

HELP THE AGED SELECTS EXPERIAN FOR DATA QUALITY DRIVE

Help the Aged has appointed Experian[®], the global information solutions company, in a drive to improve the quality of its donor data.

With 26 per cent of Help the Aged's income coming from donations and gifts made by the public, the charity will use a range of data integrity services from Experian's Marketing Services division to ensure that the data used for its direct mail fundraising campaigns is kept accurate and up-to-date.

The bespoke bureau service will regularly screen and clean Help the Aged's entire marketing database using:

- Absolute Movers from Experian – the company's goneaway suppression file that uses 40 million fully validated records to identify donors who have moved house
- Deceased suppression using industry suppression files, including Mortality Suppressions from Experian, to prevent the distress caused by mailing donors who have passed away
- Absolute Contacts from Experian – the company's change of address file, to enable the charity to stay in touch with donors when they change address

Louise Miller, Database Marketing Manager for Help the Aged, stated: "By working with Experian, we can now protect our most important direct marketing asset – our data. At a time when competition between charities for the public's support has intensified, it is essential that we stay in touch with our donors. By improving the accuracy of our marketing database, we will now be able to communicate far more effectively with a greater number of our donors and reduce the mailing costs from our fundraising activities."

Chris Smith, Bureau Sales Director for Experian's Marketing Services division, added: "With 18,000 people in the UK moving house every day, data quality is a major consideration for any type of organisation. In Help the Aged's case, the charity derives over a quarter of its income from donations and gifts. As a result, our data integrity service will enable the charity to improve donation values by maintaining contact with individuals after they change address."

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

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About Experian

Experian is a global leader in providing value-added information solutions to organisations and consumers.

Experian provides information, analytics, decision-making solutions and processing services. Using its comprehensive understanding of individuals, markets and economies, it helps organisations to find, develop and manage customer relationships to make their businesses more profitable.

Experian promotes greater financial health and opportunity among consumers by enabling them to understand, manage and protect their personal information, helping them control financial aspects of key life events and make the most advantageous financial decisions.

Experian works with clients across diverse industries, including financial services, telecommunications, healthcare, insurance, retail and catalogue, automotive, manufacturing, leisure, utilities, e-commerce, property and government. A subsidiary of GUS plc with headquarters in Nottingham, UK, and Costa Mesa, California, more than 12,500 people in 28 countries worldwide support clients in more than 60 countries. Annual sales are in excess of £1.7 billion.

For more information, visit the company's website on www.experian.com.

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About Help the Aged

Help the Aged is the charity fighting to free disadvantaged older people in the UK and overseas from poverty, isolation and neglect. It campaigns to raise public awareness of the issues affecting older people and to bring about policy change. The charity delivers a range of services including information and advice, home support and help in difficult times that are supported by its fundraising activities and paid for services. Help the Aged also funds vital research into the health issues and experiences of older people to improve the quality of later life.