



Business Data Quality Audit

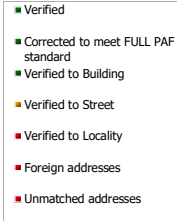
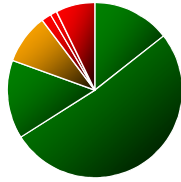
Prepared For : Anycompany Job Name : Sample Report B2B	Date Prepared : Input Filename : Sheet1\$.csv Records Supplied : 7,736
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	Indicates the quality of the names and addresses in your data. This tests against the Royal Mail's PAF file.	Num Records	%
Addresses	Records postally correct before PAF cleansing	785	10.15%
	Records postally correct after PAF cleansing	3,604	46.59%
	Records postally correct to at least building level after PAF cleansing	4,396	56.83%
	Indicates the success of appending telephone numbers onto the names and addresses supplied.	Num Records	%
Telephone Numbers	Records with telephone numbers from BT OSIS	1,983	25.63%
	New numbers on Telephone Preference Service (TPS) (estimated)	511	25.01%
	New numbers on Corporate Telephone Preference Service (CTPS) (estimated)	204	9.99%
	Existing numbers on Telephone Preference Service (TPS)	603	11.02%
	Existing numbers on Corporate Telephone Preference Service (CTPS)	169	3.09%
	Indicates how much of your file can be improved by using our various suppression files.	Num Records	%
Suppressions	Records identified as goneaway	82	1.06%
	Goneaway records for which we can provide a new address	45	54.88%
	Unnecessary duplicate records	1,796	23.22%
	Additional Information Type.	Num Records	%
Profiling	Classification Code & Description	4,767	61.62%
	Employees on Site	4,698	60.73%
	Year Established	4,784	61.84%
	Modelled or Actual Turnover	4,080	52.74%
	Key Contact	N/A	N/A
	Email Address Type.	Num Records	%
Email Appending	Available Email Addresses	0	0.00%
	Further Optional Email Address	2,688	34.75%
	Indicates how much of your file can be verified by using our services.	Num Records	%
Verification	Unusable/Salacious records	2,715	35.10%
	Invalid telephone numbers	709	12.88%
	Invalid e-mail addresses	455	5.88%

Name & Address

Addresses

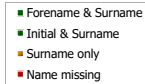
The addresses in your data are checked against the Royal Mail's Postcode Address File (PAF), which is the primary reference for all address data in the UK. Any addresses with missing or incorrect data such as postcodes or misspelt street names are corrected, increasing the chance of your mail being delivered to the correct address and reducing your mailing costs.



Records validated against the Postcode Address File (PAF)		Num Records	%
Verified		785	10.15%
Corrected to meet FULL PAF standard		2,819	36.44%
Verified to Building		792	10.24%
Verified to Street		502	6.49%
Verified to Locality		100	1.29%
Foreign addresses		66	0.85%
Unmatched addresses		394	5.09%

Existing Names

This section shows how much name information is available from your supplied data. We can match your data against our reference files with either Surname, Initial or Forename level matches as required. We recommend that you use Initial level matches unless your data contains a large number of records that only contain a surname.



Existing Name Information		Num Records	%
Forename & Surname		7,155	92.49%
Initial & Surname		39	0.50%
Surname only		3	0.04%
Name missing		539	6.97%

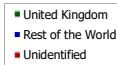
Gender



Gender Results		Num Records	%
Male		3,480	44.98%
Female		3,602	46.56%
Unknown		654	8.45%

Country Detection

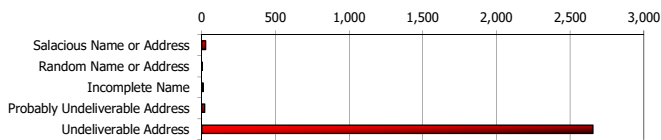
Country Detection identifies the country that the address in each record is from, or whether there is insufficient address information to identify the country.



Country Data		Num Records	%
United Kingdom		7,670	99.15%
Rest of the World		N/A	N/A
Unidentified		N/A	N/A

Salacious / Undeliverable

Unusable Records indicates records that appear to have been maliciously or accidentally entered in an effort to avoid being contacted. It allows you to exclude records from a mailing that include salacious name or address details, or where the name or address is incomplete and would render the mailing undeliverable.




Unusable Records		Num Records	%
Salacious Name or Address		27	0.35%
Random Name or Address		3	0.04%
Incomplete Name		10	0.13%
Probably Undeliverable Address		20	0.26%
Undeliverable Address		2,655	34.32%

Telephone Numbers

New Telephone Numbers

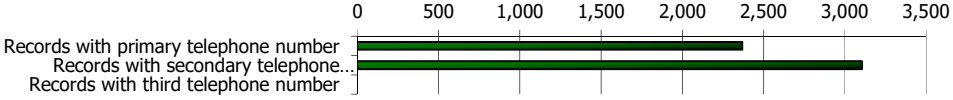
We have access to a wide range of telephone number sources that can be used to enhance your data. The primary source is BT OSIS, which can be used to append up to three telephone numbers or ex-directory flags onto your records.



Records with new telephone numbers found	Num Records	%
Using BT OSIS	1,983	25.63%
No telephone number available	5,693	73.59%

Existing Telephone Numbers

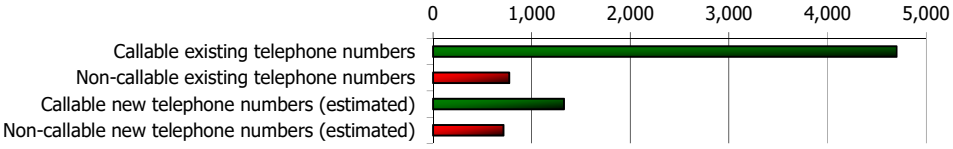
The chart below indicates the number of records with an existing telephone numbers in each of your telephone number columns.



Records with existing telephone numbers	Num Records	%
Records with primary telephone number	2,369	30.62%
Records with secondary telephone number	3,105	40.14%
Records with third telephone number	N/A	N/A

Telephone Preference Service

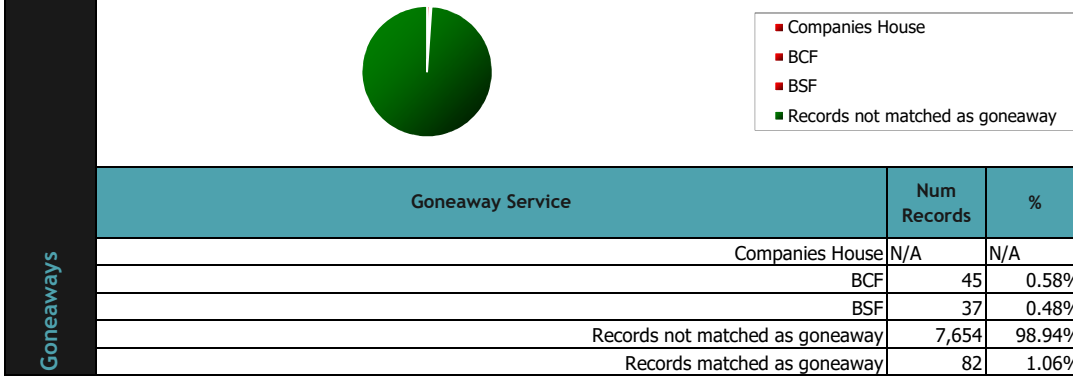
If you are contacting people for marketing purposes and you do not have their express permission to call them for that purpose, you must screen telephone numbers against the Telephone Preference Services (the DMA best practice guidelines state that you should screen your telephone numbers against both TPS & CTPS). Failure to screen against the CTPS could result in a large fine and loss of brand reputation. Unfortunately, due to the licencing restrictions imposed by our data suppliers, we cannot give you an accurate figure for the quantity of telephone numbers that we can supply as shown above that are also on the CTPS until you purchase those services.



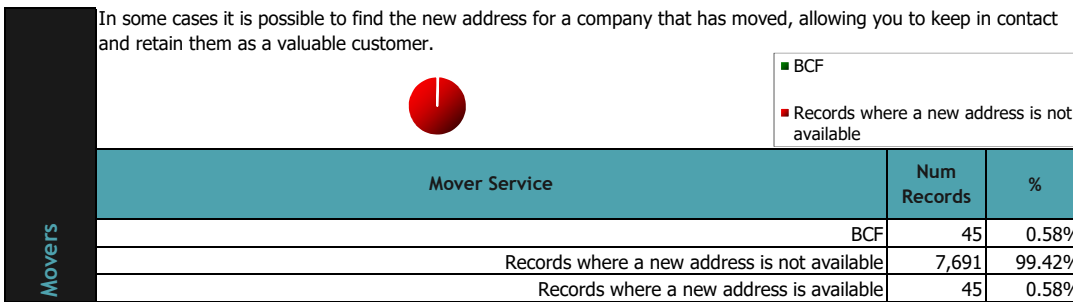
Telephone Preference Service (TPS) status	Num Records	%
Callable existing telephone numbers	4,702	85.90%
Non-callable existing telephone numbers	772	14.10%
Callable new telephone numbers (estimated)	1,328	65.00%
Non-callable new telephone numbers (estimated)	715	35.00%

Suppressions

Around 30,000 business a month change premises or close, leading to a large quantity of wasted, undeliverable mail being sent out to old addresses. We have a wide selection of some of the best business goneaway reference files available in the UK, giving us the ability to remove the largest possible number of uncontactable records from your database.

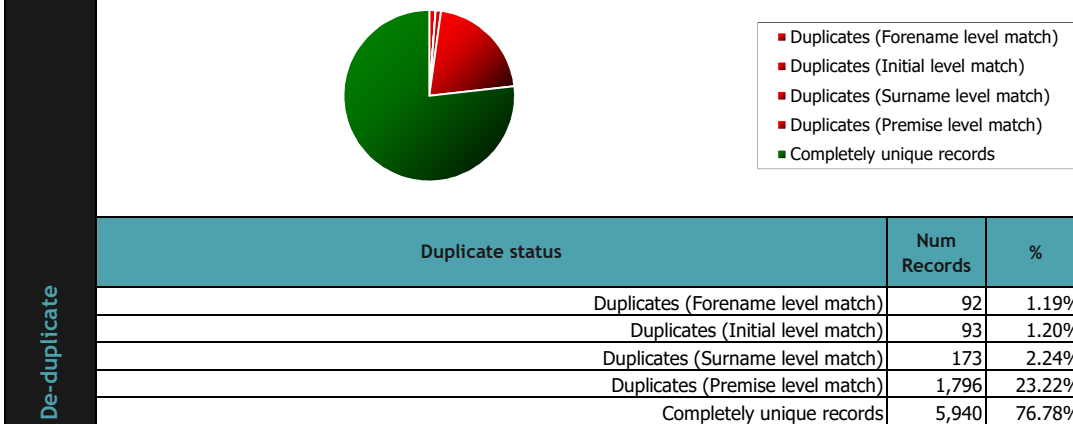


* New addresses for movers were not followed when producing this report. If you re-process the data with the new addresses, these figures will be reduced.



* This audit was produced without following the movers, so you are not able to purchase these new addresses. If you require the new addresses for movers, please re-process your data with the option to follow mover addresses selected.

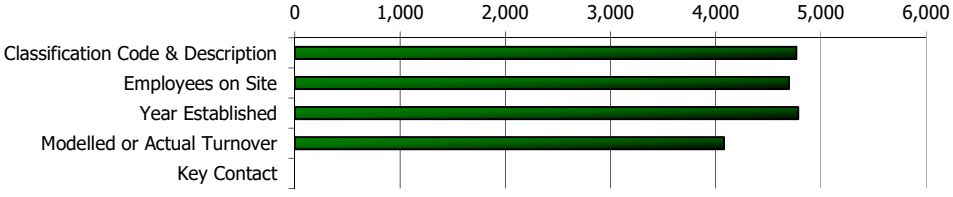
Having duplicate records in your database can cause you to send multiple copies of mailings to customers unnecessarily, wasting resources and damaging your brand image, and make it more difficult to extract useful analysis from your database. Our advanced matching routines can identify and remove duplicates for you, giving you a more accurate picture of your real customer base.



Supplementary Information

Profiling


Having mailing information in your database is the first step, but what if you want to target your customers more accurately?
Our data sources are able to append additional data to your records, such as SIC codes, employee counts etc.



Additional Information Type.	Num Records	%
Classification Code & Description	4,767	61.62%
Employees on Site	4,698	60.73%
Year Established	4,784	61.84%
Modelled or Actual Turnover	4,080	52.74%
Key Contact	N/A	N/A

Email Appending

Adding email addresses to your records helps you communicate with your customers more efficiently.
Our data sources are able to append opt-in email addresses to your records, matching to the correct individual where possible or generic company emails otherwise



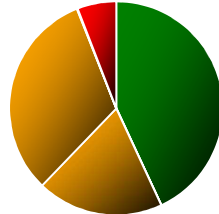
Available Email Addresses

Further Optional Email Address

Email Address Type.	Num Records	%
Available Email Addresses	0	0.00%
Further Optional Email Address	2,688	34.75%

Validation

We have been able to verify the following number of email addresses. We check that the email address "syntax" or structure is correct, and that the "domain" (to the right of the @ symbol) is a live mail server. We can also validate individual mailboxes if required during the purchase process.



- Valid email addresses
- Blank email addresses
- Catch-all email addresses
- Grey listed email addresses
- Inconclusive email addresses
- Invalid email addresses

Email Validation

Validation status	Num Records	%
Valid email addresses	3,331	43.06%
Blank email addresses	0	0.00%
Catch-all email addresses	1,480	19.13%
Grey listed email addresses	2,463	31.84%
Inconclusive email addresses	7	0.09%
Invalid email addresses	455	5.88%

We check whether a telephone number is the correct length based on the exchange (some exchanges for smaller areas only have 5 digit local numbers, while most have 6) and falls into a valid range (most exchanges have only allocated certain ranges of the possible numbers, for example the 01234 exchange does not allow any numbers starting with 1, except those starting 159).



- Valid telephone numbers
- Blank telephone numbers
- Foreign telephone numbers
- Invalid telephone numbers

Telephone Validation

Validation status	Num Records	%
Valid telephone numbers	4,768	30.82%
Blank telephone numbers	9,966	64.41%
Foreign telephone numbers	29	0.19%
Invalid telephone numbers	709	4.58%

Quotation / Price Card

The quotation and return on investment details shown below are approximate, and selecting, deselecting or changing options for any particular entry may affect other entries.

Price Card

Service	Unit	Quantity	Price Per Unit	Price
PAF Cleansing	Per Thousand	7736	6.5	50.284
Country Detection	Per Thousand	7,736	£6.00	£46.42
Telephone Number Append with XD Flags	Per Thousand	7,629	£66.00	£503.51
Telephone Number Append without XD Flags	Per Thousand	7,629	£60.00	£457.74
Telephone Number Compare	Per Thousand	7,736	£0.00	£0.00
Telephone Number Validation	Per Thousand	5,506	£6.50	£35.79
Live Telephone Number Validation	Per Thousand	2,642	£40.00	£105.68
Live Mobile Number Validation	Per Thousand	2,864	£27.50	£78.76
TPS Existing Numbers	Per Thousand	5,474	£35.00	£191.59
CTPS Existing Numbers	Per Thousand	5,474	£35.00	£191.59
TPS New Numbers	Per Thousand	N/A	£35.00	N/A
CTPS New Numbers	Per Thousand	N/A	£35.00	N/A
Flagging Goneaways	Per Hit	37	0.95	35.15
Suppressing Goneaways	Per Hit	37	£0.55	£20.35
BCF	Per Hit	45	0.95	42.75
De-duplicate	Per Thousand	7,736	£5.50	£42.55
Salacious / Unusable Records	Per Thousand	7,736	£6.50	£50.28
Email Validation	Per Thousand	7736	£15.00	£116.04
Flagging Stop File	Per Thousand	7,736	£6.50	£50.28
Suppressing Stop File	Per Thousand	7,736	£6.50	£50.28
Append Turnover	Per Hit	4,080	£0.14	£550.80
Append Business Classifications	Per Hit	4,767	£0.14	£643.55
Append Key Contact	Per Hit	N/A	£0.15	N/A
Append Email Addresses	Per Hit	N/A	£0.65	N/A