



Purifi

the suppression solution that makes
your marketing budget go further

People move and change address frequently. According to Zoopla, the average UK family moves house 8 times in their lifetime and the latest census suggests that 7 million people change address every year. Data suppression is critical to keeping your data fresh and accurate whilst minimising the cost of wasted mailings to people who have moved away. ►

- Access to a cost effective, accurate data suppression solution is an easy way to reduce wastage and maintain a good clean, compliant customer database.

About Purifi

Compiled over many years, the Purifi database is the result of combining our extensive B2C data universe with the known home mover trigger data to identify the exact point when households are vacated. Every time we receive notification of a move we match the address to our consumer universe to find the vacating occupant of that property and add this information to the Purifi file. Purifi can be supplied as a complete file or we can provide a fully managed data cleansing service.

Purifi provides:

- **31 million household records with full postal contact details**
- **180,000 re-location addresses (growing monthly)**
- **50-100k new mover records every month (dependent on numbers of house sales)**
- **The most cost effective suppression solution available.**

Purifi Benefits

Reduce marketing wastage – ensure that you are not wasting £'000's on mailing campaigns customers who have moved and have not updated you. Suppressing home movers from your data ensures that your marketing budget is not wasted.

Customer Acquisition – accurate data ensures that you can communicate with new movers effectively. Purifi provides a



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database of house movers every month so you can create a great timely offer to engage with them.

Compliance – the value of keeping your data up to date goes beyond good marketing sense, it is important for legal compliance to show that you have the most up to date contact information. Purifi ensures that your data is up to date and clean so that you can show best practice.

About DBS Data

We are passionate about data... and we have been since 1994

With a combined data expertise of more than 150 years we have a culture that encourages us to think outside the box and deliver creative, compliant marketing data solutions that really make a difference.

Our vision is simple... to be the most trusted source of compliant innovative data solutions.