



# Obit

deceased suppression

enabling corporate social responsibility,  
considered marketing, your brand  
reputation and making your marketing  
budget go further

With over 1,600 deaths in the UK every day, the risk of upsetting your customers, their relatives or friends can be high, reputation is hard earned and easily lost and there's your wasted marketing budget to consider too.



- ▶ 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 Obit

Compiled over many years, the Obit database is the result of combining our extensive B2C data universe with finance and insurance deceased customer registrations. The consortium contributes regular, verified and validated records to a standard that provides accurate and reliable deceased record cleansing, at by far the most competitive rates.

## Obit Provides

- Over 6.8 million records
- Verified registrations
- Monthly additions

## Obit Benefits

**Reduce marketing wastage** – ensure that you are not wasting £'000's on mailing deceased customers. Suppressing these from your data ensures that your marketing budget is not wasted and your ROI reduced.

**Customer Acquisition** – accurate data ensures that you won't risk brand reputation by upsetting those that lived with the deceased.



ensure that you are not wasting £'000's on mailing deceased customers

**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. **Obit** 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

Our combined data expertise drives 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.