an address to ensure that the mailing is going to the intended business, and reduce costs associated with mailing an organisation that has moved premises or ceased trading.

This service uses Experian's National Business Database as the reference file.

#### **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.

### Telephone Number Validation

Telemarketing is an important method that organisations use to communicate with their customers. Telephone number validation and appending enables organisations to undertake telemarketing as cost efficiently as possible. By validating that customer telephone numbers are accurate and up-to-date, organisations are able to ensure that they contact the correct individual on the first attempt.

#### **BT OSIS**

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.

#### **EX-DIRECTORY**

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.

