



Making Data Hygiene Simple

Why is mistargeted direct mail still a problem?

• **Evidence shows** that some marketing managers send mistargeted mailings because of an outdated belief that suppression files over-suppress. This causes wasted postage and production costs and potential revenue loss.

• **Files have progressed**, and the matching technology and data sources have noticeably improved. Due to the changes caused by GDPR, data hygiene has grown in importance for businesses.



Looking after personal data owned by the organisation reveals commitment and responsibility.

Why Data Hygiene

Sentiment - 66% of consumers would boycott an organisation that sends correspondence to their loved one that has died.

Brand - 20% of UK adults have received direct mail addressed to a deceased member of the family in the past year.

Relevance - almost 60% of consumers believe that mail directly addressed to them will be more relevant or of interest to them.

Revenue - £328.4m missed out profit for businesses that mail deceased, in addition to the **£154.5m** in wasted postage and production costs.

1.5m

Households move each year



500k

People die each year in the UK



Type of suppression files

B2B Suppressions

These files offer the opportunity to remove businesses that have moved or closed from the database. They can also remove employees that have changed job or died.

Benefits - reduces the costs of sending incorrect business mail.

Up to 2/3 of mail sent to businesses contain one or more errors, as a result of uncleaned business data.

Deceased Suppressions

Removes deceased customers from the database. **Benefits** - besides eliminating an unnecessary cost, it can be very distressing for a family to receive mailing for the deceased and can risk a PR nightmare for the business.

Home Mover Tracing

These files allow marketers to find customers that have moved and have not yet communicated their new address. **Benefit** - get in contact with customers that you have recently lost touch with.

Goneaway suppressions

Enables marketers to remove names and addresses of people that have moved from their database.

Benefits - 11% of people in the UK move every year, therefore your database can decay very quickly. Hoping the new occupants will open the mailing is an unwise strategy; it is illegal to open someone else's