

**Release dated: 16 July 2002**

**EXPERIAN STAMPS DOWN ON B2B DIRECT MARKETING WASTE**  
**£315 million business to business direct marketing was wasted in 2001**

Experian<sup>®</sup>, the global information solutions company and the UK's leading provider of marketing services, has announced major enhancements to the business data element of its online data cleansing service, Experian Intact ([www.experianintact.com](http://www.experianintact.com)). The enhancements come in light of new figures from Experian indicating that companies in the UK are wasting up to £315 million a year using inaccurate business information to send out direct mailings.

Experian Intact enables companies to reduce direct marketing costs and to better target campaigns by suppressing business goneaways and organisations that are bankrupt or dissolved. It also now provides new information about a company's size, its trading performance and the role of its local offices.

Richard Lloyd, Director of B2B Marketing for Experian commented, "Regular data cleansing is an issue that companies need to take very seriously. It is not only the huge amount of money from marketing budgets that is being wasted, but also the risk of damaging a potential business relationship. Data cleansing solutions, such as Experian Intact, can comprehensively verify, correct and enhance business data quickly, securely and cost effectively online, which will in turn help to improve a company's direct mail targeting and the overall effectiveness of a business-to-business campaign."

Experian Intact's business suppression services have recently been tested by database consultancy, Information Arts. Simon Lawrence, Managing Director at Information Arts, commented: "We have been very impressed by the functionality of Experian Intact. The service has taken advantage of established Internet technology to provide a simple yet extremely effective and flexible approach to data cleansing. Experian Intact's ease of use, coupled with its powerful data selection options, means it can work within even the most demanding production environments."

**More.../**

## **EXPERIAN STAMPS DOWN ON B2B DIRECT MARKETING WASTE**

**Page 2/3**

Information Arts has now signed-up as a reseller of Experian Intact, offering the service direct to its customer base.

The new features to Experian Intact include the addition of data from the Business Suppression File Ltd, which will further enhance the service's business data cleansing capabilities. For the first time marketers will also have access to information about a company's trading status, specifically to find out if a company is dormant, has gone bankrupt or been dissolved. Another feature is the introduction of statistically derived turnover data, and the provision of a flag that states whether a company's turnover is actual or estimated. These datasets have been added to Experian Intact to help marketers remove the addresses of companies that are no longer trading, as well as provide them with the right information to design campaigns based on a company's size.

Experian Intact also gives access to new variables from the National Business Database. These include 'Activity at Site' information, which can establish what specific activities are carried out at local office or branch level and the number of employees at a particular business site.

Richard Lloyd continued: "Marketers are no longer solely concerned with targeting a company at a national or head office level, they need to be able to get in touch with specific divisions within a company that are appropriate for their products and services. The more detailed information that Experian Intact provides will help marketers design and implement targeted campaigns at a local level."

Experian Intact was launched as Europe's first online data cleansing service in May 2001 and to date has processed over 100 million records, corrected 4.5 million addresses and provided telephone numbers for over 35 million individuals. In order to help clients comply with the 1998 Data Protection Act, Experian Intact has also been able to identify almost three million individuals who have chosen not to receive direct marketing communications by joining the Telephone, Fax and Mail Preference Services.

**More.../**

## EXPERIAN STAMPS DOWN ON B2B DIRECT MARKETING WASTE

Page 3/3

Experian is offering all UK businesses a free data audit of their own databases. Simply visit [www.experianintact.com](http://www.experianintact.com) and click on the Free Data Audit button. Data can be submitted securely online for analysis and within 24 hours Experian Intact will produce a comprehensive report outlining where there are any inaccuracies in the data.

Customers then have the option to use Experian Intact to cleanse and update the data, although there is no obligation to do so.

In order to allow businesses of all sizes to use Experian Intact on a regular basis, there is no minimum number of records to be processed, just a minimum charge of £25, and no set-up fees.

*This press release can be found on <http://press.experian.com>. For more information on Experian, visit the company web site on [www.experian.com](http://www.experian.com).*

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NOTES TO EDITORS:

### **About Experian**

Experian helps organisations find the best prospects and make fast, informed decisions to improve and personalise their relationships with their customers. It does this by combining sophisticated and intelligent decision-making software and systems with some of the world's most comprehensive databases of information on consumers, businesses, motor vehicles and property. Through multi-channel delivery of its web-based products and services, Experian enables its clients to conduct secure and profitable e-business and develop state-of-the-art CRM systems for communicating and building one-to-one relationships with customers. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Orange, California. Its 12,000 people support clients in over 50 countries. Annual sales are almost £1.1 billion.

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**For more information, visit the company's web site at [www.experian.com](http://www.experian.com).**