

# Experian Intact

online data cleansing

Job Number: 123456 / 123456

Dear Mrs Data Audit

The results of your cleansing, submitted on [27/02/2009](#) are now available for collection. Simply run the Intact application or click [here](#), if you are using the browser version of Intact, and follow the retrieval instructions. The results are available for 5 days.

Please find below a complimentary audit of your data.

## Data counts

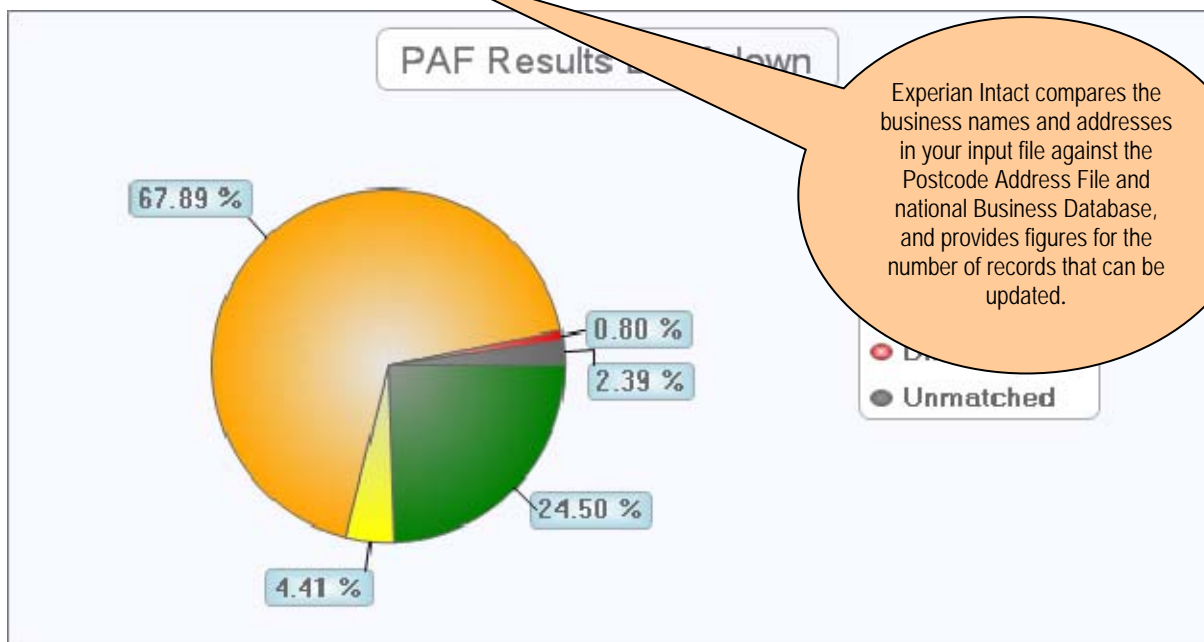
- The following is a summary of the submitted data.

Number of records (0 have no company name):	411,793
Number of Contacts:	0
Number of Telephone Numbers:	0
Number of Fax Numbers:	0

These figures relate to the number of records, and the related contact information, on the file that you submitted.

## Addresses

- After Intact, [398,633 \(96.80%\)](#) addresses are correct to PAF standard and [122,369 \(29.72%\)](#) have a verified company name.



Experian Intact compares the business names and addresses in your input file against the Postcode Address File and national Business Database, and provides figures for the number of records that can be updated.

Number of company names & addresses which were incorrect before cleansing: [310,901 \(75.50%\)](#)

Verified: The supplied Organisation and Address are correct with no or little [100,892 \(24.50%\)](#)

amendment made:

Close Verified: Intact has been able to close verify the supplied information by making some minor changes: **18,169 (4.41%)**

Premise Level Verification: The address supplied is to PAF standard, however the organisation cannot be absolutely verified. This can be down to differences in the supplied organisation name: **279,572 (67.89%)**

Directory Only Verified: The organisation can be confirmed against our directory sources, however there is no validation against the Royal Mail PAF file: **3,308 (0.80%)**

Unmatched: No level of verification can be gained across PAF or our directory sources: **9,852 (2.39%)**

Number of company names which Intact could not verify: **289,424 (70.28%)**

## Telephone Numbers

- Intact has been able to match **113,867** of your records to the telephone numbers on the BT OSIS file (Intact will be able to amend **0** of your supplied telephone number records (Number Day changes)).

In addition to this, on an average file, we would expect that

**10% (11,387)** records will have a second or third telephone number appended by Intact

**5% (5,693)** of matched records will be Ex Directory

If your submitted file included telephone numbers then we are only allowed here to show the absolute matches, not the number of new numbers that may be available.

Experian Intact uses the BT OSIS file to append numbers where they are missing, or to append numbers to validate those already on the file

## Suppressions

- Intact has identified that **10,442 (2.54%)** of your records should not be tele-marketed and **0 (0%)** of your fax numbers should not be tele-marketed.

Number of Gone Aways (Annual Flag): **6,561 (1.59%) (0 at Contact level)**

Number which appear on MPS: **3,937 (0.96%)**

Number which appear on TPS:

Number which appear on FPS:

**0 (0%) (Expiry Date:25/03/2009)** This figure relates to client supplied telephone numbers only, under the BT OSIS T&Cs we are unable to provide TPS match information on the BT OSIS supplied numbers but on average a typical match rate could be anything between 30-80%.

**0 (0%) (Expiry Date:25/03/2009)**

Experian Intact uses a number of Industry recognised files to identify businesses and individuals that either cannot or will not respond to marketing campaigns.

## Business Movers

- Intact is able to supply new addresses for up to **4,053 (0.98%)** records where the organisation has moved premise. If you wish to take this service, please contact your Account Manager or the Experian Intact help desk.

## National Business Database

- Intact has matched **193,740 (47.05%)** of your records to Experian's National Business Database (NBD) and has appended the following:

Experian's National Business Database is matched to your input file to provide additional insight and contact information for the organisations on your file.

Registration Number:	152,157 (36.95%)
Trading Status:	193,740 (47.05%)
Legal Status:	149,592 (36.33%)
Year Of Incorporation:	173,391 (42.11%)
Number of Employees in Business:	183,193 (44.49%)
Number of Employees At Site:	183,225 (44.49%)
Site Type:	193,740 (47.05%) (24,758 Head Offices)
SoHo Flag:	193,740 (47.05%) (12,750 SoHos)
Turnover:	179,323 (43.55%) (0 Actual)
Net Worth:	189,955 (46.13%)
Pre Tax Profit or Loss:	124,601 (30.26%)
Business Type:	193,740 (47.05%)
Activity At Site:	90,482 (21.97%)
SIC Code and Text:	187,988 (45.65%)
Business and Business Location URN:	193,740 (47.05%)
Registered Office Location Flag:	193,740 (47.05%) (114,962 Registered Offices)
Premise Type:	139,588 (33.90%)
Parent Name and Registered Number:	42,939 (10.43%)
Ultimate Parent Name and Registered Number:	40,850 (9.92%)

## **Contacts**

- Intact has verified and can supply additional details for 0 (0.00%) of your contacts.

Intact can append contact details for the following job functions:

Senior Decision Maker:	64441 (15.65%)
Purchasing:	187 (0.05%)
Management:	13133 (3.19%)
Marketing:	1348 (0.33%)
Property/Facilities:	92 (0.02%)
IT:	412 (0.10%)
Finance:	6726 (1.63%)
Sales:	7769 (1.89%)
Operations:	6651 (1.62%)
Fleet:	46 (0.01%)
Human Resources:	1482 (0.36%)
Medical/Scientific:	0 (0.00%)
Telecomms:	9 (0.00%)
Academics:	267 (0.06%)
Clergy:	11 (0.00%)
Other Role:	134336 (32.62%)

## **Duplicate Detection**

- Out of 411,793 records you supplied, Intact detected 217,520 (52.82%) duplicates

Number of distinct company contacts: 411,793 (100%)  
Number of distinct companies: 194,273 (47.18%)  
Number of distinct locations: 177,672 (43.15%)

## Credit Risk

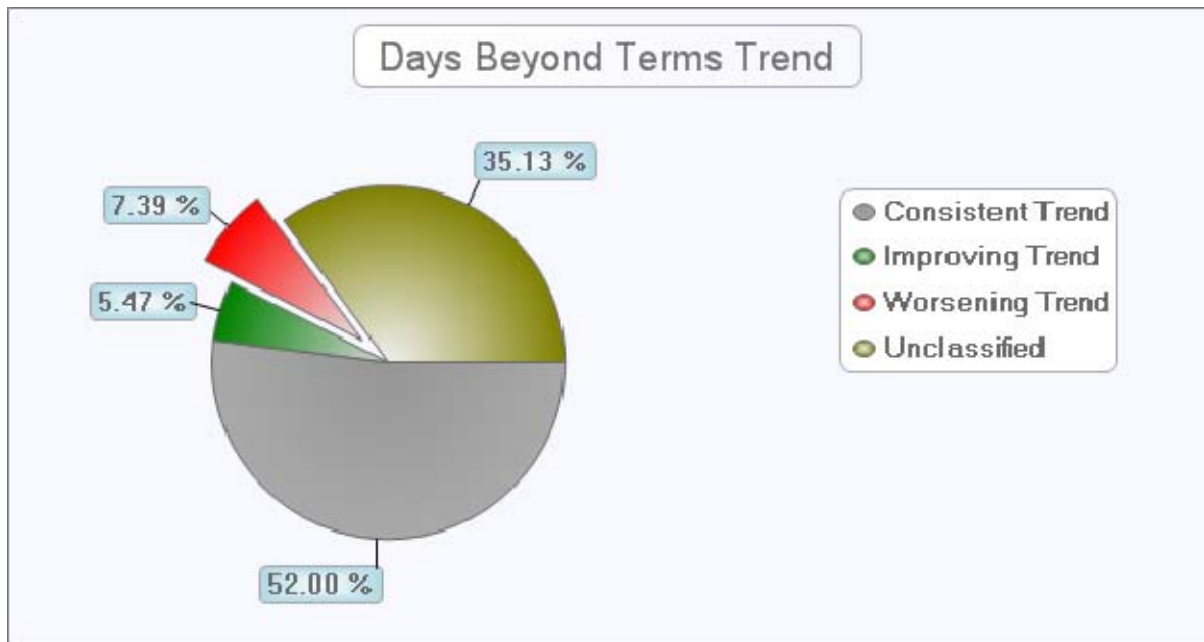
- Did you know that 14015 (7.23%) of records that match to the National Business Database are in the maximum risk group. For more information on how Experian can help you should contact your Experian Credit Account Manager if you have one. Alternatively, call us on 0115 901 6017 so you can discuss your requirements in understanding your customers' credit profiles.



Maximum risk: 14015 (7.23%)  
High risk: 12812 (6.61%)  
Above average risk: 19912 (10.28%)  
Lower risk: 122038 (62.99%)  
Unclassified: 24963 (12.88%)

## Days Beyond Terms Trend

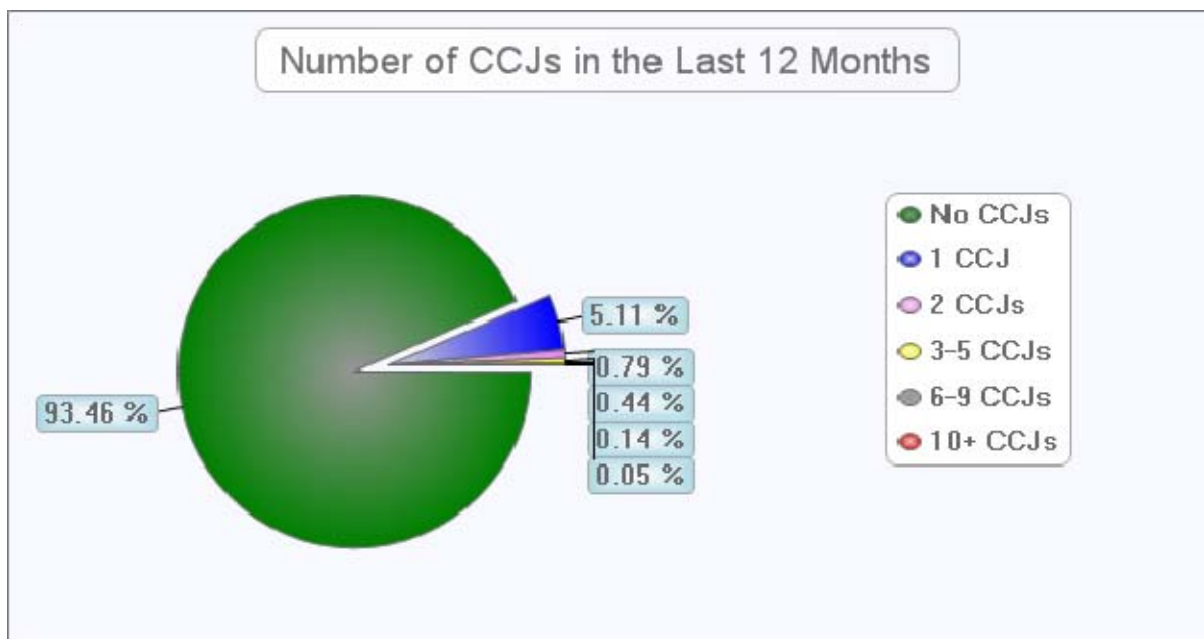
- Did you know that 14314 (7.39%) of records that match to the National Business Database show a worsening trend. For more information on how Experian can help you should contact your Experian Credit Account Manager if you have one. Alternatively, call us on 0115 901 6017 so you can discuss your requirements in understanding your customers' credit profiles.



Consistent trend:	100754 (52.00%)
Improving trend:	10606 (5.47%)
Worsening trend:	14314 (7.39%)
Unclassified:	68066 (35.13%)

## County Court Judgements

- Did you know that [12664 \(6.54%\)](#) of records that match to the National Business Database have one or more CCJs registered in the last 12 months. For more information on how Experian can help you should contact your Experian Credit Account Manager if you have one. Alternatively, call us on **0115 901 6017** so you can discuss your requirements in understanding your customers' credit profiles.

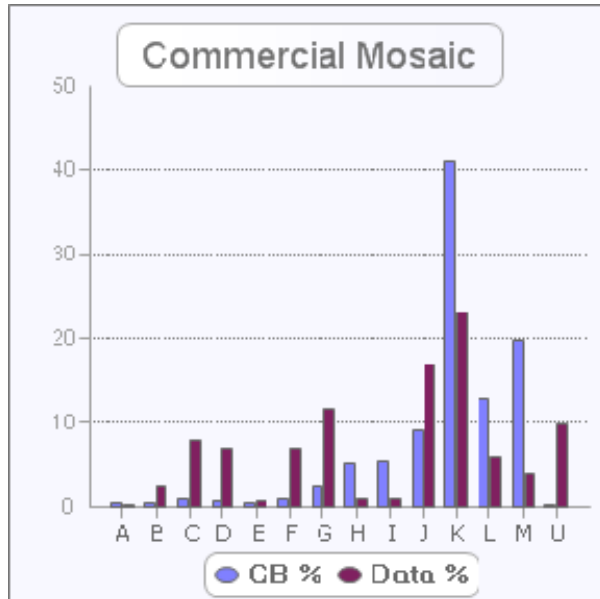


No CCJs:	181076 (93.46%)
1 CCJ:	9893 (5.11%)

2 CCJs:	1533 (0.79%)
3 - 5 CCJs:	853 (0.44%)
6 - 9 CCJs:	279 (0.14%)
10+ CCJs:	106 (0.05%)
Unclassified:	0 (0.00%)

## Commercial Mosaic

– Your data has been profiled using Experian's Commercial MOSAIC at group level. The distribution of your data when compared the GB as a whole is shown below.



### Legend

- A = Major Retail
- B = Industrial Blue Chips
- C = National Service
- D = Fleets And Finance
- E = Monumental Monoliths
- F = Specialist Suppliers
- G = Local Solid Rocks
- H = Hotels And Catering
- I = Health And Social Work
- J = Property Portfolio
- K = Independent Entrepreneurs
- L = Energetic Enterprises
- M = Cottage Industry
- U = Unclassified

Click [here](#) for a more detailed explanation.

All of the above counts are based on a full cumulative cleanse, you may receive slightly lower counts if you do not download all services

You may now log-on to your Intact Application to download your result file(s). If you do not have a pre-arranged account with us then you can pay using any major credit card (all transactions are subject to a £25.00 ex VAT minimum charge).

If you have any problems or queries please email us at [help@experianintact.co.uk](mailto:help@experianintact.co.uk) or contact your Intact sales representative on 0845 4544044.

TPS & FPS: The checking for this file is only valid until the date shown above, if you intend to use this data for marketing purposes after this time, it will need to be rechecked. If you are unsure of the law then you should seek legal advice or contact the DMA.