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## **‘SLOPPY’ PROSPECT DATA QUALITY JEOPARDISING ONE IN TWO DIRECT MAIL CAMPAIGNS**

Getting a prospect’s name or address details wrong could halve a direct mail campaign’s success rate. Experian<sup>®</sup>, the global information solutions company, polled the views of over 1,500 UK consumers and its research reveals that **47 per cent** of prospective customers would be ‘put off’ responding to offers that interest them if the companies sending them fail to get the basics right.

Highlighting the standards that UK consumers have come to expect from today’s companies, **almost 60 per cent** of prospects admit that they regard companies that neglect to use their correct name and/or address details as ‘sloppy’. **One in five** prospects would also question whether a company that made such an error could eventually get their name and/or address right even if they were to become a customer.

Sophie Sail, Head of Product Management for Experian’s Marketing Services division, commented: “Whilst the impact poor quality name and address data has on existing customers is well charted, the effect it has on prospects is often overlooked. It is clear from our research that businesses are costing themselves dearly by failing to get the basics right.”

Creating cause for further concern, **almost a quarter** of the public claim to receive duplicate ‘prospecting’ mail shots from the same company at least **once a week**. Experian’s research also reveals that only **six percent** of the public claim to have ‘never’ received a duplicate mail shot.

Sail adds: “Aside from the damage duplicate mail inflicts on the sender’s brand, there are major financial implications. If 22 per cent of the UK’s consumers receive duplicate mail shots at least once a week and a typical mail pack costs approximately 50 pence, that equates to £251 million being wasted by companies every year. Quite simply, there is an unequivocal case for regular data cleansing to ensure that prospect data is kept accurate and up-to-date.”

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

**ENDS.**

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### **About Experian**

Experian is the global leader in providing value-added information solutions to organisations and consumers. It has an unrivalled understanding of individuals, markets and economies around the world.

Experian provides information, analytics, decision-making solutions and processing services. It assists organisations understand their markets and customers and helps them find, develop and manage profitable customer relationships to make their businesses more profitable.

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

Experian works with more than 50,000 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, Experian's 12,000 people in 31 countries support clients in more than 60 countries. Annual sales are in excess of £1.4 billion.

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

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### **About Experian's International Marketing Services division**

Experian's International Marketing Services division is the global leader in direct marketing solutions.

Since 1980, the division's range of award-winning products and services has helped thousands of domestic, overseas and international organisations to acquire new customers, improve customer data integrity and enhance customer value.

Experian's International Marketing Services division is based in Nottingham and London in the UK, and has offices in the USA, France, Germany, Italy, Spain, The Netherlands, Ireland, Singapore and Australia.