



# DBS Data Cleanse Solutions

Ensuring your data is the best it can be

## ► Challenge

- I need to understand how clean my data is?
- How many of my customers and prospects have moved?
- Have any of my customer or prospects passed away?
- Are the emails I send going through to live accounts?
- Are the telephone and mobile numbers I have on file live?
- Have any of my business prospects moved on to new companies?

Keeping your data fresh and clean makes sense from both a compliance and commercial perspective.

## B2C Data Cleanse Solutions

- **Postal data** - our suppression product "Purifi" contains up to date data for 35 million house movers across the UK, with 7 million mover records being added every year. We have access to all the other major suppression products including: MPS, Equifax deceased, Equifax Movers, Experian Mortality, GAS, Mortascreen, NCOA suppress, NDR, Re-mover, SmartDepart, The bereavement register and Experian Movers to ensure that all your data is as clean as possible.
- **Landline numbers** - we have access to live calling data to understand which numbers are live and which will not connect.
- **Mobile numbers** - we run HLR lookups which allow you to understand if the number is live but also what network the number is already registered to.

- **Emails** - our solution can determine if your email addresses are in the correct format, if the email domain is live and finally connects to the email server to authenticate if the physical email address exists.

## B2B Data Cleanse Solutions

- **Business level cleaning** - Our unrivalled reach of business suppression data allows for us to identify companies that have ceased trading, as well as those that have moved physical location within your data.
- **Contact level cleaning** - Our unique relationships with business publishers and ability to track movement online means that we can identify contact moves within your customer and prospect data. Not only does this maximise the cleanliness of the data you hold, but also allows you to make contact with the prospect at their new place of work.



To find out more about our cleanse and other data solutions please contact us on 01245 397 570 or email [thesalesteam@dbsdata.co.uk](mailto:thesalesteam@dbsdata.co.uk)





## ► Case study

### Challenge

DBS Data were approached by a travel firm who were looking to dip their toe into prospect email marketing for the first time. The short-term aim was to drive traffic to the website and long term goal was to maximize return from their existing data and to increase sales.

### Process

We started by analysing the company's existing customer database, which had some records that originated back to 1990! By running an initial hygiene report on the file it was identified that there was a huge amount of budget wastage through gone aways and deceased records.

### Results

This client was potentially wasting up to £25,000 every time that they sent a piece of direct mail. DBS helped

to cleanse the file, ensuring that it was fully compliant and up to date, replacing 60% of the gone away customer addresses with new ones.

- **On average, people move 8 times in their life and typically 7 million people change address every year**
- **The cost of removing gone aways from your data is less than mailing old addresses & your reputation is stronger**
- **Upcoming legislation states that customer data has to be clean and up to date**

### 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.**



## Delivery options

**Our flexible delivery options allow for our clients to have access to the most up to date compliant consumer records in a way that suits them.**



**Contracted Data Feeds** – we supply your sales, marketing, data quality and insight data needs on a reliable contracted basis, whether this be daily, weekly, monthly, quarterly or whatever timescale makes sense to your business



**Hosted Services** – our data experts deliver a fully managed and compliant database hosting service for you so you don't have to worry about your customer data or campaign fulfilment, we do all that for you. You get online access to the clean, verified, enhanced data pool that you need to meet your sales and marketing requirements.



**Data as a Service (Daas)** – take advantage of our data solutions on a self-serve basis via an API or online enabling you to manage your own customer data with the benefit of our leading edge solutions.