

**Release dated: 19 November 2002**

**MVC FACES THE MUSIC WITH STRATEGIC DATA CLEANSING SOLUTION FROM EXPERIAN INTACT**

**Marketing agency, Heresy, chooses Experian Intact bureau data service to cleanse six million customer records**

Experian<sup>®</sup>, the global information solutions company and the UK's leading provider of marketing services, has completed a major data cleansing exercise for the high street music retailer MVC, using its bureau data cleansing service, Experian Intact ([www.experianintact.com](http://www.experianintact.com)). Experian was awarded the business by full-service agency Heresy, responsible for the development of marketing communications, including development and implementation of CRM strategy, on behalf of MVC.

MVC is a leading high street music retailer, with 85 stores across the UK. MVC recruits customers into a free-of-charge membership scheme, giving up to 25% off future purchases. MVC has been collecting this customer data over a period of time, and is now focussing on mining the data for precision marketing purposes. The aim is to add more value to its customers' branded experience by increasing customer intimacy via direct marketing communication.

MVC appointed Heresy in March 2002. One of Heresy's first tasks was to execute a direct mail campaign to increase revenue from lapsed customers, those individuals who have registered for the membership scheme but have not purchased for some time.

Prior to the delivery of the direct mail campaign, Heresy needed to ensure that the data MVC held on its customers was as accurate and up-to-date as possible. Heresy took advantage of Experian Intact's free data audit to check MVC's customer database and reveal the level of data inaccuracies, giving an indication of the cost of the data cleansing exercise. The data audit revealed that gone-aways and the deceased represented the greatest problem within MVC's database, along with duplicate records caused by customers registering more than once.

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As a result of the detailed data audit, and after a competitive pitch with other bureau suppliers, Heresy appointed Experian Intact to undertake the full data cleansing exercise for MVC.

Stephen Spillett, Marketing Manager for Experian's Marketing Services division, said "Many agencies are increasingly learning the importance of undertaking tactical data cleansing immediately prior to direct marketing campaigns as this improves targeting, whilst reducing waste and enhancing overall effectiveness. Experian Intact uses all commercially available reference files and, therefore, provides the breadth and depth of data sources required for quality data cleansing."

Ben McCormack, Account Director at Heresy, commented: "MVC has built up a substantial database of customer records so we required a partner that could easily handle this volume. The free data audit provided by Experian Intact revealed the level of depreciation in our data and gave us a clear indication of the budget required to update valuable customer information."

Louise English, Marketing Director, MVC, added: "When committing to delivering a CRM strategy, it is essential to ensure the accuracy of our data. Cleansing our customer records has not only saved us thousands of pounds but also helped to drastically reduce the impact of incorrectly targeted communications."

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

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