



DATA CLEANSING

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OVERVIEW

01

About
Us

02

How We
Do It

03

Why
Cleanse

04

Cleansing
Services

05

Data
Appending

06

Data
Sorting

07

Bespoke
Projects

08

Connect
With Us





01 ABOUT US



OUR COMPANY HISTORY

Over the last 10 years we have supported many businesses with their data through cleansing and enhancement projects.



OUR OBJECTIVES

We believe in empowering businesses with the insights to improve and enhance their customer and prospect data.

02 HOW WE DO IT

01

With access to the most comprehensive data cleaning portals and platforms we can improve both b2b and b2c datasets.

02

Simply upload your data to our secure area and we will report back within 24 to 48 hours on what we can improve.

03

You can then select the services you want to use, e.g. address verification, email validation or data correction etc.

04

Once you have confirmed what you would like to do we can then get to work and start cleansing your database. This can usually be turned around with 2-5 working days or sometimes instantly depending on the brief.



03 SO WHY CLEANSE?



Data deteriorates over time. Regularly cleaning and enriching your data can boost ROI, save valuable time and resources, ensure compliance, enhance business decision-making, and safeguard your brand's reputation.



Continuous data cleansing is a vital process that ensures your business relies on accurate, dependable information, driving enhanced performance and success.





04 DATA CLEANSING SERVICES



ADDRESS VERIFICATION

Verify and update old address information and make it consistent with Royal mail PAF.



MOVER SUPPRESSION

Identify and remove anyone that has moved address, deceased, as well as companies that are no longer trading.



NUMBER VALIDATION

Verify your telephone data to ensure you have live telephone numbers. Remove any dead landlines and HLR check mobiles too.



EMAIL VALIDATION

Maximise email deliverability and improve your sending score through email address verification.



PREFERENCE SERVICES

Remove, telephone preference (TPS) / mail preference (MPS) & baby mail preference (BMPS) records to ensure compliance.

05

DATA APPENDING

When contacting your next potential clients, having detailed information at your disposal allows for more accurate targeting. Our Data universe file enhances your data with over 100 data fields, which are updated monthly.

You can choose from a wide range of categories, to drive the results you need whilst adding the value you need to your customer and prospect data.



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06

DATA SORTING

Organising and sorting data

Duplicates can appear in various areas of an organisation, creating challenges in maintaining accurate data. We can help eliminate duplicates in accounts and contact records as well as other areas of your database. These changes can improve efficiency and provide a more accurate overview.

Removing duplicates, enhancing reporting, streamlining processes, and improving efficiency across your organisation is all part of our comprehensive data cleansing service.

Having multiple records for the same entity in your database can cause significant issues such as: inaccurate reporting, difficulty finding the correct record, and the risk of sending duplicate communications, which can damage client relationships. We ensure that your data is clean and reliable, improving overall performance and customer satisfaction.



BESPOKE PROJECTS



For Those With With Unique Requirements

We have a 3 step approach for bespoke projects.

▶ **1. CONSULT**

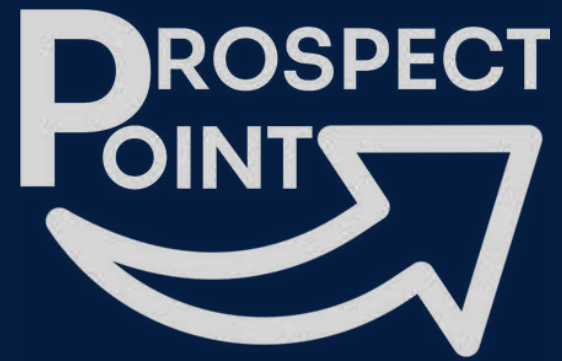
The first step is to fully understand your requirements and define your goals and objectives. We will understand how you currently manage and use your data and what you ultimate goal is.

▶ **2. IDEAS**

We will then share our expertise and our approach for your project, detailing how we plan to carry out the work. Furthermore we will explain how we plan to deliver your project and what you will see as a result of using our service.

▶ **3. DELIVER**

The final step is to deliver the improvements and supply your new database. For complex projects examples and samples can be provided prior to full project delivery.



THANK YOU

CONNECT WITH US



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