

**Draft release : 23 February 2004**

**EXPERIAN LAUNCHES ABSOLUTE MOVERS TO IMPROVE THE  
ACCURACY AND SPEED OF IDENTIFYING GONEAWAYS**

**New consumer suppression service typically delivers between 50 and 100 per cent  
uplift over competing files**

Experian<sup>®</sup>, the global information solutions company, today announced the launch of Absolute Movers, a new consumer suppression service that will improve the effectiveness of direct marketing campaigns and help organisations reduce waste resulting from mailing individuals who are no longer at an address. Absolute Movers contains data that is unique to Experian and is updated and made available more quickly than other suppression services currently available. In extensive trials conducted over the past six months, Absolute Movers has consistently demonstrated between 50 and 100 per cent improvement over other commercially available goneaway sources.

According to government statistics, more than 12 per cent of the UK population move house each year, which equates to approximately 18,000 people every day. One of the key challenges of the direct marketing industry is to identify these people quickly and then make this information available for use by marketers. Where goneaway data is identified from 'mail returns', it can take months to receive, collate, capture and load the information before it is ready for use as a suppression list. Absolute Movers helps solve this problem by bringing goneaway data to the market quicker, with Experian identifying over 3.5 million new movers in the last six months alone.

Sue Tomalin, Data Quality Consultant for Experian Marketing Services, believes that the speed with which goneaway data can be brought to market is a key consideration: "On average, an individual receives 13 pieces of direct mail per month, so if there is a four month delay in identifying a single mover, 50 wasted mail packs will have been sent to their old address. Absolute Movers has been developed by Experian to address this specific weakness in the suppression data currently available to direct marketers."

**more....**

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Absolute Movers is available exclusively from Experian and through Experian Intact ([www.experianintact.com](http://www.experianintact.com)), the UK's leading online data cleansing service. The goneaways identified in Absolute Movers are all validated to ensure the highest level of accuracy. In a first for the suppression industry, Absolute Movers keeps up-to-date with people who temporarily move house and then return, for example, students who move away for the period of their study and work secondments. Experian ensures that, with the constant validation of Absolute Movers, it can maintain an up-to-date record of an individual's prevailing address.

Sue Tomalin continued: "Absolute Movers takes the development of goneaway suppression to a new level of sophistication. This advanced service provides marketers with a more comprehensive picture of the UK goneaway landscape, including, for the first time, the ability to identify temporary movers. Through improving the recency and accuracy of goneaway data, UK marketers now have the capability to significantly improve the effectiveness of direct mail campaigns."

*This press release can be found on <http://press.experian.com>*

**ENDS....**

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**NOTES TO EDITORS:**

Research sources:

- National Statistics: 12.2 per cent of the UK population move home every year.
- DMIS: An individual receives on average 13.1 direct mail pieces per month

## **About Experian**

Experian is a global leader in providing information solutions to organisations and consumers. It helps organisations find, develop and manage profitable customer relationships by providing information, decision-making solutions and processing services. It empowers consumers to understand, manage and protect their personal information and assets. Experian works with more than 40,000 clients across diverse industries, including financial services, telecommunications, healthcare, insurance, retail and catalogue, automotive, manufacturing, leisure, utilities, property, e-commerce and government. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Costa Mesa, California. Its 13,000 people support clients in more than 60 countries. Annual sales exceed £1.2 billion.

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

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